

The Bitter Truth Names New Exclusive Importer



[The Bitter Truth](#), producers of bitters, liqueurs and spirits, has announced a new exclusive partnership with the New-Jersey based import company [Worldwide Libations](#).

The new partnership officially begins Feb. 5.

Led by industry veterans Dan Lasner and Mark Tucker, Worldwide Libations currently imports Tiki Lover's, a range of blended Caribbean rums created by The Bitter Truth founders Alexander Hauck and [Stephan Berg](#). Now the entire portfolio, including the brand's non-potable bitters Berg & Hauck, will reside with one importer.

"We are confident that this transition to Worldwide Libations will significantly boost the development of The Bitter Truth, Berg & Hauck and Tiki Lovers brands in the U.S.—a market of paramount importance to us now and a critical part of our long-term goals," says Berg.

Worldwide Libations, with operations located just outside of Manhattan, began importing The Bitter Truth's Tiki Lovers Rum portfolio back in early 2018, when the brand first launched in the U.S. The company also represents a portfolio of wines and spirits.

The Bitter Truth portfolio includes a line of all-natural bitters and cocktail waters, a range of liqueurs, its Pink Gin and its non-potable line of all-natural bitters.

"Our entire range of products are meant to work together and complement one another, so it makes sense for all of our brands to be represented by one importer," says Hauck. "With Worldwide Libations' intimate knowledge of all channels of the market, their innovative approach to marketing and a proven track record of successful brand partnerships, we are convinced they are the perfect custodians for our products in the U.S."