

After noticing a gap in the liqueur industry, The Bitter Truth decided it was time to take a stab at making their own

Around 13 years ago, the German company launched its first liqueurs to the market. Founded in 2006, The Bitter Truth attended a show during a visit to the London Bar Show. It was there that the idea of producing cocktail bitters was born, as they were hard to find at the time in Germany, or anywhere for that matter. With 13 bitters flavors, they have become a staple behind the stick.

When they first launched their liqueur line, they wanted to bring different and unique flavors to the table. After seeing what bartenders were creating behind the bar and their experience, they were inspired to launch their first flavors including, Apricot Liqueur, Pimento Dram, and Violet Liqueur. Over the years, The Bitter Truth has added more flavors to their portfolio like the Elderflower Liqueur and Golden Falernum, both being very successful additions.



Perfect for the summer months, Golden Falernum adds a glorious element to any cocktail. This calypso of flavors liqueur has notes of almond, lime, ginger, and vanilla — making it a tasty tropical footing for any cocktail. This golden liquid has a rum base so, its tropical essence comes through with a simple squeeze of lime over ice. Elevate your next Mai Tai or Margarita and use Golden Falernum as the base.

The Bitter Truth didn't stop at just liqueurs and bitters. The brand had the idea to launch a bottled pink gin cocktail about 12 years ago. "We had a gin made according to our specs and then created custom-built bitters for the gin," says Brand Creators and Owners Stephan Berg and Alexander Hauck, "The result is a smooth gin with spicy hints of licorice, fennel and caraway and floral head notes of jasmine and hibiscus."

Not only does this pink gin look gorgeous in a glass for the summertime, but it also can be added to any favorite cocktails. Spice up a classic Gin and Tonic and turn it into a wow-factor cocktail. Its gentle mouthfeel allows it to play nice in any gin-based cocktail. The brand offers room for creative freedom when building cocktails.



Both Berg and Hauck are former bartenders, which has led them to develop a brand that bartenders actually want to use and drink. “Every product we developed in the last 15 years was meant to make bartenders’ lives easier—with a focus on all-natural quality ingredients and the best possible practicability of our products. And we hope that everybody tastes the love we put in every single bitter, liqueur, or spirit.”

Here is a cocktail to try using the Golden Falernum.

Royal Bermuda Yacht Club Cocktail

Ingredients:

- 8 ml The Bitter Truth Golden Falernum
- 50 ml Barbados Rum
- 15 ml Fresh Lime Juice
- 8 ml Orange Liqueur

Preparation: *Shake with ice and strain into a chilled cocktail glass.*

