

Welcome to

The **BITTER TRUTH**



Bitters. Liqueurs. Spirits.

- FOR BETTER DRINKS -

THE COCKTAIL'S DEFINING INGREDIENT

Cocktail, then is a stimulating liquor,
composed of *spirits* of any kind, *sugar*,
water and *bitters*.

First known definition of the term "cocktail"
from "The Balance, and Columbian Repository"
New York, May 13, 1806

A few dashes add

BALANCE

COMPLEXITY

FLAVOR



WELCOME STRANGER

You have found your way to *The Bitter Truth*, a
humble purveyor of the finest cocktail bitters,
botanical waters, spirits & liqueurs. Please
wander around and explore our variety of
carefully crafted cocktail ingredients.

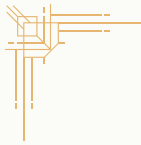


COCKTAILS ^{IN} PARADISE ^{WITH} THE BITTER TRUTH



Made the traditional way using the best quality natural ingredients.





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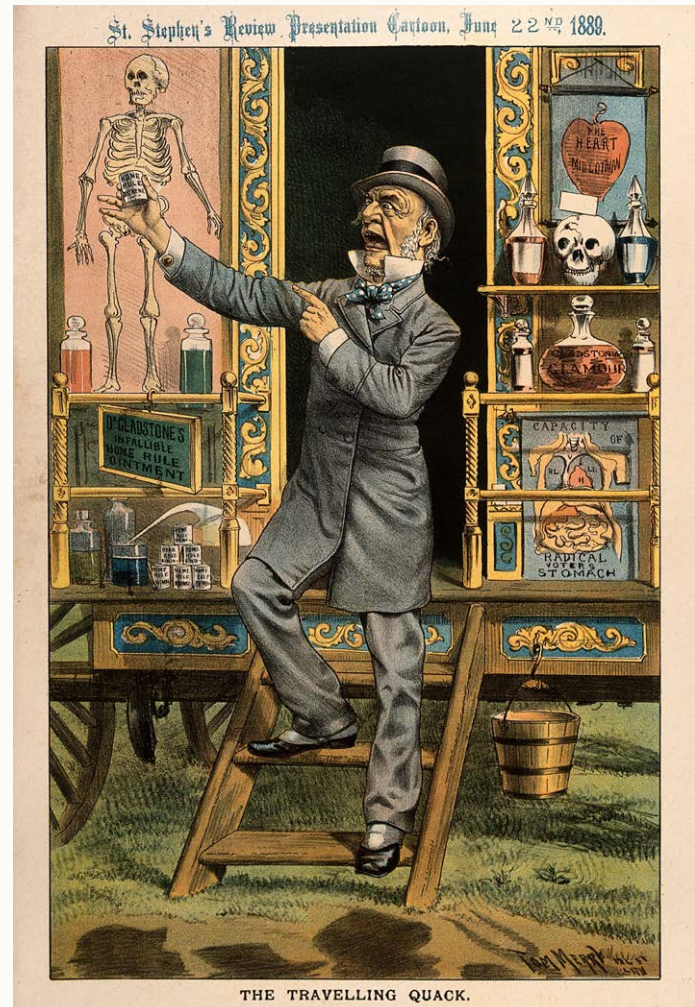
WELCOME TO

THE BITTER TRUTH

"In the brave new world of cocktails, bitters have had their resurrection, and perhaps to a few, it may have felt like a long time coming. In fact, it is a miracle we have them at all. To the original cocktail habitués, the bitters were a necessary evil to drag them back from the yawning abyss of the morning and the accompanying pain: penance for the night before. To the sensibilities of the surrounding world, bitters were either medicine to be endured or quite simply a fraud and a sham to part a fool from his money. Snake oil was the term for it.

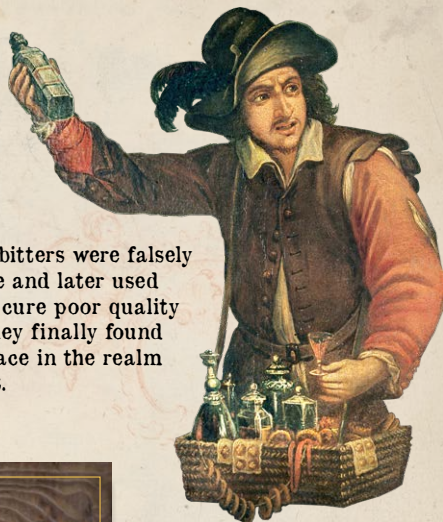
In life, against all odds, sometimes things just work out; it's the alchemical poetry of serendipity. That we should still – and again – have bitters, so roundly despised at the onset, is a testament to what else they offered. While perhaps they didn't cure diseases, and the morning drinkers would eventually topple despite them, the bitter principle did stimulate the stomach to produce gastric juices and revive appetite.

The cocktail, therefore intersected the nascent European trend, the aperitif. The rich and piquant spices accompanying the bitterness bequeathed a complexity on what otherwise would've been a simple Sling: Liquor, water, and sugar. When, shortly thereafter, vermouth was introduced to the world of mixed drinks, bitters, as it turned out, worked marvelously well with them. When ice became more readily available, bitters were also harmonious with fruit juices. The bitters added a blush of "warm" spices: cinnamon, nutmeg, mace, clove, and allspice.



THE TRAVELLING QUACK.

In the old days, bitters were falsely sold as medicine and later used as a cover-up to cure poor quality drinks... until they finally found their rightful place in the realm of fine cocktails.



**“Bitters are the
Oboe Soloist in the
Modern Cocktail
Symphony”**



They also could add the “cool” ones: mint, lemon, anise, sassafras, and licorice. With the addition of liqueurs, the little cocktail rondo became a symphony and the bitters the oboe soloist.

And somewhere along the line, bitters sorted themselves into categories: first stomach bitters, then the first beverage bitters – which would span a range of aperitif and digestif bitters, and later aromatic and fruit bitters. Stoughton, Hostetter's, and Boker's (Bogart's), the Amer, and Amari, the gentians, and absinthes were aperitif/digestif bitters. The intense and concentrated Angostura, Abbott's, and Peychaud's were celebrated aromatic bitters, and there were a plethora of orange and peach fruit bitters brands.

At one point, and for a long time, bitters were out of fashion. No longer outrageous, they simply gave way to simpler, faster, more streamlined tastes. Brands and flavors withered and died. Something wonderful was lost then, and it took years to regain enough perspective to see that.

But possibly the most gratifying story is that of devotees-turned-professionals, Stephan Berg and Alexander Hauck founding *The Bitter Truth*. They, from their personal interests, made bitters something of their lives' work and galvanized the bitters movement with a series of bitters that famously included the commercial attempt to revive an extinct brand, Boker's (Bogart's).

For all they have done, for all they will do, Gentlemen here's to you!”

Ted Haigh – Cocktail Historian



Stephan Berg & Alexander Hauck

THE BITTER TRUTH

OUR STORY

Originally, cocktail bitters were the ingredient that distinguished cocktails from other categories of beverages such as Toddies, Slings, Fizzes, Sours, or Punches. For decades, they were an essential component of good cocktail creations. The start of prohibition curtailed consumers' drinking habits, and cocktail bitters almost sank into oblivion. Only a few brands survived that period, but even after that, not all of them managed to reestablish themselves in the new market.

THE FOUNDING OF THE BITTER TRUTH

For some time now, there has been a resurgence in the popularity of cocktail bitters, and bitters are now again considered to be the spice rack for your bar. Since 2006, the German company *The Bitter Truth* has been doing its share to contribute to this development. It all started during a visit to the London Bar Show in June 2006. At that show, Munich bartenders Stephan Berg and Alexander Hauck gave birth to the idea of producing and distributing cocktail bitters, as they were hard to find in Germany or elsewhere if at all.

Both of them had already gained a considerable amount of experience in producing handmade cocktail bitters for the bars they were working at. Also, Stephan owned a large collection of current and historical bitters, some of which hadn't been produced for decades. Thus, he knew how the most well-known bitters of the world tasted and he was considered a specialist in this area.

Their criteria for the choice of flavors was mainly provided by old cocktail recipes that could no longer be mixed true to the original because one crucial ingredient had been missing – the correct bitters.





TRADITIONAL MANUFACTURING PROCESS

Only ingredients of the **highest quality** are used for *The Bitter Truth* products.

BOTANICAL EXTRACTION

The aromas and essences of herbs & spices are extracted through careful maceration/percolation in alcohol or water for up to 2 months.

After this process is finished, only water or alcohol is added to set the liquid to its final alcohol strength.

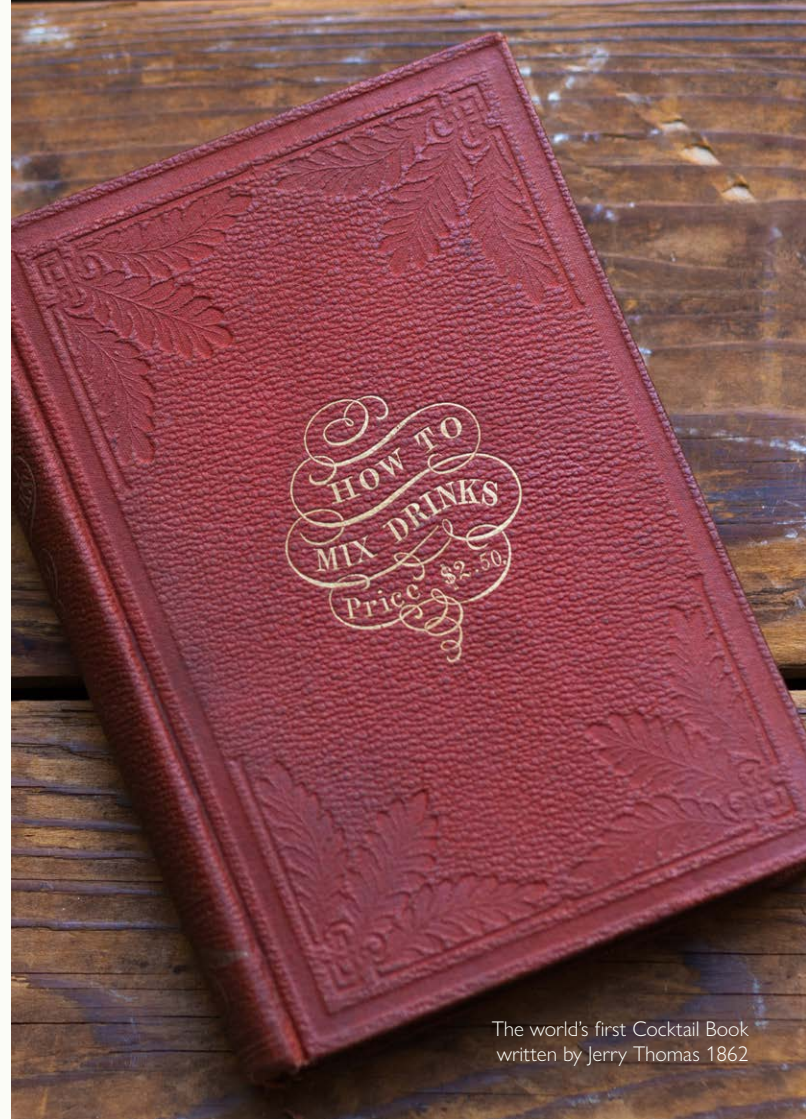


HARMONIZATION TIME

The product is then allowed to rest, and flavors can marry. In a final step, the product might get tinged, filtered, bottled, and labeled.

It is valuable time consuming to produce *The Bitter Truth* products.

Our traditional manufacturing process guarantees an unparalleled and superior taste.



The world's first Cocktail Book
written by Jerry Thomas 1862



UNIQUE PRODUCT FEATURES



DEVELOPED & OWNED BY
TWO FORMER BARTENDERS

BASED ON AUTHENTIC RECIPES

TRADITIONAL
MANUFACTURING METHODS
(MACERATION & PERCOLATION)

ALL-NATURAL FLAVORS

NO ARTIFICIAL FLAVORINGS!

BUILT-IN DASHER

USER-FRIENDLY PACKAGING WITH
UNIQUE HANDLING PROPERTIES

BROWN GLASS FOR
SUNLIGHT PROTECTION

DURABLE COATED LABEL

WIDE RANGE OF FLAVORS

THE MOST AWARDED BITTERS RANGE

THE BEST VALUE FOR MONEY:
200 ML BOTTLE





TED HAIGH TALKS

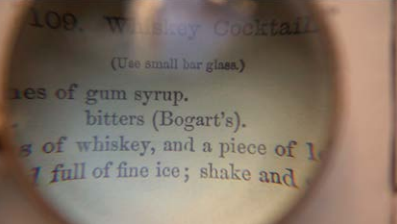
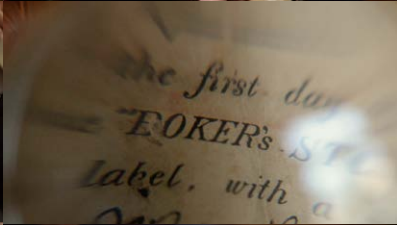
THE BITTER TRUTH ABOUT BITTERS

In 2019 we surprised cocktail historian Ted Haigh with one of the first bottles of our reproduction of the very first Bitters ever mentioned. Before opening the precious lady leg bottle we talked about the history of bitters. Here is the knowledge he shared with us. In the last paragraph, you can read his reaction to our “Bogart’s Bitters”.



THE PURPOSE OF BITTERS

“Bitters are the aperitif taken down to its most basic. The kinds of bitters are aperitif bitters which are something you can drink a whole glass of or there are aromatic or there are fruit bitters. And they are only drinkable in small bits. But they add a whole range of depth to a mixed drink.



They give you a zing of spices a certain bright line of bitterness and then the bulk of the base of the liquor a little sweetening agent and maybe a little sourness and together they make a beverage that's so infinitely more complex than any of the above without it.”



THE ORIGIN OF BITTERS

"We have to go back to the history of alcohol when alcohol first began it made people feel better. And that made people think it was medicine. But then at a certain point, the most educated people in the world at that time were probably the monks. They would take the herbs and the spices and make things that would end up being like a digestif."

Now if you take a digestif and add a bitter constituent to it, it becomes mainly an aperitif bitter or a liqueur bitter. But then if you thin that out and just take the bitter component with the spices and less of the sweetening, you have something that is a miraculous additive. A secret weapon one might even say."

THE HONEST MEDICINE

"Originally bitters were considered medicinal. They weren't for adding into cocktails. They were to fix what ails you. Ironically ... the thing that was most honest about bitters, were cocktails! When cocktails happened, it was natural for bartenders to use whatever constituents were available to them. And part of that meant raiding the medicine cabinet. Bitters could be slightly medicinal in the cocktails, but they were also making the cocktails taste better. But bitters at that point became something of a culinary aid. And the medicine use receded."

THE VERY FIRST BITTERS

"The very first cocktail book is Jerry Thomas' book 'How to mix drinks' or 'The Bon-Vivant's Companion' it went under various titles. Just happened to be the very first cocktail book ever published. In those years cocktails were known to people through newspapers. Newspapers would publish bartenders who had created cocktails and they would give the recipes and so on. Jerry Thomas tended to aggregate all of that stuff in his first book. And how many cocktails were in his first book? TEN! That was

all the official cocktails that there were. At that point, it was very noticeable when he mentioned bitters. It was published as 'Bogart's Bitters'. Now ... having done extensive research on this ... there are NO bottles that ever said 'Bogart's Bitters' on them. Leading me to believe that whoever was transcribing some of that stuff from Jerry Thomas wrote 'Bogart's' when what he said was 'Boker's' and we know 'Boker's' existed. We had original samples of it finally. I found a beautiful old Boker's bottle. So we believe that the first bitters to appear in cocktails were: Jerry Thomas' Decanter Bitters, there might be some early mention of Stoughton's Bitters and there were Boker's Bitters. And Boker's seems just about the oldest bitters existent that was meant for the cocktail."

TED TASTES BOGART'S BITTERS FOR THE FIRST TIME

"Boker's was made in the mid 19th century, and only one person I ever knew was able to obtain a bottle of Boker's that still had stuff in there. Everything was so integrated. It's complex. You couldn't quite tell what was in there. But what was in there tasted good."

We are proud to announce: Bogart's Bitters are back!

Ohh, wow. This is not a stock bottle! It's really, truly fabulous. You could not have done better. Wow, it's amazing, and it is appropriately bitter too. As I was trying to decipher the stuff I had, I noted a resinous to it. And I get it right in this. It's like I tasted a hundred-year-old bottle before, and now I'm tasting a fresh bottle. And just all of the herbs together in such a way that you can't tell what they are separate. And I expect that kind of complexity. It works in different drinks in different ways because of the flavor. But it's got its own signature character. Everything I asked about classic bitters is exhibited in this. It genuinely is. I don't think we can get any closer to the original than this."





THE BITTER TRUTH BITTERS & WATERS

The Bitter Truth bitters were specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations. Our bitters are made the traditional way using only the best quality natural ingredients. *The Bitter Truth* bitters have received multiple awards and will continue to innovate the bar world.

A unique addition to the bitters range is the recreation of the legendary Bogart's Bitters.

Besides making great cocktail bitters, *The Bitter Truth* also offers some non-alcoholic flavored waters for drinks like the Ramos Gin Fizz or the Rose Water Rickey. A little goes a long way, and as with bitters, only the finest ingredients are used to produce these flavored waters.

THE RETURN OF A LEGEND

BOGART'S BITTERS



"Bogart's Bitters can arguably be said to have started the cocktail movement as it was the first-ever mentioned bitters in the very first cocktail book published in 1862, written by the most famous bartender of those days, Jerry Thomas – a name, synonymous with the first golden age of the cocktail."



Jamie Boudreau in conversation with Stephan Berg

Although no bottles of the Jerry Thomas era ever surfaced, the common belief is that Bogart's was a kind of misspelling of Boker's Bitters at that time. Still, the impact on the development of the cocktail is without question.

Before other bitters appeared in cocktail recipes around the world, there was Bogart's/Boker's. A beautifully balanced and versatile cocktail bitter, it was even called for by name in the first Martini recipe, printed in 1888, where one was instructed to use "genuine" Bogart's/Boker's, indicating that this most popular bitters had weak imitations floating around ... And this makes sense, for if one actually tasted one of the very few remaining bottles of original Bogart's/Boker's bitters, they would





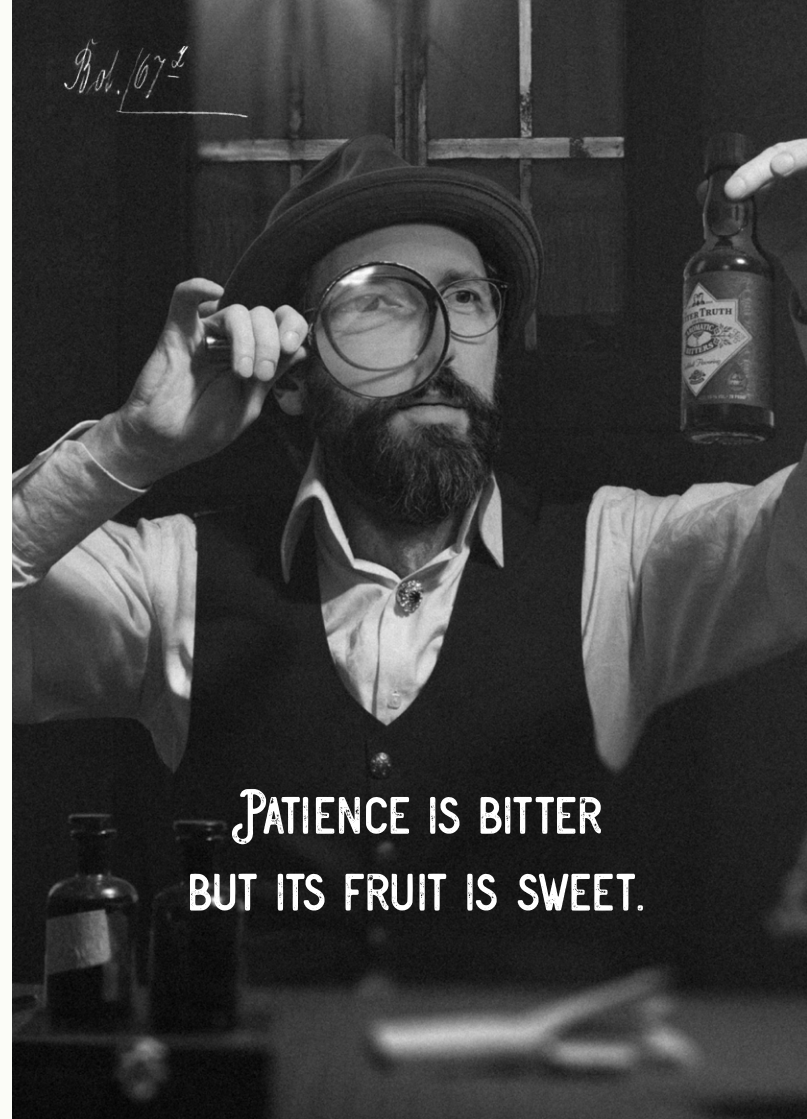
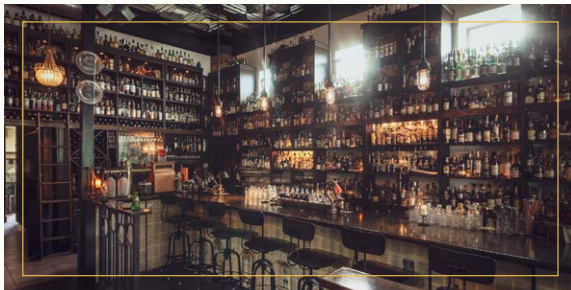
discover that this magnificent bitter is not a cardamom bomb, but rather a beautiful mix of dark spice and chocolatey coffee, that can only be achieved by using a very expensive herb, an ingredient that others use sparingly due to cost, but also to the detriment of the final product.

The Bitter Truth has spent much time in investigating the subject over the last 10 years and is in the possession of a super rare original bottle – one of the only known bottles to have survived with genuine remaining contents, bottled around 1900.

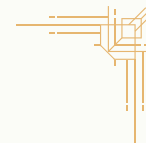
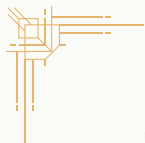
Originally sold in iconic “lady leg” bottles made of brown glass, these bottles were defunct for about a century and have now been reproduced for this special edition.

The same goes for the labels, which have been redesigned from this surviving bottle. The formula has been analyzed, interpreted and changes in flavor profile, due to age, were subtracted and the liquid formulated in the way it authentically resembles Jerry Thomas’ favorite bitters of more than a century ago.”

Jamie Boudreau - Canon: Whiskey and Bitters Emporium Seattle



**PATIENCE IS BITTER
BUT ITS FRUIT IS SWEET.**



BOGART'S BITTERS

A 19TH-CENTURY STYLE REPLICA BITTERS

Once praised by 19th-century bartenders Jerry Thomas & Harry Johnson for their genuine quality, these bitters were the only bitters called for by name in the world's first known book about cocktails "How to Mix Drinks" published in 1862.

With a presumed manuscript error (hence Bogart's instead of Boker's Bitters) they were part of the first known recipe for a Martini Cocktail in the "New and Improved Bartender's Manual" published in 1888.

Unfortunately with the turn of the century, the Food & Drugs Act of 1906, and eventually Prohibition in 1920, times were taking a toll on the former 'King of Bitters' and the brand vanished. Up until 2007, the common belief was that "no living person has ever tried these bitters".

After extensive research on old bitters from the early days of bartending, Boker's Bitters emerged as the holy grail of bitters. Luck was with the founders of *The Bitter Truth* when a fully intact bottle with label and contents in an online auction platform presented itself as a once in a lifetime opportunity. With the auction successfully closed, a rare bottle of Boker's Bitters was waiting to be revived in a painstaking reverse engineering process lasting for more than 10 years.

PRODUCT INFORMATION: 42.1% Alcohol by Volume (84.2 Proof)



TASTING NOTES

A beautiful mix of dark spice, chocolatey coffee, and European herbs.

Rating



Difford's Guide, UK





JAPANESE COCKTAIL

2 oz (60 ml) Brandy
1/2 oz (15 ml) Orgeat Syrup
1/4 oz (8 ml) The Bitter Truth Bogart's Bitters
Lemon Zest

Stir well with ice and strain into a chilled rock glass with ice. Add lemon zest.



SODA COCKTAIL

5-6 dashes The Bitter Truth Bogart's Bitters
1-2 slices Orange
1 barspoon Sugar Syrup (2:1 Sugar:Water)
Lemon Soda Water
Orange Zest

Mix bitters & sugar at the bottom of a highball glass and add ice. Fill up with lemon soda water and stir gently. Add orange slice.



EAST INDIA COCKTAIL

2 oz (60 ml) Brandy
2-3 dashes The Bitter Truth Bogart's Bitters
2 dashes Maraschino Liqueur
1/4 oz (8 ml) Orange Liqueur
1/4 oz (8 ml) Pineapple Syrup
Lemon Zest

Stir well in a mixing glass with ice & strain into a chilled cocktail glass. Add a cherry or olive, twist a piece of lemon zest on top, and serve.



BRANDY CRUSTA

2 oz (60 ml) Brandy
1/4 oz (8 ml) fresh Lemon Juice
3-4 dashes Sugar Syrup (2:1 Sugar:Water)
2-3 dashes The Bitter Truth Bogart's Bitters
1-2 dashes Orange Liqueur
Lemon Zest

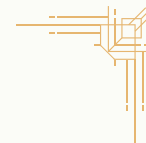
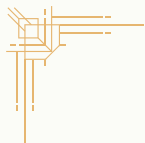
First, mix the ingredients in a rock glass, then take a small wine glass, rub a sliced lemon around the rim of the same, and dip it in pulverized white sugar, so that the sugar will adhere to the edge of the glass. Pare half a lemon the same as you would an apple (in one piece) so that the paring will fit in the wine glass, and strain the drink from the rock glass into it.



GIN COCKTAIL

2 oz (60 ml) Genever (Holland Gin)
3-4 dashes Sugar Syrup (2:1 Sugar:Water)
2 dashes The Bitter Truth Bogart's Bitters
2 dashes Orange Liqueur
Lemon Zest

Shake all ingredients with ice and strain in a chilled cocktail glass. Add lemon zest.



AROMATIC BITTERS

THE CLASSIC AROMATIC BITTERS

Aromatic bitters are the most classic of all bitters going back to the late 18th-century. They are by far the most widely used bitters since the early days of bartending and play a significant role in the history of cocktails. The Old Fashioned or the Manhattan Cocktail wouldn't have been the same without a few dashes of aromatic bitters.

The Bitter Truth Aromatic Bitters are unsurpassed in the complexity of flavor with spices such as cinnamon, cardamom, and anise permeate prominently. The aroma is full of clove and heady with gingerbread combined with the more subtle tutti-frutti notes.

As authentic as a brown leather chesterfield, The Bitter Truth Aromatic Bitters will add a nice kick to your punch. You can mix this little pugilist in with any wood aged spirit, adding structure and complexity to cocktails.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)

TASTING NOTES

Bitter and tangy to the taste. Reminiscent of cinnamon, cardamom, anise, and cloves, the aroma is reminding of gingerbread.

Your aromatic bitters I have taken to affectionately calling "Dr. Berg's Sassafras Bitters". I don't know if they actually contain sassafras, but they do taste as if they do. And again I applaud you for giving them a flavor no other aromatic bitters have. In a word, they are complex and excellent. I'd like more, please!



Ted Haigh – author of "Vintage Cocktails & Spirits" USA



MANHATTAN COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey
 3/4 oz (25 ml) Sweet Red Vermouth
 2 dashes The Bitter Truth Aromatic Bitters
 Orange Zest

Stir with ice and strain into a cocktail glass. Garnish with a cherry, lemon, or orange zest.



QUEEN'S PARK SWIZZLE

2 oz (60 ml) Aged Rum
 1/2 oz (15 ml) fresh Lime Juice
 1/2 oz (15 ml) Demerara Sugar Syrup (2:1 Sugar:Water)
 1 dash The Bitter Truth Aromatic Bitters
 8-10 Mint Leaves

Gently muddle mint leaves in a highball glass. Add rum, sugar syrup, lime juice, and bitters. Fill the glass with crushed ice and swizzle to combine ingredients. Finally, top with more crushed ice and serve with straws.



OLD CUBAN COCKTAIL

1 1/2 oz (45 ml) Aged Rum
 2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)
 3/4 oz (25 ml) fresh Lime Juice
 1 dash The Bitter Truth Aromatic Bitters
 2 oz (60 ml) Champagne
 6 or 7 Mint Leaves

Put fresh mint, sugar syrup & lime juice into a mixing tin and muddle gently. Add rum and bitters and shake with ice to chill and dilute. Double strain into a cocktail or champagne glass. Top off with cold champagne.



AIRMAIL COCKTAIL

1 oz (30 ml) Aged Rum
 1/2 oz (15 ml) fresh Lime Juice
 1/2 oz (15 ml) Honey Syrup (1:1 Honey:Water)
 2 dashes The Bitter Truth Aromatic Bitters
 1 1/2 oz (45 ml) Champagne
 5 or 6 chunks fresh Pineapple

Muddle pineapple in a mixing glass. Add all other ingredients except champagne & shake with ice. Double strain into a champagne flute and gently top off with cold champagne. Garnish with a mint leaf.



OLD FASHIONED COCKTAIL

2 oz (60 ml) Whiskey, Brandy, Aged Rum or Añejo Tequila
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 2-3 dashes The Bitter Truth Aromatic Bitters
 Orange Zest

Pour all ingredients into a rock glass, add a large ice cube & stir until it has the right dilution. Add orange zest.



CHOCOLATE BITTERS

A MODERN STYLE OF AROMATIC BITTERS

Tall, dark and yes, somewhat handsome, most definitely rich and original: New bitters for a new era of cocktails!

The Bitter Truth Chocolate Bitters blur the lines between old world bitters and new world flavors. Deep chocolate notes are supported by classic bitter flavors and accented with a hint of spice. Cocoa butter and dark chocolate seduce the nose. Hints of vanilla, cinnamon, and bitter tones of gentian and wormwood are elicited on the palate.

The Bitter Truth Chocolate Bitters play exceptionally well with sweet vermouths and all kinds of aged spirits like whiskey, rum, tequila, and brandy. Add a dash to a Manhattan or Negroni to start exploring its complex flavor or use in a Tequila Old Fashioned to bring forward the spirit's vegetal attributes.

PRODUCT INFORMATION: 44% Alcohol by Volume (88 Proof)



TASTING NOTES

Dark, rich, and complex. A bitter chocolate nose leads the palate to dark chocolate, cinnamon, and spice flavors supported by classic European bitter herbs.

The truth about your “Bitters” is that we cannot do without them!

Charles Schumann — author of “Schumann’s Bar Book”
Munich, Germany





RIGHT HAND COCKTAIL

- 1 1/2 oz (45 ml) Tiki Lovers Dark Rum
- 1 oz (30 ml) Sweet Red Vermouth
- 1 oz (30 ml) Italian Red Bitter Liqueur
- 2 dashes The Bitter Truth Chocolate Bitters
- Orange Zest

Add all ingredients to a rock glass with ice and stir. Squeeze orange zest over the drink.



CHOCOLATE MARTICA

- 1 oz (30 ml) Tiki Lovers Dark Rum
- 1 oz (30 ml) Cognac
- 1 oz (30 ml) Sweet Red Vermouth
- 1/6 oz (5 ml) Maraschino Liqueur
- 2 dashes The Bitter Truth Chocolate Bitters

Stir with ice & strain into a chilled cocktail glass.



SHERRY COBBLER

- 2 oz (60 ml) Medium Dry Sherry
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Chocolate Bitters
- 1/2 Orange Slice
- 1 Pineapple Slice

Muddle fruits in a rock glass, add all other ingredients and crushed ice, and stir. Garnish in a fancy manner with more fruits and mint.



OAXACA OLD FASHIONED

- 1 1/2 oz (45 ml) Reposado Tequila
- 1/2 oz (15 ml) Mezcal
- 1 barspoon Agave Nectar
- 2 dashes The Bitter Truth Chocolate Bitters
- Orange Zest

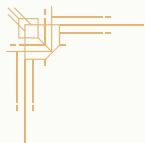
Pour all ingredients into a rock glass, add a large ice cube & stir until it has the right dilution. Add orange zest.



SPEAK EASY

- 2 oz (60 ml) Peaty Single Malt Scotch Whisky
- 1 Sugar Cube
- 1 splash Absinthe
- 1 dash The Bitter Truth Aromatic Bitters
- 1 dash The Bitter Truth Chocolate Bitters
- 1 barspoon Galliano L'autentico Liqueur
- Orange Zest

Combine sugar and bitters in a mixing glass and crush the sugar. Add all other ingredients and stir well over ice. Strain into absinthe rinsed rock glass filled with ice and garnish with orange zest.



CREOLE BITTERS

A KITCHEN SPICE TYPE OF AROMATIC BITTERS

Creole equals flavorful, and these bitters are as unique as the culture it encapsulates. These bitters smell like a kitchen in the French Quarter.

The Bitter Truth Creole Bitters are reminiscent of a style of bitters dating back to an era before cocktails even existed. Back then, bitters were made by doctors and apothecaries, primarily for the use in liquid tonics and then eventually as an ingredient in alcoholic beverages.

The Bitter Truth Creole Bitters reflect the Creole way of life with all its beautiful complexity and spiciness. With the first taste, cayenne and pink peppercorns emerge, supported by anise, big red cinnamon, dusky caraway, and fennel seed. Fruit scents of dried apricots, cherries, and cranberries are mingling with the strong flavors of anise, smoked paprika, and hints of smoldering pine wood.

The vintage metallic label is hiding fiery anise, cherry red-colored liquid. Try it in your favorite Manhattan, Old Fashioned, French 75, or for that matter, any drink that could do with perking up. Put on a brass band march and get your feet moving!

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)

TASTING NOTES

Bitter, sweet, and spicy. According to the traditional Creole style, fruity and floral aromas unite with the flavors of anise, caraway, and fennel.

The Bitter Truth makes some of the very finest bitters on the market; indeed, they're an essential part of my tool-kit.

David Wondrich — author of “Imbibe!” & “Punch” USA





CREOLE COCKTAIL

1 1/2 oz (45 ml) Cognac or Whiskey
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 2 dashes The Bitter Truth Creole Bitters
 2 dashes Absinthe
 Lemon Zest

Stir in mixing glass with ice and strain into a chilled rock or cocktail glass. Garnish with lemon zest.



SEELBACH COCKTAIL

2/3 oz (20 ml) Bourbon Whiskey
 1/3 oz (10 ml) Orange Liqueur
 4 dashes The Bitter Truth Creole Bitters
 4 dashes The Bitter Truth Aromatic Bitters
 Champagne
 Orange Zest

Pour all ingredients, except champagne, into a chilled champagne glass, stir, and add cold champagne and stir again. Garnish with orange zest.



CREOLE SWIZZLE *(by Simon Koester)*

1 oz (30 ml) Tiki Lovers Dark Rum
 1 oz (30 ml) Tiki Lovers White Rum
 1 oz (30 ml) fresh Lime Juice
 2/3 oz (20 ml) The Bitter Truth Golden Falernum
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 7-8 large dashes The Bitter Truth Creole Bitters
 a handful of Mint Leaves

Place the mint at the bottom of a highball glass and carefully break the leaves and stems to release the oils. Add crushed ice and add all other ingredients (except bitters) and swizzle well. Sprinkle the bitters on top to create a 3 layer experience and garnish fancy.



MURDER BY THE SEA *(by Mr. Van Hagen)*

1 2/3 oz (50 ml) Tiki Lovers White Rum
 1 oz (30 ml) fresh Lemon Juice
 2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)
 1 barspoon The Bitter Truth Creole Bitters
 pinch of Salt
 1/4 oz (8 ml) Beetroot Juice
 1/3 fresh Egg White

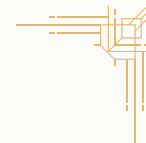
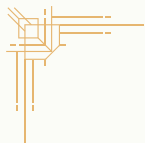
Blend all the ingredients except the beetroot. Strain into a highball glass, fill with crushed ice, and float the beetroot juice. Garnish with seaweed and sea salt.



FOURTH REGIMENT COCKTAIL

1 oz (30 ml) Rye Whiskey
 1 oz (30 ml) Sweet Red Vermouth
 1 dash The Bitter Truth Orange Bitters
 1 dash The Bitter Truth Creole Bitters
 1 dash The Bitter Truth Celery Bitters
 Lemon Zest

Stir all ingredients well with ice and strain into a chilled cocktail glass. Garnish with lemon zest.



JERRY THOMAS BITTERS

A 19TH-CENTURY STYLE AROMATIC BITTERS

The Bitter Truth Jerry Thomas' Own Decanter Bitters is based on a recipe by Professor Jerry Thomas (1830-1885), who is considered the most important bartender of the 19th-century.

Although we are not sure if he would know what cider candies smell like since we don't know if they existed in the 1860s. He might recognize, however, crystallized ginger and the oils of fresh tangerine and almonds seeping through. We're sure he'd have known that it tastes of dried fruit with a finish of orange peel and a light sprinkling of Angostura bark. Of course, the original recipe was not slavishly reproduced, but its formula was improved to comply with today's legal requirements and discerning taste demands.

This homage is as characterful as its namesake was, so join in, get experimental and doff your hat to the man who brought us the first-ever published cocktail book: Jerry Thomas, formerly the principal bartender at the Metropolitan Hotel, New York, and the Planters House, St. Louis.

PRODUCT INFORMATION: 30% Alcohol by Volume (60 Proof)



TASTING NOTES

Very fruity and very bitter. Citrus and dried fruit aromas unite with the spicy and bitter flavors of cloves, Angostura bark, and cinnamon.

The Jerry Thomas bottling is simply divine. When used in a Manhattan, it makes the cocktail jump all over your mouth yelling, "I'm over here now", then, "I moved over to this cheek", then "Catch me if you can". It's a complex little potion.

Gary Regan — author of "The Joy of Mixology" USA





MARTINEZ COCKTAIL

1 1/2 oz (45 ml) Old Tom Gin
 1 oz (30 ml) Sweet Red Vermouth
 2-3 dashes Maraschino Liqueur
 2 dashes The Bitter Truth Jerry Thomas Bitters
 Lemon Zest

Stir in mixing glass with ice & strain into a chilled cocktail glass. Add lemon zest.



HORSE'S NECK

2 oz (60 ml) Bourbon Whiskey
 2-3 dashes The Bitter Truth Jerry Thomas Bitters
 Ginger Ale or Ginger Beer
 Lemon Zest

Into a highball glass with ice, add a long piece of lemon peel, bitters & whiskey. Fill up with ginger ale or ginger beer and stir gently.



THE BITTERN

1 2/3 oz (50 ml) Bourbon Whiskey
 1/3 oz (10 ml) The Bitter Truth Apricot Liqueur
 2 dashes The Bitter Truth Pimento Dram
 1 dash The Bitter Truth Aromatic Bitters
 1 dash The Bitter Truth Jerry Thomas Bitters
 Orange Zest

Build in a rock glass, stir well with ice and garnish with orange zest.



WHISKEY SOUR

2 oz (60 ml) Bourbon Whiskey
 1 oz (30 ml) fresh Lemon Juice
 1 oz (30 ml) Sugar Syrup (2:1 Sugar:Water)
 2 dashes The Bitter Truth Jerry Thomas Bitters

Shake all ingredients, except bitters, well with ice and strain into a rock glass filled with ice cubes. Add bitters on top.

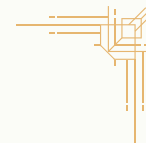
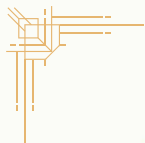


LIBERTY BELL COCKTAIL

1 1/2 oz (45 ml) Rye Whiskey
 1 1/2 oz (45 ml) Sloe Gin
 1 1/2 oz (45 ml) The Bitter Truth Apricot Liqueur
 3 dashes The Bitter Truth Jerry Thomas Bitters

Shake with ice and strain into a chilled cocktail glass.





GRAPEFRUIT BITTERS

A COMPLEX BITTERS FOR CITRUS-HEAVY DRINKS

The Bitter Truth Grapefruit Bitters do not fail in representing this oversized but under-used citrus fruit. With an instantaneous boost of the zingy breakfast fruit on the first sniff, you'll get both the bitter oils but also the classic sharp tang on the tongue, followed by complex vegetal tones and a dry hop finish.

The Bitter Truth Grapefruit Bitters is reminding of the summers outdoors. Delicate to the nose, these bitters can stand up to aggressive drinks.

Grapefruit meets with hops to create a fresh, bright citrus note and makes for a nice addition in fizzy and fruity drinks.

These grapefruit bitters are best friends to gin, vodka, blanco tequila, and light rum and are a wonderful ingredient for drinks that may otherwise taste excessively sweet. Give a modern twist to a classic Gin & Tonic, add a few dashes to a Daiquiri or Margarita or add a new layer of complexity to cocktails that traditionally didn't include bitters.

PRODUCT INFORMATION: 44% Alcohol by Volume (88 Proof)

TASTING NOTES



Bright, complex citrus. A dominant grapefruit aroma and flavor mellows into the vegetal green flavors of hops. A great bitters for citrus-heavy drinks that may otherwise feel dull or overly sweet.

Combining exquisitely crafted products with uncanny timing and a seemingly deep understanding of bartenders' needs and wants. The past has been stellar and this development makes the future very bright indeed for drinks, drinkers, and those that serve them.



Angus Winchester – drinks maven, NYC



MARGARITA

2 oz (60 ml) 100% Agave Tequila
 3/4 oz (25 ml) The Bitter Truth Golden Falernum
 3/4 oz (25 ml) fresh Lime Juice
 2 dashes The Bitter Truth Grapefruit Bitters

Shake ingredients with ice and strain into a chilled cocktail glass.



DIABLO AZUL COCKTAIL

2/3 oz (20 ml) 100% Agave Blanco Tequila
 2/3 oz (20 ml) fresh Lime Juice
 2/3 oz (20 ml) Yellow Chartreuse
 2/3 oz (20 ml) Orange Liqueur
 1 dash The Bitter Truth Grapefruit Bitters

Shake with ice and strain into a chilled cocktail glass.



THE DEVIL'S IDLE HANDS

1 1/2 oz (45 ml) Jalapeño Infused Tequila
 3/4 oz (25 ml) Cynar
 3/4 oz (25 ml) Dry Vermouth
 2 dashes The Bitter Truth Grapefruit Bitters
 1 dash The Bitter Truth Jerry Thomas Bitters
 Lemon Zest

Stir in mixing glass with ice & strain into a chilled cocktail glass. Add lemon zest.



PALOMA

1 1/2 oz (45 ml) 100% Agave Blanco Tequila
 2/3 oz (20 ml) fresh Lime Juice
 2 dashes The Bitter Truth Grapefruit Bitters
 Grapefruit Soda

Pour all ingredients into a highball glass filled with ice. Top up with grapefruit soda and stir gently.

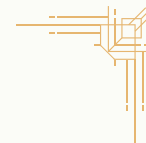
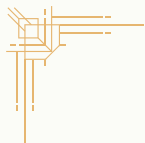


CHARLES LINDBERGH

1 1/3 oz (40 ml) The Bitter Truth Pink Gin
 1 1/3 oz (40 ml) Lillet Blanc
 1 dash The Bitter Truth Grapefruit Bitters
 1-2 dashes The Bitter Truth Apricot Liqueur

Stir with ice & strain into a chilled cocktail glass rinsed with The Bitter Truth Apricot Liqueur.





LEMON BITTERS

A FRESH AND SPICY CITRUS BITTERS

The Bitter Truth Lemon Bitters were the first lemon bitters to be offered commercially, and they add the liveliness and freshness of lemons to every cocktail.

The Bitter Truth Lemon Bitters has a decadent aroma of hot lemon tea with honey. Fresh, fruity, and dense with spice, this little blonde has sherbet flavors mingling with coriander seed and a light touch of toasted cardamom. The pithy lemon brings out the charm in light or sharp mixed drinks and slips deliciously into gin, vodka, white rum, or Blanco tequila.

The Bitter Truth Lemon Bitters are primarily suited for drinks that are based on clear spirits but will comfortably blend with many other spirits and liqueurs. Try with anything from a Cobbler to a Kamikaze.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)

TASTING NOTES

Fresh and fruity-tangy with an intense citrus note. They are bitter to the taste with flavorful notes of coriander and cardamom in the background.

We love The Bitter Truth bitters at Canon! They were the first company to do a line of quality bitters in interesting flavors and have maintained their excellence and dominance in the bitters category since they came into existence! Now only if I can get some of that rye whiskey!



Jamie Boudreau – author of „The Canon Bar Book“, Seattle, USA



COSMOPOLITAN COCKTAIL

- 1 1/2 oz (45 ml) Vodka
- 2/3 oz (20 ml) Orange Liqueur
- 2/3 oz (20 ml) Cranberry Juice
- 1/3 oz (10 ml) fresh Lime Juice
- 2 dashes The Bitter Truth Lemon Bitters

Shake well with ice & strain into a chilled cocktail glass.



GIN FIZZ

- 1 1/2 oz (45 ml) The Bitter Truth Pink Gin
- 1 oz (30 ml) fresh Lemon Juice
- 3/4 oz (25 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Lemon Bitters
- Plain Soda Water

Shake all ingredients (except soda water) with ice and strain into a highball glass filled with ice. Fill up with soda water and stir gently.



THE BITTER END

- 1 2/3 oz (50 ml) Old Tom Gin
- 1/2 oz (15 ml) The Bitter Truth Pimento Dram
- 1/3 oz (10 ml) Brown Sugar Syrup (2:1 Sugar:Water)
- 10 dashes The Bitter Truth Lemon Bitters

Shake well with ice and strain into an ice-filled rock glass.



WHITE NEGRONI

- 1 1/2 oz (45 ml) Dry Gin
- 1 oz (30 ml) Lillet Blanc
- 2/3 oz (20 ml) Suze
- 2 dashes The Bitter Truth Lemon Bitters
- Lemon Zest

Add all ingredients to a rock glass with ice and stir. Squeeze lemon zest over the drink.

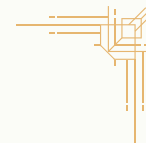
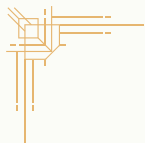


MILANO JULEP

- 1 1/2 oz (45 ml) Italian Red Bitter Liqueur
- 2-3 dashes The Bitter Truth Lemon Bitters
- 1/6 oz (5 ml) fresh Lemon Juice
- Sprig of Mint

Put all ingredients into a rock glass with crushed ice & stir.





ORANGE BITTERS

THE CLASSIC ORANGE BITTERS

Orange bitters were the natural successor of aromatic bitters when new distillation methods led to a lighter type of spirit. The first orange bitters were released in the 1880s, a time when many classic cocktails such as the Martinez and Manhattan were created. Today they are still the most versatile bitters and essential for the preparation of a Dry Martini Cocktail.

The Bitter Truth Orange Bitters are a combination of sweet and bitter orange peel, several herbs and spices macerated in alcohol.

A traditional marmalade scent sets off act one of The Bitter Truth Orange Bitters on the nose. This is followed by delicate notes of spices like sweet cinnamon and nutmeg. At first taste, cardamom and caraway make an entrance and then bow out with true orange peel oil. The Bitter Truth Orange Bitters supports the character of the traditional Dry Martini Cocktail and pairs well with any other type of spirit or liqueur.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)



TASTING NOTES

It starts with fruity sweetness, quickly followed by a bitter taste. The aroma of bitter orange peel is in the foreground, completed by spicy flavors of cardamom, caraway, and nutmeg.

Thank you for all the additions to our liquor cabinet over the years ... your brilliant bitters have nursed along many an ailing drink to wellness!



Dale DeGroff – author of “The Craft of the Cocktail” NYC



DRY MARTINI COCKTAIL

2 oz (60 ml) Dry Gin
1/3 oz (10 ml) Dry Vermouth
2 dashes The Bitter Truth Orange Bitters
Olive or Lemon Zest

Stir with ice and strain into a chilled cocktail glass. Add a washed olive or squeeze a lemon zest over the surface and put it into the glass.



BAMBOO COCKTAIL

1 oz (30 ml) Amontillado Sherry
1 oz (30 ml) Dry Vermouth
2 dashes The Bitter Truth Orange Bitters
Lemon Zest

Stir ingredients with ice and strain into a chilled cocktail glass. Squeeze lemon zest over the drink.



PEGU CLUB COCKTAIL

1 1/2 oz (45 ml) Dry Gin
3/4 oz (25 ml) Orange Curaçao Liqueur
1/3 oz (10 ml) fresh Lime Juice
2 dashes The Bitter Truth Orange Bitters
1 dash The Bitter Truth Aromatic Bitters

Shake ingredients with ice and strain into a chilled cocktail glass.



BIJOU COCKTAIL

3/4 oz (25 ml) Sweet Red Vermouth
3/4 oz (25 ml) Dry Gin
3/4 oz (25 ml) Green Chartreuse
3 dashes The Bitter Truth Orange Bitters

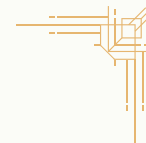
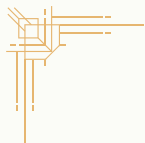
Stir with ice and strain into a chilled cocktail glass. Garnish with a cherry.



LOVERS JULEP

1 2/3 oz (50 ml) Tiki Lovers White Rum
1/3 oz (10 ml) Tiki Lovers Dark Rum
1 oz (30 ml) fresh Lime Juice
2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)
3 dashes The Bitter Truth Orange Bitters
about 20 Mint Leaves

Place mint and sugar in a tin cup or tall glass and carefully crush the mint. Add crushed ice and all other ingredients and swizzle well until the container catches frost on the outside. Garnish with a mint sprig and powdered sugar.



PEACH BITTERS

A CLASSIC STYLE OF PEACH BITTERS

Peach Bitters were a classic style of bitters popular in the 19th-century during the first golden age of the cocktail but became defunct when more streamline tastes were in fashion. Although peach bitters never reached the popularity of orange bitters, they were one of the wider used bitters in classic cocktails.

The Bitter Truth Peach Bitters are a contemporary interpretation of this classic style of bitters and are made from natural ingredients. They are fresh and fruity with intense, candied peach notes, backed by a seducing hint of almonds.

The Bitter Truth Peach Bitters work especially well with aged spirits such as cognac and bourbon whiskey. A Mint Julep will be lifted to new heights. The combination of fresh peach and subtle spice notes add an exquisite fruitiness and complexity to cocktails and long drinks.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)

TASTING NOTES

A natural aroma of fresh peaches dominates while it is completed by fresh citrus, hints of almonds, and unobtrusive spice flavors. On the finish it tails off with a herbaceous, nutty note, leaving more fizzy peach to linger.

The Bitter Truth quickly earned their place behind my bar, but also in my travel bag. And the reason is that in every flavor you pick you'll find a bitter truth of originality, complexity, and the perfect addition for every cocktail.

Erik Lorincz – Kwānt & formerly Savoy Hotel, London, UK





PEACH OLD FASHIONED

- 1 1/2 oz (45 ml) Bourbon Whiskey
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- 5 dashes The Bitter Truth Peach Bitters
- 1 Lemon Slice
- 1 Orange Slice
- 1 Peach Slice

Pour all ingredients into a rock glass and stir.



DERBY COCKTAIL

- 2 oz (60 ml) Dry Gin
- 1/4 oz (8 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Peach Bitters
- 1 Mint Sprig

Muddle mint slightly with other ingredients, shake with ice, and strain into a chilled cocktail glass.



FOX RIVER

- 2 oz (60 ml) Rye or Bourbon Whiskey
- 1/2 oz (15 ml) Creme de Cacao Liqueur
- 3-4 dashes The Bitter Truth Peach Bitters
- Orange Zest

Shake with ice and strain into a chilled rock glass with ice. Stir again and add orange zest.



MISSIONARY'S DOWNFALL

- 1 1/2 oz (45 ml) Tiki Lovers White Rum
- 1/2 oz (15 ml) The Bitter Truth Peach Bitters
- 1/2 oz (15 ml) Honey Mix (1:1 Honey:Water)
- 1/2 oz (15 ml) fresh Lemon Juice
- 1 large Pineapple Chunk
- 6 Mint Leaves
- 2 cups Crushed Ice

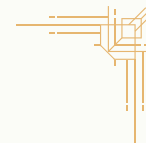
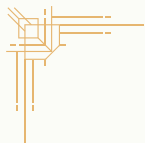
Combine all ingredients in a blender; blend for 10 sec and serve in a cocktail or snifter glass. Garnish with mint, powdered sugar, and tropical flower.



TRIDENT COCKTAIL

- 1 oz (30 ml) Aquavit
- 1 oz (30 ml) Cynar
- 1 oz (30 ml) Dry Sherry
- 2 dashes The Bitter Truth Peach Bitters
- Lemon Zest

Stir all ingredients with ice and strain into a chilled cocktail glass. Garnish with lemon zest.



TONIC BITTERS

A VERSATILE CITRUS BITTERS FOR MODERN TIMES

With the flood of new gins and tonic waters in recent years, modern tastebuds can be quite challenged when it comes to skillfully pair a specific gin with tonic water that complements its flavor profile.

With the combination of Sicilian lemon, Seville oranges, grapefruit, and lime, The Bitter Truth Tonic Bitters are made to provide an authentic Gin & Tonic experience making the flavors merge perfectly by adding delicate exotic nuances for a multi-sensory affair.

The Bitter Truth Tonic Bitters provide layers of citrus fruits, juniper berries, orris root, and hints of Japanese green tea, and these bitters are not exclusive to the mix of Gin & Tonic, but they also shine bright in cocktails and long drinks.

PRODUCT INFORMATION: 43% Alcohol by Volume (86 Proof)

TASTING NOTES

Exotic notes of citrus and spice, balanced by a grassy-fresh Japanese green tea bouquet. Backed up with herbal notes from juniper berries, coriander seeds, and mace.

The Bitter Truth Bitters represents liquid driven history by the dropful. From the Jerry Thomas' Decanter Bitters to the classic – anything but usual aromatic bitters, each taste is memorable.



Warren Bobrow – author of “Apothecary Cocktails” USA



GIN/VODKA & TONIC

2 oz (60 ml) Gin or Vodka
 2 dashes The Bitter Truth Tonic Bitters
 1 Lemon Slice
 fill up with Tonic Water

Pour ingredients into a highball glass filled with ice and stir gently.



GIN & BITTERS

2 oz (60 ml) Gin
 2-3 dashes The Bitter Truth Tonic Bitters
 Lemon Zest

Stir ingredients with ice, strain into a chilled cocktail glass, and squeeze lemon zest on top.



SAKE MARTINI

2 oz (60 ml) Sake
 1 oz (30 ml) Gin or Vodka
 2 dashes The Bitter Truth Tonic Bitters

Stir with ice and strain into a chilled cocktail glass.



RUM OLD FASHIONED

2 oz (60 ml) Tiki Lovers White Rum
 3 dashes The Bitter Truth Tonic Bitters
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 Lemon Zest

Pour all ingredients into a rock glass filled with ice & stir gently. Squeeze lemon zest on top.

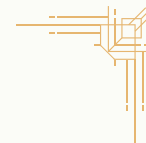
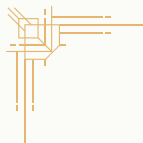


ELDERFLOWER & TONIC

1 oz (30 ml) The Bitter Truth Elderflower Liqueur
 1/2 oz (15 ml) fresh Lemon Juice
 2 dashes The Bitter Truth Tonic Bitters
 fill up with Tonic Water

Build in a highball glass with ice and stir.





CELERY BITTERS

THE ORIGINAL SAVORY BITTERS

A lost ingredient. Extinct for decades. Now revived to please the most discriminating palates. The Bitter Truth Celery Bitters were the first celery bitters commercially available in decades and have won 2010 “Best New Cocktail Ingredient” at Tales of The Cocktail, New Orleans.

This cocktail ingredient, which had already existed in the 19th-century, enriches cocktails with unusual savory flavors. The Bitter Truth Celery Bitters have a rich bouquet of white grapes, Sencha tea, lemongrass, celery leaf, and fresh ginger root. It dances artistically on the tongue as well, adding coriander seed, fresh celery, and chicory to the foray.

These bitters are ideal for traditional corpse-reviver cocktails such as the Bloody Mary, Red Snapper, Bullshot, Prairie Oyster, and all-time classics like the Dry Martini Cocktail and Gin & Tonic. They are essential with grassy spirits too! Try a good measure in a Ti Punch for something to make the neighbors envious.

PRODUCT INFORMATION: 44% Alcohol by Volume (88 Proof)

TASTING NOTES

Very complex and exotic. The initial flavor of celery is dominant, leading into a complex palate with aromas of lemongrass, orange peel, and ginger.

The vegetal quality these bitters add to cocktails is unique. I've found its union with tequila to be nearly perfect. They're another shining example of the cocktail's past molding its future.

Brian Miller – bartender (formerly Death & Co., The Polynesian NYC), USA





BLOODY MARY

1 1/2 oz (45 ml) Vodka or Gin
 1/3 oz (10 ml) fresh Lemon Juice
 3-4 dashes The Bitter Truth Celery Bitters
 3 oz (90 ml) Tomato Juice
 Tabasco, Worcestershire Sauce,
 Salt & Pepper

Shake with ice and strain into a highball glass. Garnish with a celery stalk.



FAR BEYOND THE TRUTH

1 1/3 oz (40 ml) The Bitter Truth Pink Gin
 1/2 oz (15 ml) fresh Lime Juice
 1/4 oz (8 ml) The Bitter Truth Apricot Liqueur
 2 dashes The Bitter Truth Celery Bitters
 1 dash The Bitter Truth Lemon Bitters

Shake with ice and strain into a chilled cocktail glass.



RHUMBLE

1 1/2 oz (45 ml) Tiki Lovers White Rum
 3/4 oz (25 ml) Fino or Amontillado Sherry
 3/4 oz (25 ml) The Bitter Truth Apricot Liqueur
 2 dashes The Bitter Truth Celery Bitters
 Lemon Zest

Stir with ice, strain into a chilled cocktail glass, and add lemon zest.



THE LOOP TONIC

2 oz (60 ml) 100% Agave Blanco Tequila
 1 oz (30 ml) Dry Vermouth
 3/4 oz (25 ml) fresh Lime Juice
 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
 1/2 oz (15 ml) Green Chartreuse
 1-2 dashes The Bitter Truth Celery Bitters

Shake with ice and strain into an ice cube filled highball glass. Garnish with a celery stalk.

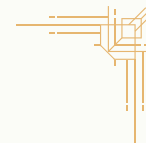
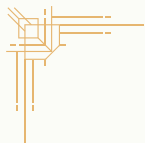


KING'S ELIXIR COCKTAIL

1 1/2 oz (45 ml) The Bitter Truth Pink Gin
 1/2 oz (15 ml) Blanc Vermouth
 1/4 oz (8 ml) Goldwasser
 2 dashes The Bitter Truth Celery Bitters
 Lemon Zest

Stir ingredients with ice. Spritz oil of large lemon zest over the chilled cocktail glass. Strain cocktail into the glass.





CUCUMBER BITTERS

A LIGHT AND INVITING SAVORY BITTERS

The Bitter Truth Cucumber Bitters will lift your spirits to new heights like sunshine in spring. They will work fantastically in many classic and modern cocktails & long drinks – no matter what the season is.

With a golden amber color, these bitters are peppery, with earthy-fruity aromas of marinated cucumber and cracked pepper on the nose. In taste expect fresh cucumber accompanied by a light bitterness, herbal notes of rosemary and thyme, hints of fleur de sel, and lingering floral flavors of summer blossoms and squash finish.

The Bitter Truth Cucumber Bitters offers new ways of mixing your favored spirit by adding consistent savory flavors of green cucumber to your mixed drink. Try these bitters in your favorite Pimm's Cup, Gin & Tonic, or in a tasty Cucumber Martini.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)

These bitters are amazing, strong flavor with personality, freshness, and a hidden spiciness in the back. We used them in Bloody Marys, Pimm's Cups, some Cobblers, and of course, with a combination of Mastiba and Tequila Blanco.



TASTING NOTES

Fresh green cucumber with grassy notes of herbs de Provence. Light & inviting with aromas of freshly cut cucumber peel and balanced herbal bitter notes.





PIMM'S CUP

1 1/2 oz (45 ml) Pimm's Cup No 1 or similar
2 dashes The Bitter Truth Cucumber Bitters
4 oz (120 ml) sparkling Lemonade or Ginger Ale
Seasonal Fruits

Add all ingredients into a highball glass with ice and stir.



GIN/VODKA & TONIC

2 oz (60 ml) Dry Gin or Vodka
2 dashes The Bitter Truth Cucumber Bitters
fill up with Tonic Water

Pour ingredients into a highball glass filled with ice and stir.



CUCUMBER MARTINI

2 oz (60 ml) Dry Gin or Vodka
1/2 oz (15 ml) Dry Vermouth
2 dashes The Bitter Truth Cucumber Bitters

Stir with ice and strain into a chilled cocktail glass.



IT'S JUNE

2 oz (60 ml) Old Tom Gin
1/2 oz (15 ml) Maraschino Liqueur
1/4 oz (8 ml) fresh Lemon Juice
2 dashes The Bitter Truth Cucumber Bitters

Shake with ice and strain into a chilled cocktail glass.

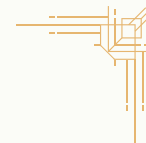
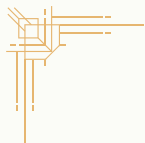


GAZPACHO

2 oz (60 ml) Gin or Vodka
4 dashes The Bitter Truth Cucumber Bitters
1 barspoon White Balsamic Vinegar
3 1/3 oz (100 ml) Vegetable Juice
Salt, Pepper, Tabasco

Shake ingredients with ice and strain into a rock glass.





OLIVE BITTERS

AN UNUSUAL STYLE OF BITTERS WITH SAVORY NOTES

These olive bitters are primarily an attempt to uplift the look and texture of a Dirty Martini Cocktail. Challenged by their creativity, bartenders have found excellent uses in many aperitif-style drinks, particularly in combination with sherry, vermouths, and other fortified wines.

The impact of The Bitter Truth Olive Bitters on the bartender's palate has been significant, resulting in a Top 10 position for "Best New Product" at the 2017 Spirited Awards during Tales of the Cocktail in New Orleans and voted Top 5 – Best New European Spirit and Bar Product at Mixology Bar Awards 2018, Berlin/Germany.

The Bitter Truth Olive Bitters will add Mediterranean aromas to your drinks with its delicate green olive flavors, soft hints of salt, notes of brine, mustard, sage, and thyme. They are a perfect match for all white spirits like vodka, gin, and blanco tequila.

PRODUCT INFORMATION: 39% Alcohol by Volume (78 Proof)



TASTING NOTES

Salty aromas of green and black olives with a touch of vinegar, laid back notes of garlic rounding out an overall savory flavor profile with gentle bitter notes.

The Bitter Truth has proven to be not only an incredibly innovative company with fun products, but also approaches the global bar community with empathy and generosity.

Yao Lu – Union Trading Company, Shanghai, China





DIRTY MARTINI

2 oz (60 ml) Vodka
1/3 oz (10 ml) Dry Vermouth
2 dashes The Bitter Truth Olive Bitters

Stir ingredients with ice and strain into a chilled cocktail glass.



ROSSO

1 1/2 oz (45 ml) Gin/Vodka
1 1/2 oz (45 ml) Tomato Juice
3/4 oz (25 ml) fresh Lime Juice
1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
2 dashes The Bitter Truth Olive Bitters
1 dash The Bitter Truth Celery Bitters

Shake with ice and strain into a chilled cocktail glass.



DAIQUIRI SAVORY

1 1/2 oz (45 ml) Tiki Lovers White Rum
1 oz (30 ml) fresh Lime Juice
3/4 oz (25 ml) Sugar Syrup (2:1 Sugar:Water)
1 dash The Bitter Truth Olive Bitters
1 dash The Bitter Truth Cucumber Bitters
1 dash The Bitter Truth Celery Bitters

Shake with ice and strain into a chilled cocktail glass.



OLIVE SOUR

2 oz (60 ml) Blanco Tequila/Gin/Vodka
1/3 oz (10 ml) Maraschino Liqueur
1/2 oz (15 ml) fresh Lemon Juice
2 dashes The Bitter Truth Olive Bitters
1 Thyme Sprig

Muddle thyme sprig with the rest of the ingredients, shake with ice, and fine strain into a chilled cocktail glass.

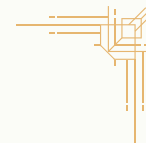
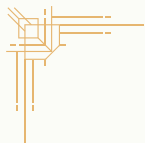


NEGRONI

1 oz (30 ml) The Bitter Truth Pink Gin
1 oz (30 ml) Italian Red Bitter Liqueur
1 oz (30 ml) Sweet Vermouth
2 dashes The Bitter Truth Olive Bitters
Orange Zest

Build in a rock glass over ice. Stir well and squeeze orange peel on top.





COCKTAIL BITTERS TRAVELER'S SET

THE ESSENTIAL TRAVEL BITTERS

The Bitter Truth Cocktail Bitters Traveler's Set is the ideal companion for all globetrotters who won't settle for anything less than perfect drinks during their travels!

Including 5 different classic bitters in 20ml format in a lovely designed tin box, it is suitable for carry-on luggage and is also the perfect addition to anybody's home bar.

Enjoy: Aromatic / Celery / Creole / Jerry Thomas / Orange

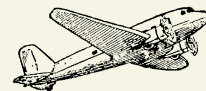
PRODUCT INFORMATION: 38.2% Alcohol by Volume (76.4 Proof)

TASTING NOTES

See page ... 30 Aromatic Bitters
66 Celery Bitters
38 Creole Bitters
42 Jerry Thomas Bitters
54 Orange Bitters

With airline security at an all-time high, many bartenders often find themselves challenged when transporting their key ingredients. With the launch of the Traveler's Set, they will no longer have to check their bitters into their main luggage and hope that they do not break.

Brian Miller — bartender (formerly Death & Co., The Polynesian, NYC), USA





DRY MARTINI COCKTAIL

2 oz (60 ml) Dry Gin
 1/3 oz (10 ml) Dry Vermouth
 2 dashes The Bitter Truth Bitters
Options Celery, Orange, Creole
 Olive or Lemon Zest

Stir in a mixing glass with ice & strain into a chilled cocktail glass. Add a washed olive or squeeze lemon zest over the surface and put it into the glass.



MANHATTAN COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey
 3/4 oz (25 ml) Sweet Red Vermouth
 2 dashes The Bitter Truth Bitters
Options Aromatic, Orange, Creole, Jerry Thomas
 Orange Zest

Stir with ice and strain into a cocktail glass. Garnish with a cherry, lemon, or orange zest.



FOURTH REGIMENT COCKTAIL

1 oz (30 ml) Rye Whiskey
 1 oz (30 ml) Sweet Red Vermouth
 1 dash The Bitter Truth Orange Bitters
 1 dash The Bitter Truth Creole Bitters
 1 dash The Bitter Truth Celery Bitters
 Lemon Zest

Stir all ingredients well with ice and strain into a chilled cocktail glass. Garnish with lemon zest.



BLOODY MARY

1 1/2 oz (45 ml) Vodka or Gin
 1/3 oz (10 ml) fresh Lemon Juice
 3-4 dashes The Bitter Truth Celery Bitters
 3 oz (90 ml) Tomato Juice
 Tabasco, Worcestershire Sauce,
 Salt & Pepper

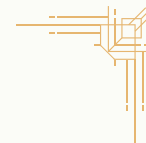
Shake with ice and strain into a highball glass. Garnish with a celery stalk.



HORSE'S NECK

2 oz (60 ml) Bourbon Whiskey
 2-3 dashes The Bitter Truth Bitters
Options Aromatic, Orange, Creole, Jerry Thomas
 Ginger Ale or Ginger Beer
 Lemon Zest

Into a highball glass with ice, add a long piece of lemon peel, bitters & whiskey. Fill up with ginger ale or ginger beer and stir gently.



COCKTAIL BITTERS BAR PACK

A BITTERS PACK IN SAMPLE SIZE FORMAT

The Bitter Truth Cocktail Bitters Bar Pack comes in a beautifully designed metal tin box with 3-D embossed decorations and holds 5 x 20ml brown glass bottles of The Bitter Truth modern bitters flavors.

Enhance your home bars possibilities with 5 all-natural bitters in handy pocket size that will cause no trouble at airports security check as it is TSA approved.

Enjoy: Chocolate / Cucumber / Peach / Olive / Tonic

PRODUCT INFORMATION: 40.8% Alcohol by Volume (81.6 Proof)

TASTING NOTES

See page ... 34 *Chocolate Bitters*
 70 *Cucumber Bitters*
 58 *Peach Bitters*
 74 *Olive Bitters*
 62 *Tonic Bitters*



Between bartenders, it is very fashionable to make their own homemade bitters ... it's very easy to make them, but it's very difficult to get them good! What's the point to spoil your guest's drink when you can buy them good and right!? Thank you, Bitter Truth friends. Salute!



Simone Caporale – bartender, London, UK



NEGRONI

1 oz (30 ml) Gin
 1 oz (30 ml) Italian Red Bitter Liqueur
 1 oz (30 ml) Sweet Vermouth
 2 dashes The Bitter Truth Bitters
Options Tonic, Peach, Olive, Cucumber, Chocolate
 Orange Zest

Build in a rock glass over ice. Stir well and squeeze orange peel on top.



GIN/VODKA & TONIC

2 oz (60 ml) Dry Gin or Vodka
 2 dashes The Bitter Truth Bitters
Options Cucumber, Tonic, Peach
 fill up with Tonic Water

Build in a highball glass with ice and stir well.



OLD FASHIONED COCKTAIL

1 1/2 oz (45 ml) Bourbon Whiskey
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 3 dashes The Bitter Truth Bitters
Options Peach, Tonic, Chocolate
 1 Lemon Slice
 1 Orange Slice
 1 Peach Slice

Pour all ingredients into a rock glass and stir well. Add ice and stir again.



DAIQUIRI SAVORY

1 1/2 oz (45 ml) Tiki Lovers White Rum
 1 oz (30 ml) fresh Lime Juice
 3/4 oz (25 ml) Sugar Syrup (2:1 Sugar:Water)
 1 dash The Bitter Truth Olive Bitters
 1 dash The Bitter Truth Cucumber Bitters
 1 dash The Bitter Truth Celery Bitters

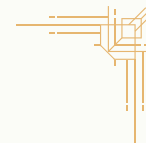
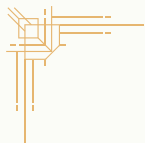
Stir all ingredients well with ice. Strain into a chilled cocktail glass.



OLIVE SOUR

2 oz (60 ml) Blanco Tequila/Gin/Vodka
 1/3 oz (10 ml) Maraschino Liqueur
 1/2 oz (15 ml) fresh Lemon Juice
 2 dashes The Bitter Truth Olive Bitters
 1 Thyme Sprig

Muddle thyme sprig with the rest of the ingredients, shake with ice, and fine strain into a chilled rock glass with ice.



ORANGE FLOWER WATER

This virginal blossom is both intense and perfumed like Juliet on bath day. Like Shakespeare's heroine, her flavor is natural and subtle. Orange blossom marries with delicate hints of orange zest and Seville orchards to honeymoon in classic drinks like the Ramos Gin Fizz and the Wallick – a Martini Cocktail variation. Too little and you'll never find 'the one' and too much, you'll have a suicide pact on your hands.

The Bitter Truth Orange Flower Water is non-alcoholic water made from bitter orange blossoms. Fragrant and inviting, orange flower water is a traditional ingredient for drinks and food in North Africa, the Middle East, and the Mediterranean area, and is acting as a perfume in modern and classic cocktails.

PRODUCT INFORMATION: 0% Alcohol by Volume)



TASTING NOTES

Very flowery and subtle, with the natural, unobtrusive flavor of bitter orange blossoms. Slightly bitter.

The Bitter Truth's Orange Flower Water is amazingly floral and flavorful. Really the best I've ever had when tasted side by side with the others in my collection. The gentle orange quality is remarkably floral and right on the mark in terms of intensity. Well done!



Blair Frodellus — Good Spirits News, USA



RAMOS GIN FIZZ

- 1 1/2 oz (45 ml) Dry Gin
- 1 oz (30 ml) fresh Lemon Juice
- 3/4 oz (25 ml) Sugar Syrup (2:1 Sugar:Water)
- 3/4 oz (25 ml) fresh Cream
- 2-3 dashes The Bitter Truth Orange Flower Water
- 3/4 oz (25 ml) Plain Soda Water
- 1 Egg White
- Orange Zest

Shake all ingredients, except soda water, vigorously with ice and strain into a highball glass. Top up with plain soda water and garnish with an orange zest.



A CLOCKWORK ORANGE

- 2 oz (60 ml) Bourbon Whiskey
- 3/4 oz (25 ml) Cynar
- 3/4 oz (25 ml) Italian Red Bitter Liqueur
- 2 dashes The Bitter Truth Orange Flower Water

Shake all ingredients with ice and strain into a chilled cocktail glass.



ORANGE BLOSSOM HONEY TONIC

- 1 2/3 oz (50 ml) The Bitter Truth Pink Gin
- 1/3 oz (10 ml) Honey
- 1/3 oz (10 ml) fresh Lemon Juice
- 2-3 dashes The Bitter Truth Orange Flower Water
- 3 oz (90 ml) Tonic Water

Shake all the ingredients, except tonic water, with ice and strain into a highball filled with ice. Top up with tonic water and stir gently.



LONDON COCKTAIL No. 2

- 1 1/2 oz (45 ml) Rye Whiskey
- 1/3 oz (10 ml) Almond Syrup
- 1/3 oz (10 ml) The Bitter Truth Orange Flower Water
- 1 Egg
- Nutmeg

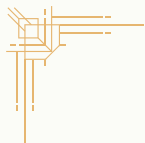
Shake ingredients with ice and strain into a chilled cocktail glass. Add ground nutmeg on top.



LIME BLOSSOM

- 1 1/2 oz (45 ml) The Bitter Truth Pink Gin
- 3/4 oz (25 ml) fresh Lime Juice
- 2 barspoons Orange Liqueur
- 1 barspoon The Bitter Truth Elderflower Liqueur
- 4 dashes The Bitter Truth Orange Flower Water
- Lime Zest

Shake all ingredients with ice and strain into a chilled cocktail glass. Add lime zest.



ROSE WATER

This ingredient whispers of ancient Moorish alchemists with copper stills in the desert whilst simultaneously suggesting a steaming, luxurious bath in a modern boutique hotel. With a scent that rests somewhere between the freshly rained-on gardens of an old English country house and the exotic temptations of Turkish delight.

However, much like a rose has a beautiful flower and prickly thorns, this product should be used carefully. A little goes a long way, as they say.

The Bitter Truth Rose Water is perfect for light spirits and drinks like the Rose Water Rickey, an old-style Julep, and the Rose Margarita suggest ways of how this versatile blossom water can be applied. The Bitter Truth Rose Water is made from natural rose petals, and it is fragrant and non-alcoholic. For centuries rose water is used as a flavoring in the Middle East, India, and Asia, and it adds a nifty flowery note to cocktails and long drinks.

PRODUCT INFORMATION: 0% Alcohol by Volume)

TASTING NOTES

Very flowery and intense, with the natural, distinctive flavor of rose petals.

Each Bitter Truth release shows incredible balance and reveals these gentlemen's passion for a product of utmost integrity. The products are not only nuanced and beautifully balanced, but they also show respect for a rich history in our cocktail culture.

LeNell Smothers – Industry Pioneer, LeNell's, USA





ROSE WATER RICKEY

2 oz (60 ml) The Bitter Truth Pink Gin
 2 dashes The Bitter Truth Aromatic Bitters
 1 barspoon The Bitter Truth Rose Water
 1/2 oz (15 ml) fresh Lime Juice
 1/4 oz (8 ml) Sugar Syrup (2:1 Sugar:Water)
 5 Brandied Cherries (e.g. Griottines)
 3 oz (90 ml) Plain Soda Water

Shake all ingredients except soda water with ice and strain into a highball glass filled with ice. Top up with plain soda water.



BLUE ORCHIDS

2 oz (60 ml) Bourbon Whiskey
 3/4 oz (25 ml) Blue Curaçao Liqueur
 2 dashes The Bitter Truth Rose Water

Shake all ingredients with ice and strain into a chilled cocktail glass.



MINT JULEP (Old Style)

1 1/2 oz (45 ml) Cognac
 3/4 oz (25 ml) The Bitter Truth Apricot Liqueur
 1 barspoon The Bitter Truth Rose Water
 8-10 Mint Leaves

Muddle mint and cognac in a silver cup or highball glass, add all other ingredients and crushed ice, and stir well. Garnish with a mint sprig.



ROSE MARGARITA

1 1/2 oz (45 ml) 100% Agave Blanco Tequila
 1 oz (30ml) Orange Liqueur
 3/4 oz (25 ml) fresh Lime Juice
 1 barspoon The Bitter Truth Rose Water

Shake all ingredients with ice and strain into a chilled cocktail glass.



CUPID COCKTAIL

1 oz (30 ml) The Bitter Truth Pink Gin
 1/4 oz (8 ml) The Bitter Truth Elderflower Liqueur
 2 dashes The Bitter Truth Rose Water
 Champagne

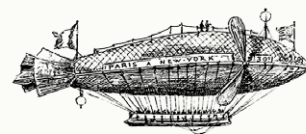
Shake all ingredients, except champagne, with ice and strain into a chilled cocktail glass. Top up with champagne and stir gently.



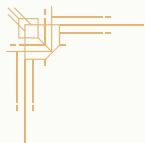


THE BITTER TRUTH LIQUEURS & SPIRITS

The Bitter Truth liqueurs & spirits come in a wide range of flavors, no matter if you are looking for a classic type, a new interpretation of the well known, or simply for the hard to find sort of liqueur or spirit that hasn't been made for many years. It's right here and waiting for you!



Our journey for extraordinary flavors goes beyond the lands of fascinating bitterness. Some fruits of our quest are sweet and delicate. Some are born out of nostalgia, and others peak into the future.



APRICOT LIQUEUR

A FRESH AND DELICATE FRUIT LIQUEUR

The Bitter Truth Apricot Liqueur combines the juice of sun-ripened apricots with an apricot schnapps that was distilled from the same fruit and just the right amount of sugar.

Imagine fresh, plump, dewy, yellow-skinned apricots. This apricot liqueur has a sweet lightness from the juice and a smidgen of almond on the nose. While on the palate, a creamy dried apricot flavor cuts in first, interrupted by the caramel biscotti mid-palate and rounding off with hot stewed apricots once more.

The distinctive fruitiness and reduced sugar content of The Bitter Truth Apricot Liqueur are captivating. It is expressive and indispensable in many classic and modern cocktail recipes. Tantalize your taste buds and mix it with wine or champagne, in a cocktail or over ice, and it'll be just what the doctor ordered.

PRODUCT INFORMATION: 22% Alcohol by Volume (44 Proof)



TASTING NOTES

Sweet and fruity. The aroma of ripe apricots is dominant. In the background, a hint of almond from the apricot pit is noticeable.

The Bitter Truth has won over hordes of bartenders and cocktail fanatics with their excellent bitters and liqueurs, and the company's fruit liqueurs seem to be on the same path.

Kevin Gray – BEVY, USA





PENDENNIS COCKTAIL

2 oz (60 ml) The Bitter Truth Pink Gin
 1 oz (30 ml) The Bitter Truth Apricot Liqueur
 3/4 oz (25 ml) fresh Lime Juice
 2 dashes The Bitter Truth Creole Bitters

Shake with ice and strain into a chilled cocktail glass.



LIBERTY BELL COCKTAIL

1 oz (30 ml) Rye Whiskey
 1 oz (30 ml) Sloe Gin
 1 oz (30 ml) The Bitter Truth Apricot Liqueur
 2 dashes The Bitter Truth Jerry Thomas Bitters

Shake with ice and strain into a chilled cocktail glass.



SPENCER COCKTAIL

1 1/2 oz (45 ml) The Bitter Truth Pink Gin
 3/4 oz (25 ml) The Bitter Truth Apricot Liqueur
 1 dash The Bitter Truth Aromatic Bitters
 1 dash fresh Orange Juice

Stir with ice and strain into a chilled cocktail glass.



APRICOT SPRITZ

4 oz (120 ml) White Wine
 3/4 oz (25 ml) The Bitter Truth Apricot Liqueur
 Plain Soda Water
 Lemon Zest

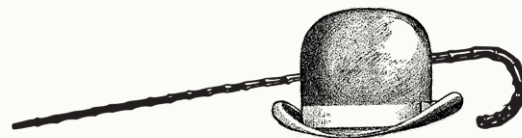
Build in a glass over big ice cubes. Stir gently and add lemon zest.

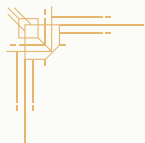


CHARLIE CHAPLIN COCKTAIL

1 oz (30 ml) The Bitter Truth Apricot Liqueur
 1 oz (30 ml) Sloe Gin
 1 oz (30 ml) fresh Lime Juice

Shake with ice and strain into a chilled cocktail glass.





ELDERFLOWER LIQUEUR

AN APERITIF STYLE SUMMER LIQUEUR

The Bitter Truth Elderflower Liqueur twinkles in the glass, like starlight on hay bales, while the fresh flowered scent tickles the nose, sending you straight back to summer days romping about in the English countryside.

While elderflower blossom is your first kiss on the tongue, fruit notes like quince and white grape support the fête of light herbs and spices that slide in and mix with honey sweetness to make this a complex drink worthy of a country squire's picnic.

The Bitter Truth Elderflower Liqueur combines the characteristics of a spiced aperitif wine and a natural floral liqueur. Enjoy it chilled on ice as an aperitif, with wine or champagne, and of course, in numerous cocktails and long drinks.

PRODUCT INFORMATION: 22% Alcohol by Volume (44 Proof)

TASTING NOTES



This liqueur, which has a luminous golden color and a fresh, rich bouquet, offers a great variety of flavors. Dominated by elderflowers, complemented by spicy aromas of honey and fruity notes of quince and grape.

A great and versatile liqueur that will add wonderful fruity notes to any cocktail. The essence of summer in a bottle.

Blair Frodelius — Good Spirits News, USA





GARDEN & TONIC *(by Naren Young & Wayne Collins)*

- 1 2/3 oz (50 ml) The Bitter Truth Pink Gin
- 2-3 dashes The Bitter Truth Celery Bitters
- 3 dashes The Bitter Truth Elderflower Liqueur
- 4-5 Mint Leaves
- 1 Cucumber Slice
- 1 Lime Wedge
- Tonic Water

Put all ingredients into a highball glass with ice and fill up with tonic water. Stir gently and garnish with lime, mint & cucumber slice.



MISS LYND COCKTAIL

- 2 oz (60 ml) The Bitter Truth Pink Gin
- 3/4 oz (25 ml) The Bitter Truth Elderflower Liqueur

Shake all ingredients with ice and strain into a chilled cocktail glass.



ELDERFLOWER & CHAMPAGNE

- 1 oz (30 ml) The Bitter Truth Elderflower Liqueur
- 3 oz (90 ml) cold Champagne
- Orange Zest
- fresh Strawberry

Pour ingredients into a highball glass with ice and stir gently. Add orange zest and a strawberry.



ELDERFLOWER MARGARITA

- 2 oz (60 ml) 100% Agave Blanco Tequila
- 1 oz (30 ml) The Bitter Truth Elderflower Liqueur
- 1/2 oz (15 ml) fresh Lime Juice
- 1/4 oz (8 ml) Agave Syrup

Shake ingredients with ice and strain into a chilled cocktail glass.

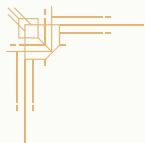


COME FLY WITH ME *(by Simon Koester)*

- 1 1/3 oz (40 ml) The Bitter Truth Elderflower Liqueur
- 2/3 oz (20 ml) Amaro Montenegro
- 2/3 oz (20 ml) Tiki Lovers Dark Rum
- 1/2 oz (15 ml) fresh Lemon Juice
- 1/2 bar spoon The Bitter Truth Bogart's Bitters

Shake all ingredients with ice and strain into a chilled rock glass over a big ice cube. Garnish to taste and enjoy.





GOLDEN FALERNUM

A FLAVORFUL RUM-BASED SPICE LIQUEUR

The coconut doesn't grow on a pumpkin vine, and The Bitter Truth Golden Falernum Liqueur does not forget it is a rum liqueur. This falernum is gold in color, taste, and texture, but never one-note. It is a calypso of flavor!

On the nose, fresh lime, seashell, and ginger with just a hint of Christmas. The taste carnivals from fresh ginger to vanilla and almond, surfing towards an atomic fireball. Allspice giving into a splash of lime and a delicate hint of Bajan sweet pepper sauce-like heat. With breadth that feels like a two week holiday, this falernum can perk up any aged spirit and instantly turn it into a drink worthy of some elaborate tropical adornment beyond the obligatory paper umbrella.

With an ABV of 18%, this falernum has a very distinctive feature among its category. It can be sipped neat or on ice, but it is a great companion for aged spirits like whiskey, rum, and brandy. And of course, it's an indispensable ingredient in numerous Tiki drinks.

PRODUCT INFORMATION: 18% Alcohol by Volume (36 Proof)

TASTING NOTES



This rum-based liqueur is rich and complex in flavor. Nose: Spicy ginger with clove and a hint of vanilla. Taste: A more subtle ginger, followed by almond and vanilla. An allspice tingle on the tongue develops into a long finish with a zest of lime.

*We say to our regulars: Save the night, support nice bars.
We say to ourselves: Save the night, support The Bitter Truth.*

Thanos Prunarus – Baba au Rum, Athens/Greece





ROYAL BERMUDA YACHT CLUB COCKTAIL

1 2/3 oz (50 ml) Barbados Rum
 1/2 oz (15 ml) fresh Lime Juice
 1/4 oz (8 ml) Orange Liqueur
 1/4 oz (8 ml) The Bitter Truth Golden Falernum

Shake with ice and strain into a chilled cocktail glass.



THREE DOTS AND A DASH

1 1/2 oz (45 ml) Tiki Lovers White Rum
 1/2 oz (15 ml) Tiki Lovers Dark Rum
 1/4 oz (8 ml) The Bitter Truth Golden Falernum
 1/4 oz (8 ml) The Bitter Truth Pimento Dram
 1 dash The Bitter Truth Aromatic Bitters
 1/2 oz (15 ml) fresh Lime Juice
 1/2 oz (15 ml) fresh Orange Juice
 1/2 oz (15 ml) Honey Syrup (1:1 Honey:Water)

Blend with crushed ice and pour into a chilled stemmed glass. Garnish to taste.



DARK & SPICY

2 oz (60 ml) Tiki Lovers Dark Rum
 1/2 oz (15 ml) The Bitter Truth Golden Falernum
 1/2 oz (15 ml) fresh Lime Juice
 4 oz (120 ml) Ginger Beer

Build in a highball glass over ice. Stir gently and garnish with lime.



BAJAN MILK PUNCH

1 2/3 oz (50 ml) Tiki Lovers Pineapple
 2/3 oz (20 ml) The Bitter Truth Golden Falernum
 2 1/3 oz (70 ml) cold Almond Milk
 Nutmeg

Shake all the ingredients with ice and strain into a chilled cocktail glass. Grate nutmeg on top.

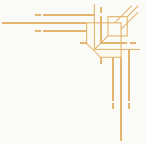
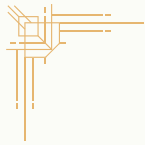


JAMAICAN SOUR

2 oz (60 ml) Tiki Lovers Dark Rum
 3/4 oz (25 ml) The Bitter Truth Golden Falernum
 3/4 oz (25 ml) fresh Lime Juice
 2 barspoons The Bitter Truth Orange Bitters

Shake with ice and strain into a rock glass with ice cubes.





PIMENTO DRAM

AN ALLSPICE LIQUEUR WITH HERITAGE

Argh! Avast ye! Fer what ye might be a wantin' in yer grog The Bitter Truth pimento be all yer need. The color o' a treasure chest and the smell o' home – Jamaica – yer won't be wastin' this on yer parrot. Pimento, or Allspice fer ye landlubbers, be a berry that when dried, 'll taste like cinnamon, clove, and nutmeg. All o' which go together like a sea shanty and a drunken sailor with the heady Jamaican rum, argh! Try it an' yer'll find a Jacobs Ladder o' flavor from clove te cinnamon, te nutmeg, te star anis w' a finish o' hot smoked maple syrup and dry cardamom and clove ah-gain. Stick it w' some rum in yer blackjack and yer powder monkey, 'll be avast swingin' on the poop deck all night. Arrrrgh!

The Bitter Truth Pimento Dram is made from Jamaican rum, sugarcane, and selected pimento/allspice berries (also called Jamaica pepper) and it is a highly aromatic liqueur to be used in cocktails.

English explorers coined the term allspice as the berry seemed to embody the flavors of cinnamon, pepper, nutmeg, and clove all at once. On the Caribbean island of Jamaica, this distinctive liqueur has been produced for generations.

PRODUCT INFORMATION: 22% Alcohol by Volume (44 Proof)

TASTING NOTES

Sweet, spicy, and very intense. Clove initially presents itself in the foreground, fading into the pure flavors of cinnamon, nutmeg, and pepper which linger on the tongue.

A sensationally flavorful herb and spice liqueur for adventurous cocktailians.

Tastings.com





LION'S TAIL COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey
 1/2 oz (15 ml) The Bitter Truth Pimento Dram
 1/2 oz (15 ml) fresh Lime Juice
 1 barspoon Sugar Syrup (2:1 Sugar:Water)
 1 dash The Bitter Truth Aromatic Bitters

Shake with ice & strain into a chilled cocktail glass.



ALMOST RYE

1 2/3 oz (50 ml) Bourbon Whiskey
 1/3 oz (10 ml) The Bitter Truth Pimento Dram
 Orange Zest

Build in a rock glass with ice and stir gently. Garnish with orange zest.



BALM COCKTAIL

2 oz (60 ml) Dry Sherry
 1/6 oz (5 ml) Orange Liqueur
 1/6 oz (5 ml) The Bitter Truth Pimento Dram
 1 dash The Bitter Truth Orange Bitters
 Orange Zest

Stir in mixing glass with ice & strain into a chilled cocktail glass. Squeeze orange zest on top.



NUI NUI

1 1/2 oz (45 ml) Tiki Lovers White Rum
 1/2 oz (15 ml) Tiki Lovers Dark Rum
 1 barspoon The Bitter Truth Pimento Dram
 2 dashes The Bitter Truth Aromatic Bitters
 1/2 oz (15 ml) fresh Lime Juice
 1/2 oz (15 ml) fresh Orange Juice
 1/4 oz (8 ml) Cinnamon Syrup
 1 barspoon Vanilla Syrup

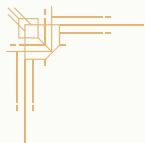
Pour all ingredients into a blender and blend at high speed for a few seconds. Pour into a highball glass and add crushed ice to fill.



WAIKIKI BEACH

2 oz (60 ml) Tiki Lovers Dark Rum
 3/4 oz (25 ml) The Bitter Truth Pimento Dram
 1 oz (30 ml) fresh Lime Juice
 2 oz (60 ml) Passion Fruit Juice
 1/4 oz (8 ml) Almond Syrup

Shake all ingredients with ice and strain into a highball glass filled with crushed ice.



VIOLET LIQUEUR

AN AUTHENTIC FLORAL LIQUEUR OF VIOLETS

With violet color reminiscent of a full moon reflected on a river in the twilight, The Bitter Truth Violet Liqueur humbly honors its name. Its deep purple romantic haze forecasts the unique flavor of this fragile flower.

Like poetry, aromas whisper sexy sweet nothings of subtle perfume onto your breath and finish with a dusting of icing sugar. A natural seducer, whose intense southern French flavor is both sensitive and balanced enough to elevate your Aviation to the heavens.

The Bitter Truth Violet Liqueur is made from the blossoms and roots of violets added to the finest neutral spirit. This violet liqueur impressively captures the delicate and elegant flavors of this fragile flower, and classic cocktails like the Aviation, the Blue Moon, and the Violet Fizz can now be made true to the original recipe.

PRODUCT INFORMATION: 22% Alcohol by Volume (44 Proof)

TASTING NOTES

The scent of parma violets dominates this floral liqueur, complemented by hints of wild berries and vanilla.

Slightly sweet and very flowery. The violet aroma is very subdued and natural.

Abigail Gullo – Bartender, New Orleans





AVIATION COCKTAIL

2 oz (60 ml) Dry Gin
 2/3 oz (20 ml) fresh Lemon Juice
 1/6 oz (5 ml) Maraschino Liqueur
 1/6 oz (5 ml) The Bitter Truth Violet Liqueur

Shake with ice and strain into a chilled cocktail glass.
 Garnish with a cherry or lemon zest.



VIOLET SPRITZ

3 oz (90 ml) Dry White Wine
 3/4 oz (25 ml) The Bitter Truth Violet Liqueur
 Plain Soda Water
 Lemon Zest

Build in a wine glass over big ice cubes. Stir gently and add lemon zest.



VIOLET JIZZ

1 1/2 oz (45 ml) The Bitter Truth Pink Gin
 2/3 oz (20 ml) The Bitter Truth Violet Liqueur
 2/3 oz (20 ml) fresh Lemon Juice
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
 Plain Soda Water

Shake with ice and strain into a highball glass filled with ice. Put plain soda water on top and stir gently. Garnish to taste.



THE TRUTH ABOUT BELLE

2 oz (60 ml) Dry Gin
 1/4 oz (8 ml) The Bitter Truth Violet Liqueur
 2 dashes The Bitter Truth Tonic Bitters
 Grape Soda
 Squeeze of Lime

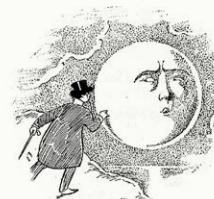
Build ingredients into the serving glass over ice and stir to serve.



BLUE MOON

1 1/2 oz (45 ml) Dry Gin
 1/2 oz (15 ml) Dry Vermouth
 1/4 oz (8 ml) The Bitter Truth Violet Liqueur
 1 dash The Bitter Truth Orange Bitters

Stir over ice and strain into a chilled cocktail glass.





PINK GIN

THE ORIGINAL PINK GIN INFUSED WITH BITTERS

The tradition of blending gin and bitters was first established by members of the Royal Navy to cure seasickness, and Pink Gin started life as a seafarers breakfast, drunk to rally a man against the wiles of the ocean.

The Bitter Truth Pink Gin is a delicious blend of traditionally crafted gin and a blend of bitters. This minx is not just a common gin with a fake tan; it's a sophisticated metrosexual in a salmon jumper.

It begins with a Mediterranean bouquet on the nose, with aromatic juniper, fresh lemons, and warm spices. Wonderfully gentle in the mouth, juniper berries are still at the helm, but these notes are supported by a crew of fresh spice flavors like licorice, caraway, and fennel, which cruise to a smooth whirlpool finish.

The Bitter Truth Pink Gin was created to please the taste of modern gin drinkers with a soft and gentle mouthfeel and fine complex flavors. It is best used on its own, as a Gin & Tonic, in your favorite Martini Cocktail or in any other gin-based cocktail.

PRODUCT INFORMATION: 40% Alcohol by Volume (80 Proof)

TASTING NOTES

Complex fruity and floral aromas dominate the nose of this flavored gin.

The taste is smooth with distinctive flavors of juniper berries in the foreground surrounded by spicy flavors of licorice, caraway, and fennel.

As a bartender, I love having ingredients that are ready for me to use. This is why I love The Bitter Truth. With different bitters to choose from and two flower water, I am spoilt for choice. Each different bitters tie in well with any cocktails I'm creating, no matter if it's savory or sweet.

Susie Wong – Bartender, Manchester/UK





PINK GIN COCKTAIL

2 oz (60 ml) The Bitter Truth Pink Gin
3/4 oz (25 ml) non-sparkling Water

Stir all ingredients with ice & strain into a chilled cocktail glass.



SCORPION

3/4 oz (25 ml) Tiki Lovers White Rum
3/4 oz (25 ml) The Bitter Truth Pink Gin
1/3 oz (10 ml) Brandy or Cognac
3/4 oz (25 ml) fresh Lemon Juice
1 1/3 oz (40 ml) fresh Orange Juice
1/3 oz (10 ml) Orgeat Syrup
1/3 oz (10 ml) Demerara Syrup

Shake with ice and pour unstrained into a double old-fashioned glass or wide brandy snifter. Garnish as desired.



GIN JULEP

2 oz (60 ml) The Bitter Truth Pink Gin
3/4 oz (25 ml) fresh Lemon Juice
1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
1 oz (30 ml) Plain Soda Water
1 Mint Sprig

Muddle mint with gin in a highball glass, add all other ingredients and crushed ice, and stir until the glass catches frost. Garnish with a mint sprig.



GARDEN & TONIC (by Naren Young & Wayne Collins)

1 2/3 oz (50 ml) The Bitter Truth Pink Gin
2-3 dashes The Bitter Truth Celery Bitters
3 dashes The Bitter Truth Elderflower Liqueur
4-5 Mint Leaves
1 Cucumber Slice
1 Lime Wedge
fill up with Tonic Water

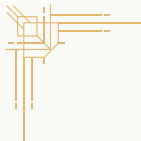
Put all ingredients into a highball glass with ice and fill up with tonic water. Stir gently and garnish with lime, mint & cucumber slice.



CLARIDGE COCKTAIL

1 oz (30 ml) The Bitter Truth Pink Gin
1 oz (30 ml) Dry Vermouth
1/2 oz (15 ml) The Bitter Truth Apricot Liqueur
1/2 oz (15 ml) Orange Liqueur

Stir ingredients with ice in a mixing glass and strain into a chilled cocktail glass.



YES, THERE IS AN

AWARD LIST

... but that is not what drives us. We are driven by our passion and create unique and high-quality products with bartenders and cocktail enthusiasts in mind. It all starts with our own excitement and curiosity ... and when it leads to happy faces behind and in front of the bar, then we are smiling too. We see the following (abridged) list as a nice side effect. The complete award list can be found on our website ... www.the-bitter-truth.com.



2019

TOP 5 BEST NEW BAR PRODUCT – BOGART'S BITTERS
Mixology Bar Awards, Berlin/Germany

2018

TOP 10 BEST NEW PRODUCT – BOGART'S BITTERS
Tales Of The Cocktail, New Orleans/USA

2017

TOP 5 BEST NEW BAR PRODUCT – OLIVE BITTERS
Mixology Bar Awards, Berlin/Germany

TOP 10 BEST NEW PRODUCT – OLIVE BITTERS
Tales Of The Cocktail, New Orleans/USA

2015

TOP 10 BEST NEW PRODUCT – CUCUMBER BITTERS
Tales Of The Cocktail, New Orleans/USA

GOLD MEDAL – CUCUMBER BITTERS
Beverage Testing Institute, Chicago/USA

2014

BEST LIQUEUR 2014 – GOLDEN FALERNUM
Bartenders Best Awards, London/UK

BEST BITTERS 2014 – CREOLE BITTERS
Bartenders Best Awards, London/UK

GOLD MEDAL – PIMENTO DRAM
Beverage Testing Institute, Chicago/USA

2010

BEST NEW PRODUCT – CELERY BITTERS
Tales of the Cocktail, New Orleans/USA

BEST OF CATEGORY – JERRY THOMAS BITTERS
International Spirits Competition, Los Angeles/USA

2008

SPIRIT OF THE YEAR – CELERY BITTERS
Mixology Bar Awards, Berlin/Germany

AND MANY MORE ...





THE LAST WORD

GOODBYE FRIEND!

It was a pleasure to have you as our guest.

Special thanks to Jamie Boudreau and Ted Haigh.

We raise the glass to all bartenders and cocktail enthusiasts around the world. Let the cocktails keep rolling along.

The Bitter Truth founded by Stephan Berg and Alexander Hauck.

Layout & Design by Jochen Hirschfeld, Alexander Hauck and Stephan Berg.

Art Direction & Photography by Jochen Hirschfeld.

Twitter: @yourbittertruth
Instagram: @thebittertruthcompany

WWW.THE-BITTER-TRUTH.COM

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AND THERE'S MORE FROM THE BITTER TRUTH COMPANY ...

TIKI LOVERS

Passion for Rum



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Artwork by
Anthony Carpenter



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HELPFUL HINTS FOR THE MIXING HOST

The proper mixing of cocktails & drinks is not a matter of luck. Like any other worthwhile achievement, it takes a little effort and preparation.

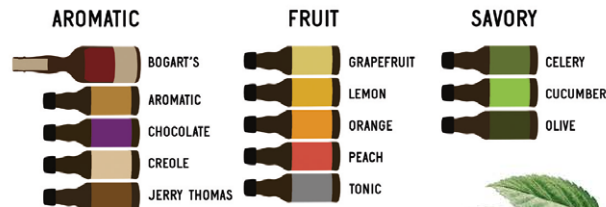
1. Temperature is everything ... use flawless ice!
2. Chill cocktail glasses before serving.
3. Pretty glassware pleases the eye.
4. Don't guess about the measurements ... use a measuring cup/jigger.
5. Always use the best ingredients you can afford.
6. Use fresh juices if possible – you'll taste the difference!
7. When the recipe says shake, shake well! ... when it says to stir, stir! Shaking makes a cloudy drink, stirring makes a clear one ... but never shake a fizzy drink!
8. Don't fill your cocktail glass to the brim.
9. If a peel or zest is required, only use fresh organic fruits.
10. You can make your own "sugar/simple syrup" (1 part sugar dissolved in 2 parts water). Keep it in the fridge!



SMALL DASH – BIG EFFECT

Bitters are the cornerstone of classic cocktail making, and many drinks offer more than one option for bitters. Just by changing the type of bitters, you can add an aromatic, fruity, or even savory touch to your favorite drink. With all the delicious varieties available, each will give a slightly different tone to a cocktail.

Discover the magical influence a few dashes of bitters will have on your cocktail!



PLEASE DRINK RESPONSIBLY!



DRY MARTINI COCKTAIL

2 oz (60 ml) Dry Gin
1/3 oz (10 ml) Dry Vermouth
2 dashes The Bitter Truth Bitters
Options *Bogart's, Aromatic, Chocolate, Creole, Jerry Thomas, Grapefruit, Lemon, Orange, Peach, Tonic, Celery, Cucumber, Olive*
Olive or Lemon Zest

Stir in mixing glass with ice & strain into a chilled cocktail glass. Add a washed olive or squeeze lemon zest over the surface and put it into the glass.

NEGRONI



1 oz (30 ml) Gin
1 oz (30 ml) Italian Red Bitter Liqueur
1 oz (30 ml) Sweet Vermouth
2 dashes The Bitter Truth Bitters
Options *Bogart's, Aromatic, Chocolate, Creole, Jerry Thomas, Grapefruit, Lemon, Orange, Peach, Tonic, Celery, Cucumber, Olive*
Orange Zest

Build in a rock glass over ice. Stir well and squeeze orange peel on top.

"IN THE REALM OF COCKTAILS THE INFINITE VARIETY IS LIMITED ONLY BY THE INGENUITY OF THE MASTER OF CEREMONIES OR HOST." "Cocktail Bill" Boothby

OLD FASHIONED COCKTAIL



2 oz (60 ml) Whiskey, Brandy, Aged Rum, or Añejo Tequila
1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
2-3 dashes The Bitter Truth Bitters
Options *Bogart's, Aromatic, Chocolate, Creole, Jerry Thomas, Grapefruit, Lemon, Orange, Peach, Tonic*
Orange Zest

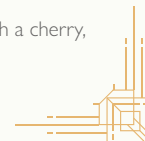
Pour all ingredients into a rock glass, add a large ice cube & stir until it has the right dilution. Add orange zest.

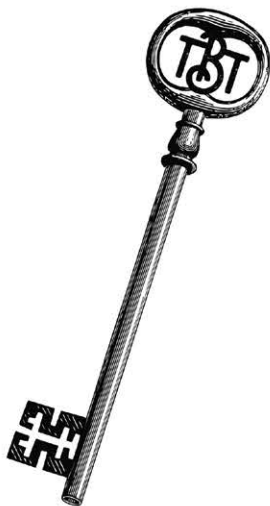
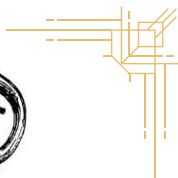
MANHATTAN COCKTAIL



2 oz (60 ml) Rye or Bourbon Whiskey
3/4 oz (25 ml) Sweet Red Vermouth
2 dashes The Bitter Truth Bitters
Options *Bogart's, Aromatic, Chocolate, Creole, Jerry Thomas, Grapefruit, Lemon, Orange, Peach, Tonic*
Orange Zest

Stir with ice and strain into a cocktail glass. Garnish with a cherry, lemon, or orange zest.





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