



# The BITTER TRUTH - OUR STORY

In the golden age of the American cocktail, bitters were an essential ingredient and there were a vast array of flavors to choose from. Bitters complement and embellish the flavor of a well-made cocktail and they were carefully crafted with this in mind.

When prohibition hit (1920-1933) ingredients became scarce and people had to drink bootlegged liquor, doing what they could to hide the taste of their illicit hooch. American alcohol production was halted and sadly, bitters fell into oblivion. Only a few brands were able to survive this dry period and not all of them could bounce back after repeal, hit successively by economic depression and war. Some brands tried to imitate the successes of pre-prohibition cocktail bitters but with limited success, until recently.

Since 2006, The Bitter Truth forged the way for the re-emergence of the category of bitters in our modern age. With careful research, quality produce and tight production, The Bitter Truth have revived the practice of creating quality cocktail bitters.

The Bitter Truth was established by passionate bartenders Stephan Berg and Alexander Hauck in idyllic Bavaria with the intention of supplying bar aficionados with cocktail bitters that have not been seen in a century. Both men gained experience making small-batch cocktail bitters for the bars they represented. For years Stephan has been collecting ancient cocktail books and authentic bitters from the late 19th and early 20th century, and these were the inspiration for their first choice of cocktail bitter flavors.

Alexander, who is also a graphic designer, created the distinctive look and feel of the packaging. The bitters are specifically designed for re-creating classic drinks made true to the original recipe or for experimentation with modern cocktail creations.

The Bitter Truth expanded their collection to include products like liqueurs and flavored spirits; again, produced using the best quality natural ingredients. The Bitter Truth has received multiple awards for their products and continue to innovate in their beloved bar world.



# The BITTER TRUTH



## COCKTAIL BITTERS FLAVOR CHART

	AROMATIC BITTERS					FRUIT BITTERS				SAVORY BITTERS			
flavor profile	Herbal Cacao Cola Rhubarb Fennel	Gingerbread Cinnamon Cloves Anise Citrus	Cacao Cinnamon Vanilla Gentian Wormwood	Anise Fennel Caraway Cherry Cranberry	Dried Fruit Citrus Cinnamon Allspice Rock Candy	Grapefruit Peel Pomelo Hop Coriander Wormwood	Sicilian Lemon Honey Coriander Cardamom Lemon Tea	Sweet Orange Seville Orange Caraway Cardamom Orange Jam	Peach Citrus Almond Cranberry Dried Fruit	Celery Lemongrass Citrus Ginger Coriander	Cucumber Dill Pepper Melon Fleur de Sel	Olive Fleur de Sel Brine Rosemary Thyme	flavor profile
perfect with	Brown Spirits Genever Vermouth Sherry Port	Brown Spirits Vermouth Italian Bitter Port Sherry	Brown Spirits Sweet Vermouth Italian Bitter Port Sherry	White Spirits Brown Spirits Vermouth Italian Bitter Champagne	Brown Spirits Sweet Vermouth Sherry Port Herbal Liqueur	White Spirits Rum Tequila Vermouth Italian Bitter	White Spirits Tequila Whisk(e)y Vermouth Italian Bitter	White Spirits Brown Spirits Vermouth Sherry Italian Bitter	White Spirits Brown Spirits Vermouth Italian Bitter Champagne	Gin Vodka White Rum Blanco Tequila Dry Vermouth	Italian Bitter Gin Vodka Blanco Tequila Dry Vermouth	Gin Vodka Italian Bitter Blanco Tequila Dry Vermouth	perfect with
in drinks like	Old Fashioned Manhattan Martinez Gin Cocktail Vieux Carré	Manhattan Old Fashioned Horse's Neck Old Cuban Lemon Lime Bitters	Negroni Old Fashioned Manhattan Boulevardier Right Hand	Creole Cocktail Vieux Carré Seelbach Pegu Club Americano	Old Fashioned Manhattan Horse's Neck Whiskey Sour Martinez	Gin & Tonic Martini Cocktail Margarita Daiquiri Highballs	Cosmopolitan Negroni Gin Fizz Italian Spritz Ti Punch	Martini Cocktail Negroni Italian Spritz Horse's Neck	Mint Julep Old Fashioned Bellini Pimm's Cup Italian Spritz	Bloody Mary Gin & Tonic Martini Cocktail Moscow Mule Ti Punch	Pimm's Cup Bloody Mary Gin & Tonic Martini Cocktail Italian Spritz	Dirty Martini Bloody Mary Italian Spritz Negroni Americano	in drinks like

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*Bitters. Liqueurs. Spirits.*  
- FOR BETTER DRINKS -



## AROMATIC BITTERS



### BOGART'S BITTERS

**PRODUCT INFORMATION:** 375 ml, 42.1% abv, 84.2 proof

Bogart's Bitters is a meticulously crafted, true to the original, replica of the world's first mentioned bitters in cocktails. Dark brown in color, it revives the taste of bartending's early years with a beautiful mix of dark spice, chocolatey coffee and European herbs.



### AROMATIC BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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



### CHOCOLATE BITTERS

**PRODUCT INFORMATION:** 200 ml, 44% abv, 88 proof

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



### CREOLE BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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



### JERRY THOMAS BITTERS

**PRODUCT INFORMATION:** 200 ml, 30% abv, 60 proof

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

## FRUIT BITTERS



### GRAPEFRUIT BITTERS

**PRODUCT INFORMATION:** 200 ml, 44% abv, 88 proof

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.



### LEMON BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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



### ORANGE BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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.



### PEACH BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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.

## SAVORY BITTERS



### CELERY BITTERS

**PRODUCT INFORMATION:** 200 ml, 44% abv, 88 proof

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



### CUCUMBER BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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



### OLIVE BITTERS

**PRODUCT INFORMATION:** 200 ml, 39% abv, 78 proof

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.

## COCKTAIL BITTERS KITS



### COCKTAIL BITTERS TRAVELER'S SET

**PRODUCT INFORMATION:** 100 ml (5 x 20ml), 38.2% abv, 76.4 proof

**INCLUDES:** Aromatic Bitters / Celery Bitters / Creole Bitters / Jerry Thomas Bitters / Orange 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.



### COCKTAIL BITTERS BAR PACK

**PRODUCT INFORMATION:** 100 ml (5 x 20ml), 40.8% abv, 81.6 proof

**INCLUDES:** Tonic Bitters / Peach Bitters / Olive Bitters / Cucumber Bitters / Chocolate Bitters

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.

## LIQUEURS



### APRICOT LIQUEUR

**PRODUCT INFORMATION:** 750 ml, 22% abv, 44 proof

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



### ELDERFLOWER LIQUEUR

**PRODUCT INFORMATION:** 750 ml, 22% abv, 44 proof

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.



### GOLDEN FALERNUM

**PRODUCT INFORMATION:** 750 ml, 18% abv, 36 proof

This rum-based liqueur is rich and complex in flavor. Spicy ginger with clove and a hint of vanilla. On the palate, 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.



### PIMENTO DRAM

**PRODUCT INFORMATION:** 750 ml, 22% abv, 44 proof

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.



### VIOLET LIQUEUR

**PRODUCT INFORMATION:** 750 ml, 22% abv, 44 proof

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

## SPIRITS



### PINK GIN

**PRODUCT INFORMATION:** 750 ml, 40% abv, 80 proof

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.