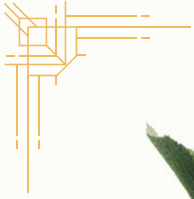


The BITTER TRUTH



BLACK CHERRY BITTERS

A TRIBUTE TO A FAMOUS 19TH-CENTURY AROMATIC BITTERS

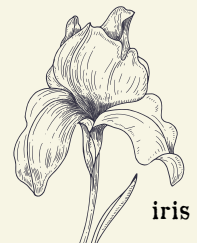
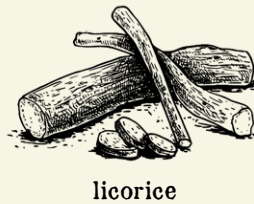
Inspired by the flavor profile of a famous, and long time defunct bitters brand of Baltimore, MD, The Bitter Truth pay once again tribute to those who came before them and who played a significant role in the first golden age of the cocktail.

The Bitter Truth Black Cherry Bitters surprise with complex notes of root beer, followed by a wave of intense and lush morello cherries and balanced notes of licorice, gentian, and other aromatic ingredients that make it a true bitters to crown a cocktail.

All ingredients are selected with judicious care, and compounded properly. Just as beauty is an impossibility without a sparkle to the eye, so is a cocktail incomplete unless the right bitters within its depths have been selected with care. The purposes of The Bitter Truth Black Cherry Bitters are without limits and they are the little something to the cocktail that causes jovial folk to smack their lips and to order some more.

PRODUCT INFORMATION: 200 ml, 44 % Alcohol by Volume (88 Proof)

LOGISTIC INFORMATION: Bottles per Case: 12, Case Weight: 5 kg
Case Size in cm: 19.5 x 23.5 x 18, Cases per Layer: 28, Cases per Pallet: 252



THE BALTIMORE DELIGHT

1 2/3 oz Rye or Bourbon Whiskey
1 oz Sweet Red Vermouth
1/3 oz Maraschino Liqueur
3-4 dashes The Bitter Truth Black Cherry Bitters

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





MORE COCKTAIL RECOMMENDATIONS



CORNELIUS COLLINS

1 2/3 oz Gin
 1/2 oz fresh Lemon Juice
 1/3 oz Sugar Syrup (2:1 Sugar:Water)
 2 dashes The Bitter Truth Black Cherry Bitters
 fill up with Plain Soda Water

Fill highball glass with ice, add all ingredients and stir gently. Garnish with a cherry.



OLD FASHIONED COCKTAIL

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

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



HOFFBERGER HIGHBALL

2 oz Bourbon Whiskey
 2-3 dashes The Bitter Truth Black Cherry Bitters
 fill up with Ginger Ale
 Lemon Zest

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



DOWN BY FIRE

1 oz Añejo Tequila
 1 oz Aperitif Bitter Liqueur
 1 oz Dry Vermouth
 3 dashes The Bitter Truth Black Cherry Bitters
 Orange Zest

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