

The BITTER TRUTH

CELERY BITTERS

THE ORIGINAL SAVORY BITTERS

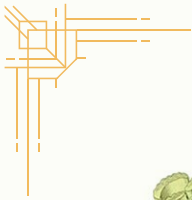
A lost ingredient. Extinct for decades. Now revived to please the most discriminating palates. The Bitter Truth Celery Bitters were the first celery bitters commercially available in decades and have won 2010 “Best New Cocktail Ingredient” at Tales of The Cocktail, New Orleans.

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: 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



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 Vodka or Gin
- 1/3 oz fresh Lemon Juice
- 3-4 dashes The Bitter Truth Celery Bitters
- 3 oz Tomato Juice
- Tabasco, Worcestershire Sauce, Salt & Pepper

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





MORE COCKTAIL RECOMMENDATIONS



FAR BEYOND THE TRUTH

1 1/3 oz The Bitter Truth Pink Gin
 1/2 oz fresh Lime Juice
 1/4 oz 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.



KING'S ELIXIR COCKTAIL

1 1/2 oz The Bitter Truth Pink Gin
 1/2 oz Blanc Vermouth
 1/4 oz Goldwasser
 2 dashes The Bitter Truth Celery Bitters
 Lemon Zest

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



RHUMBLE

1 1/2 oz Tiki Lovers White Rum
 3/4 oz Fino or Amontillado Sherry
 3/4 oz 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 100% Agave Blanco Tequila
 1 oz Dry Vermouth
 3/4 oz fresh Lime Juice
 1/2 oz Sugar Syrup (2:1 Sugar:Water)
 1/2 oz 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.