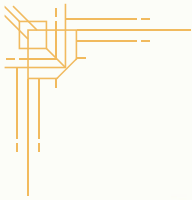


The BITTER TRUTH



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: 200 ml, 39% Alcohol by Volume (78 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

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 Cognac or Whiskey
- 1/3 oz 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.





MORE COCKTAIL RECOMMENDATIONS



CREOLE SWIZZLE *(by Simon Koester)*

- 1 oz Tiki Lovers Dark Rum
- 1 oz Tiki Lovers White Rum
- 1 oz fresh Lime Juice
- 2/3 oz The Bitter Truth Golden Falernum
- 1/3 oz 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 Tiki Lovers White Rum
- 1 oz fresh Lemon Juice
- 2/3 oz Sugar Syrup (2:1 Sugar:Water)
- 1 barspoon The Bitter Truth Creole Bitters
- pinch of Salt
- 1/4 oz 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 Rye Whiskey
- 1 oz 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.



SEELBACH COCKTAIL

- 2/3 oz Bourbon Whiskey
- 1/3 oz 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.