

The BITTER TRUTH

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 mix 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: 750 ml, 40% Alcohol by Volume (80 Proof)

LOGISTIC INFORMATION: Bottles per Case: 6, Case Weight: 9 kg
Case Size in cm: 26.5 x 25.5 x 18, Cases per Layer: 26, Cases per Pallet: 182



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 The Bitter Truth Pink Gin
3/4 oz non-sparkling Water

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





MORE COCKTAIL RECOMMENDATIONS



SCORPION

- 3/4 oz Tiki Lovers White Rum
- 3/4 oz The Bitter Truth Pink Gin
- 1/3 oz Brandy or Cognac
- 3/4 oz fresh Lemon Juice
- 1 1/3 oz fresh Orange Juice
- 1/3 oz Orgeat Syrup
- 1/3 oz Demerara Syrup

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



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

- 1 2/3 oz 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 Slice of Cucumber
- 1 Lime Wedge
- fill up with Tonic Water

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



GIN JULEP

- 2 oz The Bitter Truth Pink Gin
- 3/4 oz fresh Lemon Juice
- 1/2 oz Sugar Syrup (2:1 Sugar:Water)
- 1 oz 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.



CLARIDGE COCKTAIL

- 1 oz The Bitter Truth Pink Gin
- 1 oz Dry Vermouth
- 1/2 oz The Bitter Truth Apricot Liqueur
- 1/2 oz Orange Liqueur

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