



Welcome to

# *The* **BITTER TRUTH**



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

## THE COCKTAIL'S DEFINING INGREDIENT

*Cocktail*, then is a stimulating liquor, composed of *spirits* of any kind, *sugar*, *water* and *bitters*.

First known definition of the term "cocktail"  
from "The Balance, and Columbian Repository"  
New York, May 13, 1806

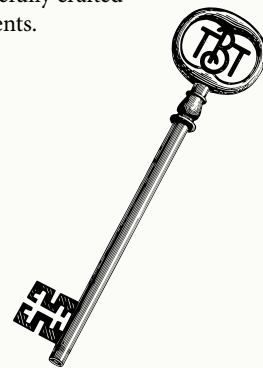


Add  
FLAVOR  
BALANCE  
COMPLEXITY  
to your Drinks



## WELCOME STRANGER

You have found your way to *The Bitter Truth*, a humble purveyor of the finest cocktail bitters, spirits & liqueurs. Please wander around and explore our variety of carefully crafted cocktail ingredients.



# COCKTAILS IN PARADISE WITH THE BITTER TRUTH



Made the traditional way using the best quality natural ingredients.



**Orange Peel**  
from Ghana



**Cacao Beans**  
from Nigeria



**Violet Blossoms**  
from Switzerland



**Cloves**  
from Madagascar

**Morello Cherries**  
from Germany



**China Bark**  
from Ecuador



**Star Anise**  
from Sri Lanka



**Ginger Root**  
from Thailand



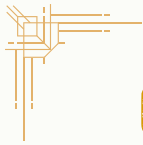
**Nutmeg**  
from Nepal



**Allspice**  
from Jamaica

**Apricots**  
from Austria





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WELCOME TO

# THE BITTER TRUTH

"In the brave new world of cocktails, bitters have had their resurrection, and perhaps to a few, it may have felt like a long time coming. In fact, it is a miracle we have them at all. To the original cocktail habitués, the bitters were a necessary evil to drag them back from the yawning abyss of the morning and the accompanying pain: penance for the night before. To the sensibilities of the surrounding world, bitters were either medicine to be endured or quite simply a fraud and a sham to part a fool from his money. Snake oil was the term for it.

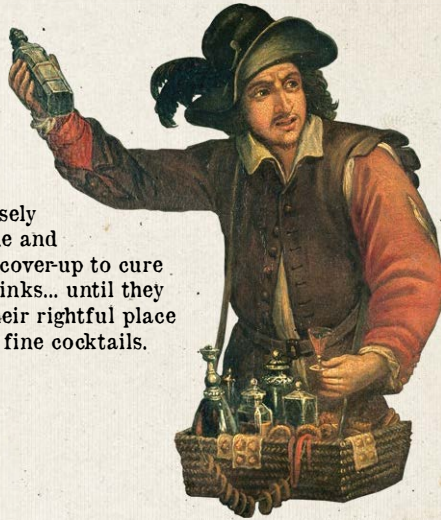
In life, against all odds, sometimes things just work out; it's the alchemical poetry of serendipity. That we should still – and again – have bitters, so roundly despised at the onset, is a testament to what else they offered. While perhaps they didn't cure diseases, and the morning drinkers would eventually topple despite them, the bitter principle did stimulate the stomach to produce gastric juices and revive appetite.

The cocktail, therefore intersected the nascent European trend, the aperitif. The rich and piquant spices accompanying the bitterness bequeathed a complexity on what otherwise would've been a simple Sling: Liquor, water, and sugar. When, shortly thereafter, vermouth was introduced to the world of mixed drinks, bitters, as it turned out, worked marvelously well with them. When ice became more readily available, bitters were also harmonious with fruit juices. The bitters added a blush of "warm" spices: cinnamon, nutmeg, mace, clove, and allspice.



THE TRAVELLING QUACK.

In the old days, bitters were falsely sold as medicine and later used as a cover-up to cure poor quality drinks... until they finally found their rightful place in the realm of fine cocktails.



**“Bitters are  
the Oboe Soloist  
in the modern  
Cocktail  
Symphony”**



They also could add the “cool” ones: mint, lemon, anise, saffras, and licorice. With the addition of liqueurs, the little cocktail rondo became a symphony and the bitters the oboe soloist.

And somewhere along the line, bitters sorted themselves into categories: first stomach bitters, then the first beverage bitters – which would span a range of aperitif and digestif bitters, and later aromatic and fruit bitters. Stoughton, Hostetter's, and Boker's (Bogart's), the Amer, and Amari, the gentians, and absinthes were aperitif/digestif bitters. The intense and concentrated Angostura, Abbott's, and Peychaud's were celebrated aromatic bitters, and there were a plethora of orange and peach fruit bitters brands.

At one point, and for a long time, bitters were out of fashion. No longer outrageous, they simply gave way to simpler, faster, more streamlined tastes. Brands and flavors withered and died. Something wonderful was lost then, and it took years to regain enough perspective to see that.

But possibly the most gratifying story is that of devotees-turned-professionals, Stephan Berg and Alexander Hauck founding *The Bitter Truth*. They, from their personal interests, made bitters something of their lives' work and galvanized the bitters movement with a series of bitters that famously included the commercial attempt to revive an extinct brand, Boker's (Bogart's).

For all they have done, for all they will do, Gentlemen here's to you!”

Ted Haigh – Cocktail Historian



Stephan Berg & Alexander Hauck

## THE BITTER TRUTH

# OUR STORY

Originally, cocktail bitters were the ingredient that distinguished cocktails from other categories of beverages such as Toddies, Slings, Fizzes, Sours, or Punches. For decades, they were an essential component of good cocktail creations. The start of prohibition curtailed consumers' drinking habits, and cocktail bitters almost sank into oblivion. Only a few brands survived that period, but even after that, not all of them managed to reestablish themselves in the new market.

## THE FOUNDING OF THE BITTER TRUTH

For some time now, there has been a resurgence in the popularity of cocktail bitters, and bitters are now again considered to be the spice rack for your bar. Since 2006, the German company *The Bitter Truth* has been doing its share to contribute to this development. It all started during a visit to the London Bar Show in June 2006. At that show, Munich bartenders Stephan Berg and Alexander Hauck gave birth to the idea of producing and distributing cocktail bitters, as they were hard to find in Germany or elsewhere if at all.

Both of them had already gained a considerable amount of experience in producing handmade cocktail bitters for the bars they were working at. Also, Stephan owned a large collection of current and historical bitters, some of which hadn't been produced for decades. Thus, he knew how the most well-known bitters of the world tasted and he was considered a specialist in this area.

Their criteria for the choice of flavors was mainly provided by old cocktail recipes that could no longer be mixed true to the original because one crucial ingredient had been missing – the correct bitters.





CURIOSITY IS  
BITTER-SWEET





## TRADITIONAL MANUFACTURING PROCESS

Only ingredients of the **highest quality** are used for *The Bitter Truth* products.

### BOTANICAL EXTRACTION

The aromas and essences of herbs & spices are extracted through careful maceration/percolation in alcohol or water for up to 2 months.

After this process is finished, only water or alcohol is added to set the liquid to its final alcohol strength.

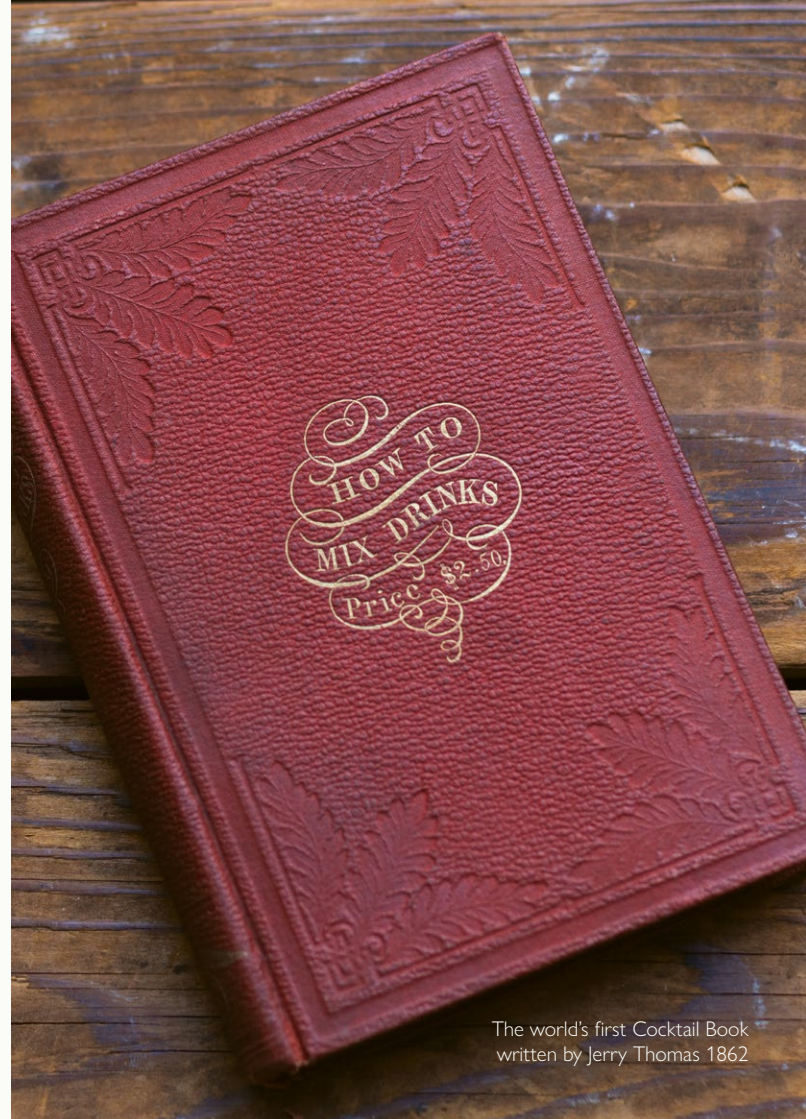
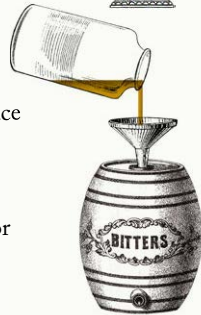


### HARMONIZATION TIME

The product is then allowed to rest, and flavors can marry. In a final step, the product might get tinged, filtered, bottled, and labeled.

It is valuable time consuming to produce *The Bitter Truth* products.

Our traditional manufacturing process guarantees an unparalleled and superior taste.



The world's first Cocktail Book  
written by Jerry Thomas 1862



## UNIQUE PRODUCT FEATURES



+ DEVELOPED & OWNED BY  
TWO FORMER BARTENDERS

+ BASED ON AUTHENTIC RECIPES

+ TRADITIONAL  
MANUFACTURING METHODS  
(MACERATION & PERCOLATION)

+ ALL-NATURAL FLAVORS

+ NO ARTIFICIAL FLAVORINGS!

+ NO LIMITED SHELF LIFE

+ BUILT-IN DASHER

+ USER-FRIENDLY PACKAGING WITH  
UNIQUE HANDLING PROPERTIES

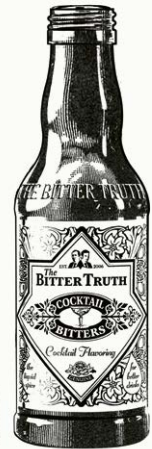
+ BROWN GLASS FOR SUNLIGHT PROTECTION

+ DURABLE COATED LABEL

+ WIDE RANGE OF FLAVORS

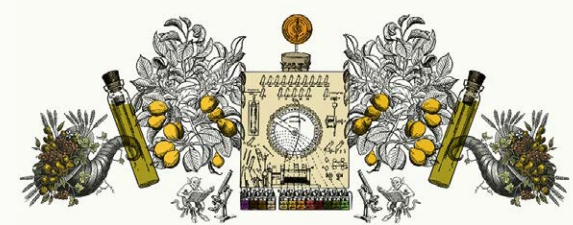
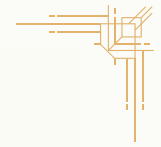
+ THE MOST AWARDED BITTERS RANGE

+ THE BEST VALUE FOR MONEY:  
200 ML BOTTLE



**PRODUCT OF  
GERMANY**





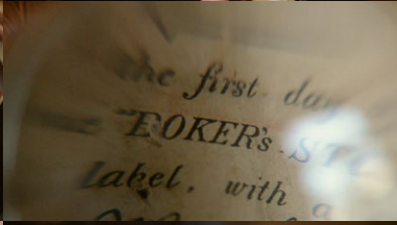
TED HAIGH TALKS  
**THE BITTER TRUTH ABOUT BITTERS**

In 2019 we surprised cocktail historian Ted Haigh with one of the first bottles of our reproduction of the very first Bitters ever mentioned. Before opening the precious lady leg bottle we talked about the history of bitters. Here is the knowledge he shared with us. In the last paragraph, you can read his reaction to our “Bogart’s Bitters”.

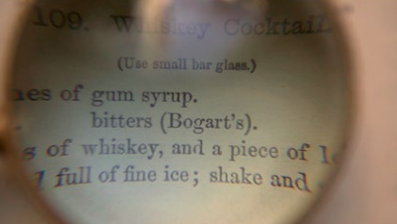


**THE PURPOSE OF BITTERS**

*“Bitters are the aperitif taken down to its most basic. The kinds of bitters are aperitif bitters which are something you can drink a whole glass of or there are aromatic or there are fruit bitters. And they are only drinkable in small bits. But they add a whole range of depth to a mixed drink.*



*They give you a zing of spices a certain bright line of bitterness and then the bulk of the base of the liquor a little sweetening agent and maybe a little sourness and together they make a beverage that's so infinitely more complex than any of the above without it.”*





## THE ORIGIN OF BITTERS

*"We have to go back to the history of alcohol when alcohol first began it made people feel better. And that made people think it was medicine. But then at a certain point, the most educated people in the world at that time were probably the monks. They would take the herbs and the spices and make things that would end up being like a digestif.*

*Now if you take a digestif and add a bitter constituent to it, it becomes mainly an aperitif bitter or a liqueur bitter. But then if you thin that out and just take the bitter component with the spices and less of the sweetening, you have something that is a miraculous additive. A secret weapon one might even say."*

## THE HONEST MEDICINE

*"Originally bitters were considered medicinal. They weren't for adding into cocktails. They were to fix what ails you. Ironically ... the thing that was most honest about bitters, were cocktails! When cocktails happened, it was natural for bartenders to use whatever constituents were available to them. And part of that meant raiding the medicine cabinet. Bitters could be slightly medicinal in the cocktails, but they were also making the cocktails taste better. But bitters at that point became something of a culinary aid. And the medicine use receded."*

## THE VERY FIRST BITTERS

*"The very first cocktail book is Jerry Thomas' book "How to mix drinks" or "The Bon-Vivant's Companion" it went under various titles. It just happened to be the very first cocktail book ever published. In those years cocktails were known to people through newspapers. Newspapers would publish bartenders who had created cocktails and they would give the recipes and so on. Jerry Thomas tended to aggregate all of that stuff in his first book. And how many cocktails were in his first book? TEN! That was*

*all the official cocktails that there were. At that point, it was very noticeable when he mentioned bitters. It was published as "Bogart's Bitters". Now ... having done extensive research on this ... there are NO bottles that ever said "Bogart's Bitters" on them. Leading me to believe that whoever was transcribing some of that stuff from Jerry Thomas wrote "Bogart's" when what he said was „Boker's" and we know "Boker's" existed. We had original samples of it finally. I found a beautiful old Boker's bottle. So we believe that the first bitters to appear in cocktails were: Jerry Thomas' Decanter Bitters, there might be some early mention of Stoughton's Bitters and there were Boker's Bitters. And Boker's seems just about the oldest bitters existent that was meant for the cocktail."*

## TED TASTES BOGART'S BITTERS FOR THE FIRST TIME

*"Boker's was made in the mid 19th century, and only one person I ever knew was able to obtain a bottle of Boker's that still had stuff in there. Everything was so integrated. It's complex. You couldn't quite tell what was in there. But what was in there tasted good.*

*We are proud to announce: Bogart's Bitters are back!*

*Ohh, wow. This is not a stock bottle! It's really, truly fabulous. You could not have done better. Wow, it's amazing, and it is appropriately bitter too. As I was trying to decipher the stuff I had, I noted a resinous to it. And I get it right in this. It's like I tasted a hundred-year-old bottle before, and now I'm tasting a fresh bottle. And just all of the herbs together in such a way that you can't tell what they are separate. And I expect that kind of complexity. It works in different drinks in different ways because of the flavor. But it's got its own signature character. Everything I asked about classic bitters is exhibited in this. It genuinely is. I don't think we can get any closer to the original than this."*







## THE BITTER TRUTH COCKTAIL BITTERS

*The Bitter Truth* bitters were specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations. Our bitters are made the traditional way using only the best quality natural ingredients. *The Bitter Truth* bitters have received multiple awards and will continue to innovate the bar world.



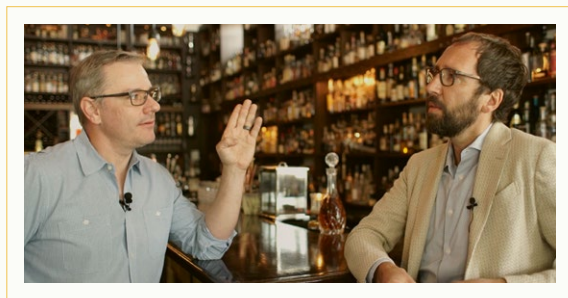
A unique addition to the bitters range is the recreation of the legendary Bogart's Bitters.



THE RETURN OF A LEGEND

## BOGART'S BITTERS

*"Bogart's Bitters can arguably be said to have started the cocktail movement as it was the first-ever mentioned bitters in the very first cocktail book published in 1862, written by the most famous bartender of those days, Jerry Thomas – a name, synonymous with the first golden age of the cocktail."*



Jamie Boudreau in conversation with Stephan Berg

*Although no bottles of the Jerry Thomas era ever surfaced, the common belief is that Bogart's was a kind of misspelling of Boker's Bitters at that time. Still, the impact on the development of the cocktail is without question.*

*Before other bitters appeared in cocktail recipes around the world, there was Bogart's/Boker's. A beautifully balanced and versatile cocktail bitter, it was even called for by name in the first Martini recipe, printed in 1888, where one was instructed to use "genuine" Bogart's/Boker's, indicating that this most popular bitters had weak imitations floating around ... And this makes sense, for if one actually tasted one of the very few remaining bottles of original Bogart's/Boker's bitters, they would*







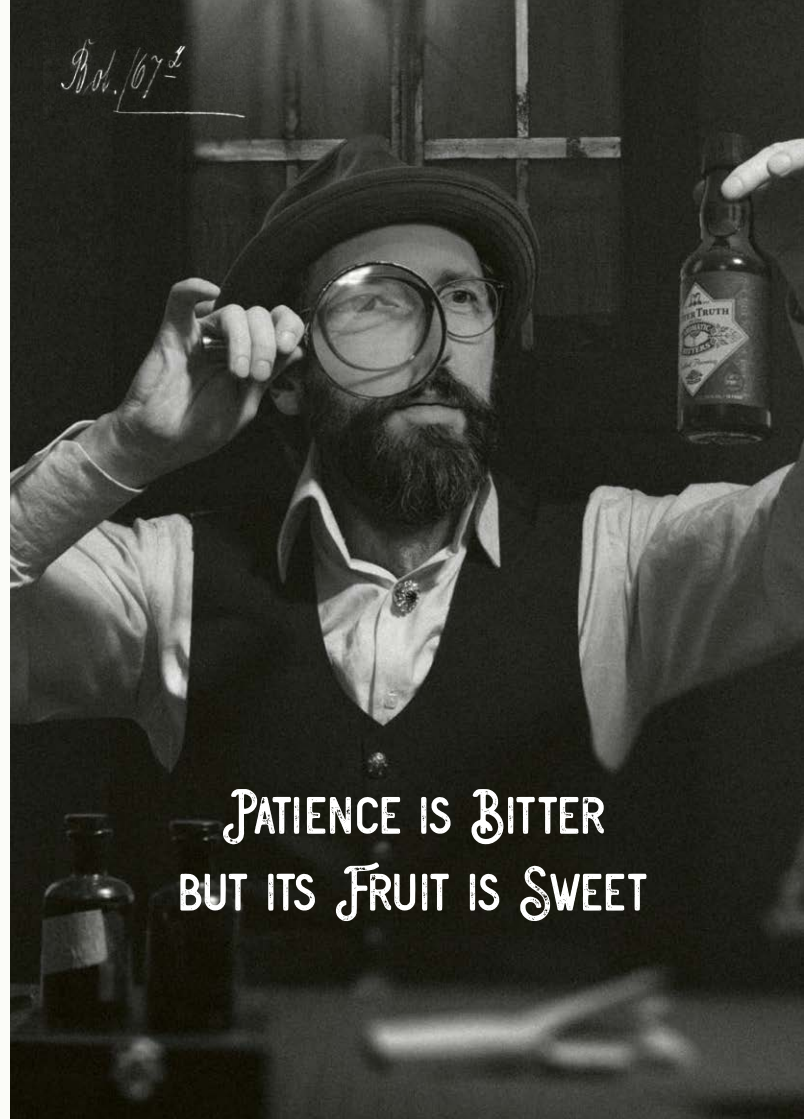
*discover that this magnificent bitter is not a cardamom bomb, but rather a beautiful mix of dark spice and chocolatey coffee, that can only be achieved by using a very expensive herb, an ingredient that others use sparingly due to cost, but also to the detriment of the final product.*

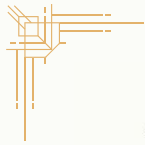
*The Bitter Truth has spent much time in investigating the subject over the last 10 years and is in the possession of a super rare original bottle – one of the only known bottles to have survived with genuine remaining contents, bottled around 1900.*

*Originally sold in iconic “lady leg” bottles made of brown glass, these bottles were defunct for about a century and have now been reproduced for this special edition.*

*The same goes for the labels, which have been redesigned from this surviving bottle. The formula has been analyzed, interpreted and changes in flavor profile, due to age, were subtracted and the liquid formulated in the way it authentically resembles Jerry Thomas’ favorite bitters of more than a century ago.”*

Jamie Boudreau - Canon: Whiskey and Bitters Emporium Seattle, 2016





# BOGART'S BITTERS

## A 19TH-CENTURY STYLE REPLICA BITTERS

Once praised by 19th-century bartenders Jerry Thomas & Harry Johnson for their genuine quality, these bitters were the only bitters called for by name in the world's first known book about cocktails "How to Mix Drinks" published in 1862 with a presumed manuscript error (hence Bogart's instead of Boker's Bitters). They were also part of the first known recipe for a Martini Cocktail in the "New and Improved Bartender's Manual" published in 1888.

Unfortunately with the turn of the century, the Food & Drugs Act of 1906, and eventually Prohibition in 1920, times were taking a toll on the former 'King of Bitters' and the brand vanished. Up until 2007, the common belief was that "no living person has ever tried these bitters".

After extensive research on old bitters from the early days of bartending, Boker's Bitters emerged as the holy grail of bitters. Luck was with the founders of *The Bitter Truth* when a fully intact bottle with label and contents in an online auction platform presented itself as a once in a lifetime opportunity. With the auction successfully closed, a rare bottle of Boker's Bitters was waiting to be revived in a painstaking reverse engineering process lasting for more than 10 years.

**PRODUCT INFORMATION:** 42.1 % Alcohol by Volume (84.2 Proof)

BITTERS



### TASTING NOTES

*A beautiful mix of dark spice, chocolatey coffee, and European herbs.*

### Rating



Difford's Guide, UK







### JAPANESE COCKTAIL

2 oz (60 ml) Brandy  
 1/2 oz (15 ml) Orgeat Syrup  
 1/4 oz (8 ml) The Bitter Truth Bogart's Bitters  
 Lemon Zest

Stir well with ice and strain into a chilled rock glass with ice. Add lemon zest.



### SODA COCKTAIL

5-6 dashes The Bitter Truth Bogart's Bitters  
 1-2 slices Orange  
 1 barspoon Sugar Syrup (2:1 Sugar:Water)  
 Lemon Soda Water  
 Orange Zest

Mix bitters & sugar at the bottom of a highball glass and add ice. Fill up with lemon soda water and stir gently. Add orange slice.



### EAST INDIA COCKTAIL

2 oz (60 ml) Brandy  
 2-3 dashes The Bitter Truth Bogart's Bitters  
 2 dashes Maraschino Liqueur  
 1/4 oz (8 ml) Orange Liqueur  
 1/4 oz (8 ml) Pineapple Syrup  
 Lemon Zest

Stir well in a mixing glass with ice & strain into a chilled cocktail glass. Add a cherry or olive, twist a piece of lemon zest on top, and serve.



### BRANDY CRUSTA

2 oz (60 ml) Brandy  
 1/4 oz (8 ml) fresh Lemon Juice  
 3-4 dashes Sugar Syrup (2:1 Sugar:Water)  
 2-3 dashes The Bitter Truth Bogart's Bitters  
 1-2 dashes Orange Liqueur  
 Lemon Zest

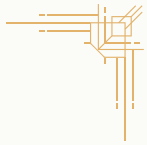
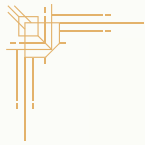
First, take a small wine glass, rub a sliced lemon around the rim of the same, and dip rim into pulverized white sugar, so that the sugar will adhere to the edge of the glass. Pare half a lemon the same as you would an apple (in one piece) so that the paring will fit in the wine glass. Then, mix the ingredients in a rock glass with ice, and strain the drink from the rock glass into the prepared wine glass.



### GIN COCKTAIL

2 oz (60 ml) Genever (Holland Gin)  
 3-4 dashes Sugar Syrup (2:1 Sugar:Water)  
 2 dashes The Bitter Truth Bogart's Bitters  
 2 dashes Orange Liqueur  
 Lemon Zest

Shake all ingredients with ice and strain in a chilled cocktail glass. Add lemon zest.



# AROMATIC BITTERS

## THE CLASSIC AROMATIC BITTERS

Aromatic bitters are the most classic of all bitters going back to the late 18th-century. They are by far the most widely used bitters since the early days of bartending and play a significant role in the history of cocktails. The Old Fashioned or the Manhattan Cocktail wouldn't have been the same without a few dashes of aromatic bitters.

The Bitter Truth Aromatic Bitters are unsurpassed in the complexity of flavor with spices such as cinnamon, cardamom, and anise permeate prominently. The aroma is full of clove and heady with gingerbread combined with the more subtle tutti-frutti notes.

As authentic as a brown leather chesterfield, The Bitter Truth Aromatic Bitters will add a nice kick to your punch. You can mix this little pugilist in with any wood aged spirit, adding structure and complexity to cocktails.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

BITTERS

## TASTING NOTES

*Bitter and tangy to the taste. Reminiscent of cinnamon, cardamom, anise, and cloves, the aroma is reminding of gingerbread.*

*Your aromatic bitters I have taken to affectionately calling "Dr. Berg's Sassafras Bitters". I don't know if they actually contain sassafras, but they do taste as if they do. And again I applaud you for giving them a flavor no other aromatic bitters have. In a word, they are complex and excellent. I'd like more, please!*



Ted Haigh – author of "Vintage Cocktails & Spirits", USA



### MANHATTAN COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey  
 3/4 oz (25 ml) Sweet Red Vermouth  
 2 dashes The Bitter Truth Aromatic Bitters  
 Orange Zest

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



### QUEEN'S PARK SWIZZLE

2 oz (60 ml) Aged Rum  
 1/2 oz (15 ml) fresh Lime Juice  
 1/2 oz (15 ml) Demerara Sugar Syrup (2:1 Sugar:Water)  
 1 dash The Bitter Truth Aromatic Bitters  
 8-10 Mint Leaves

Gently muddle mint leaves in a highball glass. Add rum, sugar syrup, lime juice, and bitters. Fill the glass with crushed ice and swizzle to combine ingredients. Finally, top with more crushed ice and serve with straws.



### OLD CUBAN COCKTAIL

1 1/2 oz (45 ml) Aged Rum  
 2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)  
 3/4 oz (25 ml) fresh Lime Juice  
 1 dash The Bitter Truth Aromatic Bitters  
 2 oz (60 ml) Champagne  
 6 or 7 Mint Leaves

Put fresh mint, sugar syrup & lime juice into a mixing tin and muddle gently. Add rum and bitters and shake with ice to chill and dilute. Double strain into a cocktail or champagne glass. Top off with cold champagne.



### AIRMAIL COCKTAIL

1 oz (30 ml) Aged Rum  
 1/2 oz (15 ml) fresh Lime Juice  
 1/2 oz (15 ml) Honey Syrup (1:1 Honey:Water)  
 2 dashes The Bitter Truth Aromatic Bitters  
 1 1/2 oz (45 ml) Champagne  
 5 or 6 chunks fresh Pineapple

Muddle pineapple in a mixing glass. Add all other ingredients except champagne & shake with ice. Double strain into a champagne flute and gently top off with cold champagne. Garnish with a mint leaf.



### OLD FASHIONED COCKTAIL

2 oz (60 ml) Whiskey, Brandy, Aged Rum or Añejo Tequila  
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)  
 2-3 dashes The Bitter Truth Aromatic Bitters  
 Orange Zest

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



# CHOCOLATE BITTERS

## A MODERN STYLE OF AROMATIC BITTERS

Tall, dark and yes, somewhat handsome, most definitely rich and original: New bitters for a new era of cocktails!

The Bitter Truth Chocolate Bitters blur the lines between old world bitters and new world flavors. Deep chocolate notes are supported by classic bitter flavors and accented with a hint of spice. Cocoa butter and dark chocolate seduce the nose. Hints of vanilla, cinnamon, and bitter tones of gentian and wormwood are elicited on the palate.

The Bitter Truth Chocolate Bitters play exceptionally well with sweet vermouths and all kinds of aged spirits like whiskey, rum, tequila, and brandy. Add a dash to a Manhattan or Negroni to start exploring its complex flavor or use in a Tequila Old Fashioned to bring forward the spirit's vegetal attributes.

**PRODUCT INFORMATION:** 44 % Alcohol by Volume (88 Proof)

BITTERS



## TASTING NOTES

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

*The truth about your “Bitters” is that we cannot do without them!*

Charles Schumann – author of “Schumann’s Bar Book”, Munich/Germany







### RIGHT HAND COCKTAIL

- 1 1/2 oz (45 ml) Tiki Lovers Dark Rum
- 1 oz (30 ml) Sweet Red Vermouth
- 1 oz (30 ml) Aperitif Bitter Liqueur
- 2 dashes The Bitter Truth Chocolate Bitters
- Orange Zest

Add all ingredients to a rock glass with ice and stir. Squeeze orange zest over the drink.



### ESPRESSO MARTINI

- 1 2/3 oz (50 ml) Vodka
- 1 oz (30 ml) Coffee Liqueur
- 1 oz (30 ml) freshly brewed Espresso
- 3 dashes The Bitter Truth Chocolate Bitters
- 1 barspoon Sugar Syrup (2:1 Sugar:Water)

Shake with ice & strain into a chilled cocktail glass.



### SHERRY COBBLER

- 2 oz (60 ml) Medium Dry Sherry
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Chocolate Bitters
- 1/2 Orange Slice
- 1 Pineapple Slice

Muddle fruits in a rock glass, add all other ingredients and crushed ice, and stir. Garnish in a fancy manner with more fruits and mint.



### OAXACA OLD FASHIONED

- 1 1/2 oz (45 ml) Reposado Tequila
- 1/2 oz (15 ml) Mezcal
- 1 barspoon Agave Nectar
- 2 dashes The Bitter Truth Chocolate Bitters
- Orange Zest

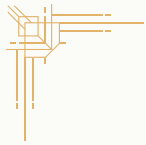
Pour all ingredients into a rock glass, add a large ice cube & stir until it has the right dilution. Add orange zest.



### CHOCOLATE MINT JULEP

- 2 oz (60 ml) Bourbon Whiskey
- 2-3 dashes The Bitter Truth Chocolate Bitters
- 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
- 2 Sprigs of Mint

Muddle 1 mint sprig with sugar syrup in a rock glass, fill up with crushed ice and add the whiskey and the bitters. Stir until the outside of the glass frosts. Top up with more ice and garnish with the other mint sprig.



# 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 a 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:** 39 % Alcohol by Volume (78 Proof)

BITTERS

## 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 (45 ml) Cognac or Whiskey
- 1/3 oz (10 ml) 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.



### SEELBACH COCKTAIL

- 2/3 oz (20 ml) Bourbon Whiskey
- 1/3 oz (10 ml) 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.



### CREOLE SWIZZLE *(by Simon Koester)*

- 1 oz (30 ml) Tiki Lovers Dark Rum
- 1 oz (30 ml) Tiki Lovers White Rum
- 1 oz (30 ml) fresh Lime Juice
- 2/3 oz (20 ml) The Bitter Truth Golden Falernum
- 1/3 oz (10 ml) 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.



### PETIT PUNCH CREOLE

- 2 oz (60 ml) Tiki Lovers White Rum
- 2 dashes The Bitter Truth Creole Bitters
- 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
- 1-2 Lime Wedges

Stir rum, bitters and sugar syrup in mixing glass with ice and strain into a chilled rock glass. Squeeze lime wedge(s) on top.



### VIEUX CARRÉ COCKTAIL

- 1 oz (30 ml) Rye Whiskey
- 1 oz (30 ml) Cognac
- 1 oz (30 ml) Sweet Red Vermouth
- 1 barspoon Bénédictine Liqueur
- 2 dashes The Bitter Truth Creole Bitters
- 2 dashes The Bitter Truth Aromatic Bitters
- Lemon Zest

Shake with ice and strain into a rock glass on ice. Garnish with lemon zest.



# JERRY THOMAS BITTERS

## A 19TH-CENTURY STYLE AROMATIC BITTERS

The Bitter Truth Jerry Thomas' Own Decanter Bitters is based on a recipe by "Professor" Jerry Thomas (1830-1885), who is considered the most important bartender of the 19th-century.

Although we are not sure if he would know what cider candies smell like since we don't know if they existed in the 1860s. He might recognize, however, crystallized ginger and the oils of fresh tangerine and almonds seeping through. We're sure he'd have known that it tastes of dried fruit with a finish of orange peel and a light sprinkling of Angostura bark. Of course, the original recipe was not slavishly reproduced, but its formula was improved to comply with today's legal requirements and discerning taste demands.

This homage is as characterful as its namesake was, so join in, get experimental and doff your hat to the man who brought us the first-ever published cocktail book: Jerry Thomas, formerly the principal bartender at the Metropolitan Hotel, New York, and the Planters House, St. Louis.

**PRODUCT INFORMATION:** 30 % Alcohol by Volume (60 Proof)



## TASTING NOTES

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

*The Jerry Thomas bottling is simply divine. When used in a Manhattan, it makes the cocktail jump all over your mouth yelling, "I'm over here now", then, "I moved over to this cheek", then "Catch me if you can". It's a complex little potion.*

Gary Regan – author of "The Joy of Mixology", USA





## MARTINEZ COCKTAIL

1 1/2 oz (45 ml) Old Tom Gin  
 1 oz (30 ml) Sweet Red Vermouth  
 2-3 dashes Maraschino Liqueur  
 2 dashes The Bitter Truth Jerry Thomas Bitters  
 Lemon Zest

Stir in mixing glass with ice & strain into a chilled cocktail glass. Add lemon zest.



## GOLD & OIL

1 oz (30 ml) The Bitter Truth Golden Falernum  
 1/2 oz (15 ml) The Bitter Truth Jerry Thomas Bitters

In a frozen shot glass pour the falernum first and then the bitters as a second layer on top.



## HORSE'S NECK

2 oz (60 ml) Bourbon Whiskey  
 2-3 dashes The Bitter Truth Jerry Thomas Bitters  
 Ginger Ale or Ginger Beer  
 Lemon Zest

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



## WHISKEY SOUR

2 oz (60 ml) Bourbon Whiskey  
 1 oz (30 ml) fresh Lemon Juice  
 1 oz (30 ml) Sugar Syrup (2:1 Sugar:Water)  
 2 dashes The Bitter Truth Jerry Thomas Bitters

Shake all ingredients, except bitters, well with ice and strain into a rock glass filled with ice cubes. Add bitters on top.

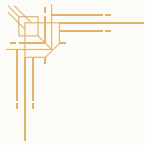


## LIBERTY BELL COCKTAIL

1 1/2 oz (45 ml) Rye Whiskey  
 1 1/2 oz (45 ml) Sloe Gin  
 1 1/2 oz (45 ml) The Bitter Truth Apricot Liqueur  
 3 dashes The Bitter Truth Jerry Thomas Bitters

Shake with ice and strain into a chilled cocktail glass.





# 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:** 44 % Alcohol by Volume (88 Proof)



BITTERS



## TASTING NOTES

*These bitters start with intensive Morello Cherry notes, a delicate sourness lingers around which lead into medicinal notes of Tonka beans, earthy gentian notes and light flavors of artichokes.*

*"If you want to try the best bitters, then you must try the The Bitter Truth and Hermes Orange Bitters. They make the best bitters, and only one of them make bitters anymore"*

Murray Stenson – bartender, Seattle/USA







## WHISKEY SOUR

- 1 2/3 oz (50 ml) Bourbon Whiskey
- 1 oz (30 ml) fresh Lemon Juice
- 1/2 oz (15 ml) Sugar Syrup (1:1 Sugar:Water)
- 2-3 dashes The Bitter Truth Black Cherry Bitters

Shake with ice and strain into a rock glass with ice cubes.  
Garnish with a cherry and lemon- or orange zest.



## BLACK FOREST COCKTAIL

- 1 1/3 oz (40 ml) Ruby Port Wine
- 2/3 oz (20 ml) Chocolate Liqueur
- 4 dashes The Bitter Truth Black Cherry Bitters
- 1 barspoon Maraschino Liqueur
- 1 oz (30 ml) lightly whipped (vegan) Cream
- Cherry

Shake all ingredients, except cream, with ice and strain into a cocktail glass. Float lightly whipped cream on top and garnish with a cherry.



## SINGAPORE SLING

- 1 1/2 oz (45 ml) Gin
- 4 dashes The Bitter Truth Black Cherry Bitters
- 1/4 oz (8 ml) Bénédictine Liqueur
- 1/4 oz (8 ml) Orange Liqueur
- 1 1/2 oz (45 ml) Pineapple Juice
- 1/2 oz (15 ml) fresh Lime Juice
- 1 barspoon Grenadine Syrup

Shake with ice and strain into highball glass filled with ice.  
Garnish and enjoy!



## THE BALTIMORE DELIGHT

- 1 2/3 oz (50 ml) Rye or Bourbon Whiskey
- 1 oz (30 ml) Sweet Red Vermouth
- 1/3 oz (10 ml) 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.

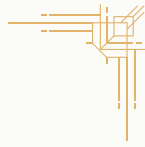


## CHERRY LEMONADE

- 2/3 oz (20 ml) fresh Lemon Juice
- 2/3 oz (20 ml) fresh Lime Juice
- 2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)
- 4 dashes The Bitter Truth Black Cherry Bitters
- fill up with Plain Soda Water

Into a highball glass with ice, add lemon and lime juice, sugar syrup and bitters. Fill up with soda water and stir gently.





# GRAPEFRUIT BITTERS

## A COMPLEX BITTERS FOR CITRUS-HEAVY DRINKS

The Bitter Truth Grapefruit Bitters do not fail in representing this oversized but under-used citrus fruit. With an instantaneous boost of the zingy breakfast fruit on the first sniff, you'll get both the bitter oils but also the classic sharp tang on the tongue, followed by complex vegetal tones and a dry hop finish.

The Bitter Truth Grapefruit Bitters is reminding of the summers outdoors. Delicate to the nose, these bitters can stand up to aggressive drinks.

Grapefruit meets with hops to create a fresh, bright citrus note and makes for a nice addition in fizzy and fruity drinks.

These grapefruit bitters are best friends to gin, vodka, blanco tequila, and light rum and are a wonderful ingredient for drinks that may otherwise taste excessively sweet. Give a modern twist to a classic Gin & Tonic, add a few dashes to a Daiquiri or Margarita or add a new layer of complexity to cocktails that traditionally didn't include bitters.

**PRODUCT INFORMATION:** 44 % Alcohol by Volume (88 Proof)

BITTERS



## TASTING NOTES

*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.*

*Combining exquisitely crafted products with uncanny timing and a seemingly deep understanding of bartenders' needs and wants. The past has been stellar and this development makes the future very bright indeed for drinks, drinkers, and those that serve them.*





## TOM COLLINS



- 2 oz (60 ml) Old Tom Gin
- 3/4 oz (25 ml) fresh Lemon Juice
- 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
- 2 dashes The Bitter Truth Grapefruit Bitters
- 1 2/3 oz (50 ml) Plain Soda Water
- Grapefruit Slice

Pour all ingredients into a highball glass filled with ice and stir gently. Garnish with grapefruit slice.

## PALOMA



- 1 1/2 oz (45 ml) 100% Agave Blanco Tequila
- 2/3 oz (20 ml) fresh Lime Juice
- 2 dashes The Bitter Truth Grapefruit Bitters
- Grapefruit Soda

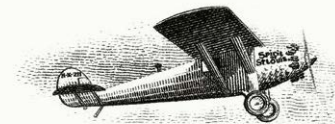
Pour all ingredients into a highball glass filled with ice. Top up with grapefruit soda and stir gently.

## CHARLES LINDBERGH



- 1 1/3 oz (40 ml) The Bitter Truth Pink Gin
- 1 1/3 oz (40 ml) Lillet Blanc
- 1 dash The Bitter Truth Grapefruit Bitters
- 1-2 dashes The Bitter Truth Apricot Liqueur

Stir with ice & strain into a chilled cocktail glass rinsed with The Bitter Truth Apricot Liqueur.



## MARGARITA

- 2 oz (60 ml) 100% Agave Tequila
- 3/4 oz (25 ml) Orange Liqueur
- 3/4 oz (25 ml) fresh Lime Juice
- 2 dashes The Bitter Truth Grapefruit Bitters

Shake ingredients with ice and strain into a chilled cocktail glass.

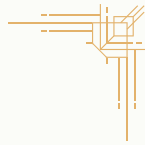
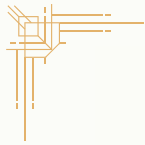


## MARTINI COCKTAIL

- 2 oz (60 ml) Gin or Vodka
- 1/3 oz (10 ml) Dry Vermouth
- 2 dashes The Bitter Truth Grapefruit Bitters
- Grapefruit Zest

Stir with ice and strain into a chilled cocktail glass. Squeeze a grapefruit zest over the surface and put it into the glass.





# LEMON BITTERS

## A FRESH AND SPICY CITRUS BITTERS

The Bitter Truth Lemon Bitters were the first lemon bitters to be offered commercially, and they add the liveliness and freshness of lemons to every cocktail.

The Bitter Truth Lemon Bitters has a decadent aroma of hot lemon tea with honey. Fresh, fruity, and dense with spice, this little blonde has sherbet flavors mingling with coriander seed and a light touch of toasted cardamom. The pithy lemon brings out the charm in light or sharp mixed drinks and slips deliciously into gin, vodka, white rum, or Blanco tequila.

The Bitter Truth Lemon Bitters are primarily suited for drinks that are based on clear spirits but will comfortably blend with many other spirits and liqueurs. Try with anything from a Cobbler to a Kamikaze.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

BITTERS

## TASTING NOTES

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

*We love The Bitter Truth bitters at Canon!*

*They were the first company to do a line of quality bitters in interesting flavors and have maintained their excellence and dominance in the bitters category since they came into existence! Now only if I can get some of that rye whiskey!*





### COSMOPOLITAN COCKTAIL

- 1 1/2 oz (45 ml) Vodka
- 2/3 oz (20 ml) Orange Liqueur
- 2/3 oz (20 ml) Cranberry Juice
- 1/3 oz (10 ml) fresh Lime Juice
- 2 dashes The Bitter Truth Lemon Bitters

Shake well with ice & strain into a chilled cocktail glass.



### GIN FIZZ

- 1 1/2 oz (45 ml) The Bitter Truth Pink Gin
- 1 oz (30 ml) fresh Lemon Juice
- 3/4 oz (25 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Lemon Bitters
- fill up with Plain Soda Water

Shake all ingredients (except soda water) with ice and strain into a highball glass filled with ice. Fill up with soda water and stir gently.



### LEMON DROP CRUSTA

- 1 1/2 oz (45 ml) Vodka
- 1/2 oz (15 ml) Limoncello
- 2/3 oz (20 ml) fresh Lemon Juice
- 1/4 oz (8 ml) Sugar Syrup (2:1 Sugar:Water)
- 2 dashes The Bitter Truth Lemon Bitters

Shake well with ice and strain into a small chilled wine glass with a sugar-crusted rim.



### WHITE NEGRONI

- 1 1/2 oz (45 ml) Dry Gin
- 1 oz (30 ml) Lillet Blanc
- 2/3 oz (20 ml) Suze
- 2 dashes The Bitter Truth Lemon Bitters
- Lemon Zest

Add all ingredients to a rock glass with ice and stir. Squeeze lemon zest over the drink.

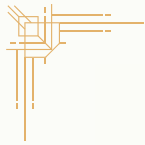


### MILANO JULEP

- 1 1/2 oz (45 ml) Aperitif Bitter Liqueur
- 2-3 dashes The Bitter Truth Lemon Bitters
- 1/6 oz (5 ml) fresh Lemon Juice
- Sprig of Mint

Put all ingredients into a rock glass with crushed ice & stir.





# ORANGE BITTERS

## THE CLASSIC ORANGE BITTERS

Orange bitters were the natural successor of aromatic bitters when new distillation methods led to a lighter type of spirit. The first orange bitters were released in the 1880s, a time when many classic cocktails such as the Martinez and Manhattan were created. Today they are still the most versatile bitters and essential for the preparation of a Dry Martini Cocktail.

The Bitter Truth Orange Bitters are a combination of sweet and bitter orange peel, several herbs and spices macerated in alcohol.

A traditional marmalade scent sets off act one of The Bitter Truth Orange Bitters on the nose. This is followed by delicate notes of spices like sweet cinnamon and nutmeg. At first taste, cardamom and caraway make an entrance and then bow out with true orange peel oil. The Bitter Truth Orange Bitters supports the character of the traditional Dry Martini Cocktail and pairs well with any other type of spirit or liqueur.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

BITTERS



## TASTING NOTES

*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.*

*Thank you for all the additions to our liquor cabinet over the years ... your brilliant bitters have nursed along many an ailing drink to wellness!*



Dale DeGroff – author of “The New Craft of the Cocktail”, NYC





### DRY MARTINI COCKTAIL

2 oz (60 ml) Dry Gin  
 1/3 oz (10 ml) Dry Vermouth  
 2 dashes The Bitter Truth Orange Bitters  
 Olive or Lemon Zest

Stir with ice and strain into a chilled cocktail glass. Add a washed olive or squeeze a lemon zest over the surface and put it into the glass.



### BAMBOO COCKTAIL

1 oz (30 ml) Amontillado Sherry  
 1 oz (30 ml) Dry Vermouth  
 2 dashes The Bitter Truth Orange Bitters  
 Lemon Zest

Stir ingredients with ice and strain into a chilled cocktail glass. Squeeze lemon zest over the drink.



### PEGU CLUB COCKTAIL

1 1/2 oz (45 ml) Dry Gin  
 3/4 oz (25 ml) Orange Curaçao Liqueur  
 1/3 oz (10 ml) fresh Lime Juice  
 2 dashes The Bitter Truth Orange Bitters  
 1 dash The Bitter Truth Aromatic Bitters

Shake ingredients with ice and strain into a chilled cocktail glass.



### BIJOU COCKTAIL

3/4 oz (25 ml) Sweet Red Vermouth  
 3/4 oz (25 ml) Dry Gin  
 3/4 oz (25 ml) Green Chartreuse  
 3 dashes The Bitter Truth Orange Bitters

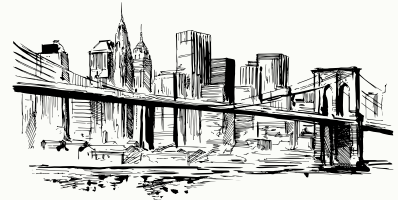
Stir with ice and strain into a chilled cocktail glass. Garnish with a cherry.

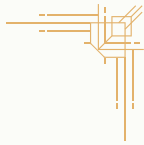
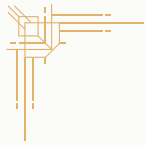


### MANHATTAN COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey  
 3/4 oz (25 ml) Sweet Red Vermouth  
 2 dashes The Bitter Truth Orange Bitters  
 Orange Zest

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





# PEACH BITTERS

## A CLASSIC STYLE OF PEACH BITTERS

Peach Bitters were a classic style of bitters popular in the 19th-century during the first golden age of the cocktail but became defunct when more streamline tastes were in fashion. Although peach bitters never reached the popularity of orange bitters, they were one of the wider used bitters in classic cocktails.

The Bitter Truth Peach Bitters are a contemporary interpretation of this classic style of bitters and are made from natural ingredients. They are fresh and fruity with intense, candied peach notes, backed by a seducing hint of almonds.

The Bitter Truth Peach Bitters work especially well with aged spirits such as cognac and bourbon whiskey. A Mint Julep will be lifted to new heights. The combination of fresh peach and subtle spice notes add an exquisite fruitiness and complexity to cocktails and long drinks.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

## TASTING NOTES



*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.*

*The Bitter Truth quickly earned their place behind my bar, but also in my travel bag. And the reason is that in every flavor you pick you'll find a bitter truth of originality, complexity, and the perfect addition for every cocktail.*

Erik Lorincz – Kwänt & formerly Savoy Hotel, London/UK





### PEACH OLD FASHIONED

- 1 1/2 oz (45 ml) Bourbon Whiskey
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- 5 dashes The Bitter Truth Peach Bitters
- 1 Lemon Slice
- 1 Orange Slice
- 1 Peach Slice

Pour all ingredients into a rock glass and stir.



### DERBY COCKTAIL

- 2 oz (60 ml) Dry Gin
- 1/4 oz (8 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Peach Bitters
- 1 Mint Sprig

Muddle mint slightly with other ingredients, shake with ice, and strain into a chilled cocktail glass.



### FOX RIVER

- 2 oz (60 ml) Rye or Bourbon Whiskey
- 1/2 oz (15 ml) Creme de Cacao Liqueur
- 3-4 dashes The Bitter Truth Peach Bitters
- Orange Zest

Shake with ice and strain into a chilled rock glass with ice. Stir again and add orange zest.



### MISSIONARY'S DOWNFALL

- 1 1/2 oz (45 ml) Tiki Lovers White Rum
- 1/2 oz (15 ml) The Bitter Truth Peach Bitters
- 1/2 oz (15 ml) Honey Mix (1:1 Honey:Water)
- 1/2 oz (15 ml) fresh Lemon Juice
- 1 large Pineapple Chunk
- 6 Mint Leaves
- 2 cups Crushed Ice

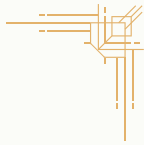
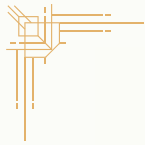
Combine all ingredients in a blender, blend for 10 sec and serve in a cocktail or snifter glass. Garnish with mint, powdered sugar, and tropical flower.



### MARGARITA AZUL

- 2 oz (60 ml) 100% Agave Blanco Tequila
- 1/2 oz (10 ml) The Bitter Truth Violet Liqueur
- 3 dashes The Bitter Truth Peach Bitters
- 1 oz (30 ml) fresh Lime Juice
- 1/3 oz (10 ml) Agave Syrup

Shake ingredients with ice and strain into a chilled cocktail glass.



# 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:** 44 % Alcohol by Volume (88 Proof)

BITTERS

## 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 (45 ml) Vodka or Gin
- 1/3 oz (10 ml) fresh Lemon Juice
- 3-4 dashes The Bitter Truth Celery Bitters
- 3 oz (90 ml) Tomato Juice
- Tabasco, Worcestershire Sauce, Salt & Pepper

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



### CELERY SOUR

- 2 oz (60 ml) Gin
- 1 barspoon The Bitter Truth Celery Bitters
- 1 oz (30 ml) fresh Lemon Juice
- 1/2 oz (15 ml) fresh Pineapple Juice
- 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)

Shake with ice and strain into a chilled cocktail glass.



### GREEN PARK

- 1 2/3 oz (50 ml) Old Tom Gin
- 1 oz (30 ml) fresh Lemon Juice
- 1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)
- 3 dashes The Bitter Truth Celery Bitters
- 6-8 Basil Leaves

Muddle basil leaves in shaker; add all other ingredients and shake with ice. Fine strain into chilled cocktail glass.



### CELERY MOJITO

- 2 oz (60 ml) Tiki Lovers White Rum
- 1/2 oz (15 ml) fresh Lime Juice
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- 2 dashes The Bitter Truth Celery Bitters
- 10-12 Mint Leaves
- 1/2 oz (15 ml) Plain Soda Water

Muddle mint leaves in highball glass, add all other ingredients, crushed ice and stir. Top with soda water; briefly stir again and garnish with mint sprig.

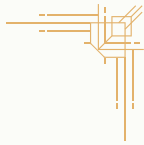
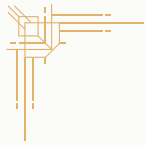


### KING'S ELIXIR COCKTAIL

- 1 1/2 oz (45 ml) The Bitter Truth Pink Gin
- 1/2 oz (15 ml) Blanc Vermouth
- 1/4 oz (8 ml) Goldwasser
- 2 dashes The Bitter Truth Celery Bitters
- Lemon Zest

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





# CUCUMBER BITTERS

## A LIGHT AND INVITING SAVORY BITTERS

The Bitter Truth Cucumber Bitters will lift your spirits to new heights like sunshine in spring. They will work fantastically in many classic and modern cocktails & long drinks – no matter what the season is.

With a golden amber color, these bitters are peppery, with earthy-fruity aromas of marinated cucumber and cracked pepper on the nose. In taste expect fresh cucumber accompanied by a light bitterness, herbal notes of rosemary and thyme, hints of fleur de sel, and lingering floral flavors of summer blossoms and squash finish.

The Bitter Truth Cucumber Bitters offers new ways of mixing your favored spirit by adding consistent savory flavors of green cucumber to your mixed drink. Try these bitters in your favorite Pimm's Cup, Gin & Tonic, or in a tasty Cucumber Martini.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

BITTERS

## TASTING NOTES

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

*These bitters are amazing, strong flavor with personality, freshness, and a hidden spiciness in the back. We used them in Bloody Marys, Pimm's Cups, some Cobblers, and of course, with a combination of Mastiha and Tequila Blanco.*



Thanos Prunarus – Baba au Rum, Athens/Greece



## PIMM'S CUP



1 1/2 oz (45 ml) Pimm's Cup No 1 or similar  
 2 dashes The Bitter Truth Cucumber Bitters  
 4 oz (120 ml) sparkling Lemonade or Ginger Ale  
 Seasonal Fruits

Add all ingredients into a highball glass with ice and stir.

## GIN/VODKA & TONIC



2 oz (60 ml) Dry Gin or Vodka  
 2 dashes The Bitter Truth Cucumber Bitters  
 fill up with Tonic Water

Pour ingredients into a highball glass filled with ice and stir.



## CUCUMBER MARTINI

2 oz (60 ml) Dry Gin or Vodka  
 1/2 oz (15 ml) Dry Vermouth  
 2 dashes The Bitter Truth Cucumber Bitters

Stir with ice and strain into a chilled cocktail glass.



## APERITIVO SPRITZ

2 oz (60 ml) Aperitif Bitter Liqueur  
 2-3 dashes The Bitter Truth Cucumber Bitters  
 3 oz (90 ml) Sparkling Wine  
 1 oz (30 ml) Plain Soda Water

Pour ingredients into a wine glass filled with ice and stir gently.

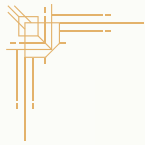


## MINT CUCUMBER LEMONADE

1 oz (30 ml) fresh Lemon Juice  
 2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)  
 2-3 dashes The Bitter Truth Cucumber Bitters  
 1 Sprig of Mint  
 fill up with Plain Soda Water

Muddle 1 mint sprig with sugar syrup in a highball glass, add lemon juice, bitters and ice and stir. Fill up with soda water and gently stir again. Garnish with cucumber and lemon.





# OLIVE BITTERS

## AN UNUSUAL STYLE OF BITTERS WITH SAVORY NOTES

These olive bitters are primarily an attempt to uplift the look and texture of a Dirty Martini Cocktail. Challenged by their creativity, bartenders have found excellent uses in many aperitif-style drinks, particularly in combination with sherry, vermouths, and other fortified wines.

The impact of The Bitter Truth Olive Bitters on the bartender's palate has been significant, resulting in a Top 10 position for "Best New Product" at the 2017 Spirited Awards during Tales of the Cocktail in New Orleans and voted Top 5 – Best New European Spirit and Bar Product at Mixology Bar Awards 2018, Berlin/Germany.

The Bitter Truth Olive Bitters will add Mediterranean aromas to your drinks with its delicate green olive flavors, soft hints of salt, notes of brine, mustard, sage, and thyme. They are a perfect match for all white spirits like vodka, gin, and blanco tequila.

**PRODUCT INFORMATION:** 39 % Alcohol by Volume (78 Proof)

BITTERS



## TASTING NOTES

*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.*

*The Bitter Truth has proven to be not only an incredibly innovative company with fun products, but also approaches the global bar community with empathy and generosity.*

Yao Lu – Union Trading Company, Shanghai/China







### DIRTY MARTINI

2 oz (60 ml) Vodka  
 1/3 oz (10 ml) Dry Vermouth  
 2 dashes The Bitter Truth Olive Bitters

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



### AGAVE GALORE

1 oz (30 ml) Blanco Tequila  
 1/2 oz (15 ml) Mezcal  
 1/4 oz (8 ml) fresh Lime Juice  
 1/4 oz (8 ml) fresh Lemon Juice  
 1/3 oz (10 ml) Agave Syrup  
 2-3 dashes The Bitter Truth Olive Bitters

Shake with ice and strain into a chilled cocktail glass.



### STAY CLEAN (by Sian Buchan)

3/4 oz (25 ml) Vodka  
 1/2 oz (15 ml) Dry Vermouth  
 1/3 oz (10 ml) Bergamot Liqueur  
 2 dashes The Bitter Truth Olive Bitters  
 2 dashes The Bitter Truth Cucumber Bitters  
 Plain Soda Water

Build in a highball glass over ice and top with soda water. Garnish with a long slice of cucumber



### VERMOUTH & TONIC

2 oz (60 ml) Sweet Red Vermouth  
 2 dashes The Bitter Truth Olive Bitters  
 fill up with Tonic Water  
 Lemon Zest

Build in a highball glass over ice and garnish with lemon zest.

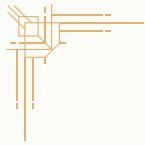


### NEGRONI

1 oz (30 ml) Gin  
 1 oz (30 ml) Aperitif Bitter Liqueur  
 1 oz (30 ml) Sweet Vermouth  
 2 dashes The Bitter Truth Olive Bitters  
 Olive

Build in a rock glass over ice. Stir well and garnish with olive.





# COCKTAIL BITTERS TRAVELER'S SET

## THE ESSENTIAL TRAVEL 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.

*Enjoy: Aromatic / Celery / Creole / Jerry Thomas / Orange*

**PRODUCT INFORMATION:** 38.2 % Alcohol by Volume (76.4 Proof)

BITTERS

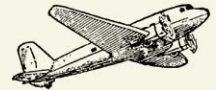
## TASTING NOTES

- See page ...
- 30 Aromatic Bitters
  - 66 Celery Bitters
  - 38 Creole Bitters
  - 42 Jerry Thomas Bitters
  - 54 Orange Bitters



*With airline security at an all-time high, many bartenders often find themselves challenged when transporting their key ingredients.*

*With the launch of the Traveler's Set, they will no longer have to check their bitters into their main luggage and hope that they do not break.*



Brian Miller – bartender (formerly Death & Co., The Polynesian), NYC/USA



### DRY MARTINI COCKTAIL

- 2 oz (60 ml) Dry Gin
- 1/3 oz (10 ml) Dry Vermouth
- 2 dashes The Bitter Truth Bitters
- Options** *Celery, Orange, Creole*
- Olive or Lemon Zest

Stir in a mixing glass with ice & strain into a chilled cocktail glass. Add a washed olive or squeeze lemon zest over the surface and put it into the glass.



### MANHATTAN COCKTAIL

- 2 oz (60 ml) Rye or Bourbon Whiskey
- 3/4 oz (25 ml) Sweet Red Vermouth
- 2 dashes The Bitter Truth Bitters
- Options** *Aromatic, Orange, Creole, Jerry Thomas*
- Orange Zest

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



### BLOODY MARY

- 1 1/2 oz (45 ml) Vodka or Gin
- 1/3 oz (10 ml) fresh Lemon Juice
- 3-4 dashes The Bitter Truth Celery Bitters
- 3 oz (90 ml) Tomato Juice
- Tabasco, Worcestershire Sauce, Salt & Pepper

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



### BOULEVARDIER

- 1 oz (30 ml) Bourbon Whiskey
- 1 oz (30 ml) Aperitif Bitter Liqueur
- 1 oz (30 ml) Sweet Red Vermouth
- 2-3 dashes The Bitter Truth Bitters
- Options** *Aromatic, Orange, Creole, Jerry Thomas*
- Lemon- or Orange Zest

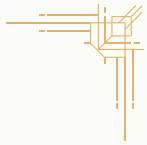
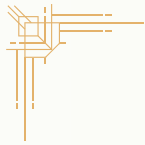
Build in a rock glass over ice. Stir well and squeeze lemon- or orange peel on top.



### HORSE'S NECK

- 2 oz (60 ml) Bourbon Whiskey
- 2-3 dashes The Bitter Truth Bitters
- Options** *Aromatic, Orange, Creole, Jerry Thomas*
- Ginger Ale or Ginger Beer
- Lemon Zest

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



# COCKTAIL BITTERS BAR PACK

## A BITTERS PACK IN SAMPLE SIZE FORMAT

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.

*Enjoy: Chocolate / Peach / Olive / Cucumber / Grapefruit*

**PRODUCT INFORMATION:** 41 % Alcohol by Volume (82 Proof)

BITTERS

## TASTING NOTES

- See page ... 34 Chocolate Bitters
- 58 Peach Bitters
- 74 Olive Bitters
- 70 Cucumber Bitters
- 46 Grapefruit Bitters



*Between bartenders, it is very fashionable to make their own homemade bitters ... it's very easy to make them, but it's very difficult to get them good! What's the point to spoil your guest's drink when you can buy them good and right!? Thank you, Bitter Truth friends. Salute!*



Simone Caporale – bartender, London/UK





## NEGRONI

1 oz (30 ml) Gin  
 1 oz (30 ml) Aperitif Bitter Liqueur  
 1 oz (30 ml) Sweet Red Vermouth  
 2 dashes The Bitter Truth Bitters  
 Options *Chocolate, Cucumber, Grapefruit, Olive, Peach*  
 Orange Zest

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



## GIN/VODKA & TONIC

2 oz (60 ml) Dry Gin or Vodka  
 2 dashes The Bitter Truth Bitters  
 Options *Cucumber, Grapefruit, Peach*  
 fill up with Tonic Water

Build in a highball glass over ice and stir well.



## OLD FASHIONED COCKTAIL

2 oz (60 ml) Bourbon Whiskey  
 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)  
 2-3 dashes The Bitter Truth Bitters  
 Options *Chocolate, Grapefruit, Peach*  
 Orange Zest

Pour all ingredients into a rock glass over ice and stir well. Add orange zest.



## TOMMY'S MARGARITA

2 oz (60 ml) 100% Agave Tequila  
 1 oz (30 ml) fresh Lime Juice  
 1/2 oz (15 ml) Agave Syrup  
 2 dashes The Bitter Truth Bitters  
 Options *Chocolate, Cucumber, Grapefruit, Olive, Peach*

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



## MARTINI COCKTAIL

2 oz (60 ml) Gin  
 1/3 oz (10 ml) Dry Vermouth  
 2 dashes The Bitter Truth Bitters  
 Options *Cucumber, Grapefruit, Olive*  
 Olive or Lemon Zest

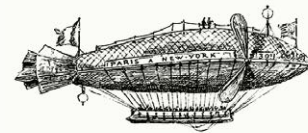
Stir in a mixing glass with ice & strain into a chilled cocktail glass. Add a washed olive or squeeze lemon zest over the surface and put it into the glass.



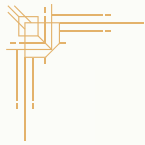
THE BITTER TRUTH

## LIQUEURS & SPIRITS

The Bitter Truth liqueurs & spirits come in a wide range of flavors, no matter if you are looking for a classic type, a new interpretation of the well known, or simply for the hard to find sort of liqueur or spirit that hasn't been made for many years. It's right here and waiting for you!



Our journey for extraordinary flavors goes beyond the lands of fascinating bitterness. Some fruits of our quest are sweet and delicate. Some are born out of nostalgia, and others peak into the future.



# APRICOT LIQUEUR

## A FRESH AND DELICATE FRUIT LIQUEUR

The Bitter Truth Apricot Liqueur combines the juice of sun-ripened apricots with an apricot schnapps that was distilled from the same fruit and just the right amount of sugar.

Imagine fresh, plump, dewy, yellow-skinned apricots. This apricot liqueur has a sweet lightness from the juice and a smidgen of almond on the nose. While on the palate, a creamy dried apricot flavor cuts in first, interrupted by the caramel biscotti mid-palate and rounding off with hot stewed apricots once more.

The distinctive fruitiness and reduced sugar content of The Bitter Truth Apricot Liqueur are captivating. It is expressive and indispensable in many classic and modern cocktail recipes. Tantalize your taste buds and mix it with wine or champagne, in a cocktail or over ice, and it'll be just what the doctor ordered.

**PRODUCT INFORMATION:** 22 % Alcohol by Volume (44 Proof)



## TASTING NOTES

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

*The Bitter Truth has won over hordes of bartenders and cocktail fanatics with their excellent bitters and liqueurs, and the company's fruit liqueurs seem to be on the same path.*

Kevin Gray – BEVY, USA





### MILLIONAIRE COCKTAIL



- 1 1/2 oz (45 ml) Tiki Lovers White Rum
- 2/3 oz (20 ml) The Bitter Truth Apricot Liqueur
- 2/3 oz (20 ml) Sloe Gin
- 2/3 oz (20 ml) fresh Lime Juice
- 1/2 barspoon Grenadine Syrup

Shake with ice and strain into a chilled cocktail glass.  
Garnish with lime wedge.

### APRICOT SPRITZ



- 4 oz (120 ml) White Wine
- 3/4 oz (25 ml) The Bitter Truth Apricot Liqueur
- Plain Soda Water
- Lemon Zest

Build in a glass over big ice cubes. Stir gently and add lemon zest.

### PENDENNIS COCKTAIL



- 2 oz (60 ml) The Bitter Truth Pink Gin
- 1 oz (30 ml) The Bitter Truth Apricot Liqueur
- 3/4 oz (25 ml) fresh Lime Juice
- 2 dashes The Bitter Truth Creole Bitters

Shake with ice and strain into a chilled cocktail glass.

### HOCK MARTINI COCKTAIL



- 2/3 oz (20 ml) Gin
- 1/4 oz (8 ml) The Bitter Truth Apricot Liqueur
- 2 oz (60 ml) Dry White Wine (e.g. Riesling)

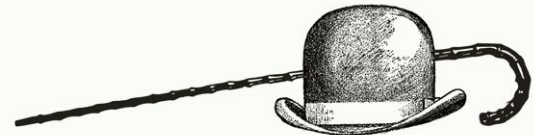
Stir with ice and strain into a chilled cocktail glass. Garnish with a slice of fresh or a dried apricot.

### CHARLIE CHAPLIN COCKTAIL

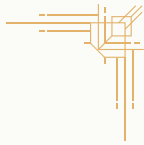
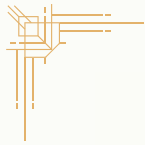


- 1 oz (30 ml) The Bitter Truth Apricot Liqueur
- 1 oz (30 ml) Sloe Gin
- 1 oz (30 ml) fresh Lime Juice

Shake with ice and strain into a chilled cocktail glass.







# ELDERFLOWER LIQUEUR

## AN APERITIF STYLE SUMMER LIQUEUR

The Bitter Truth Elderflower Liqueur twinkles in the glass, like starlight on hay bales, while the fresh flowered scent tickles the nose, sending you straight back to summer days romping about in the English countryside.

While elderflower blossom is your first kiss on the tongue, fruit notes like quince and white grape support the fête of light herbs and spices that slide in and mix with honey sweetness to make this a complex drink worthy of a country squire's picnic.

The Bitter Truth Elderflower Liqueur combines the characteristics of a spiced aperitif wine and a natural floral liqueur. Enjoy it chilled on ice as an aperitif, with wine or champagne, and of course, in numerous cocktails and long drinks.

**PRODUCT INFORMATION:** 22 % Alcohol by Volume (44 Proof)

LIQUEURS

## TASTING NOTES



*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.*

*A great and versatile liqueur that will add wonderful fruity notes to any cocktail. The essence of summer in a bottle.*

Blair Frodelius – Good Spirits News, USA





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

- 1 2/3 oz (50 ml) 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 Cucumber Slice
- 1 Lime Wedge
- 1 Tonic Water

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



### MISS LYNDR COCKTAIL

- 2 oz (60 ml) The Bitter Truth Pink Gin
- 3/4 oz (25 ml) The Bitter Truth Elderflower Liqueur

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



### ELDERFLOWER & CHAMPAGNE

- 1 oz (30 ml) The Bitter Truth Elderflower Liqueur
- 3 oz (90 ml) cold Champagne
- Orange Zest
- fresh Strawberry

Pour ingredients into a highball glass with ice and stir gently. Add orange zest and a strawberry.



### PYRAMID PUNCH

- 2 oz (60 ml) Pisco
- 1 oz (30 ml) The Bitter Truth Elderflower Liqueur
- 2 oz (60 ml) Pineapple Juice
- 1/2 oz (15 ml) Pink Grapefruit Juice
- 1/2 barspoon The Bitter Truth Pimento Dram

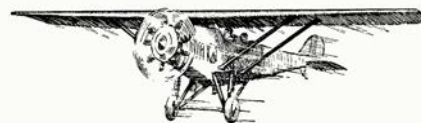
Shake ingredients with ice and strain into a highball glass over ice. Garnish with pineapple slice.

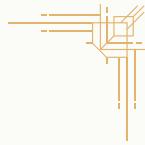
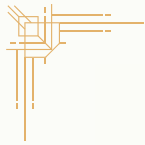


### COME FLY WITH ME *(by Simon Koester)*

- 1 1/3 oz (40 ml) The Bitter Truth Elderflower Liqueur
- 2/3 oz (20 ml) Amaro Montenegro
- 2/3 oz (20 ml) Tiki Lovers Dark Rum
- 1/2 oz (15 ml) fresh Lemon Juice
- 1/2 barspoon The Bitter Truth Bogart's Bitters

Shake all ingredients with ice and strain into a chilled rock glass over a big ice cube. Garnish to taste and enjoy.





# GOLDEN FALERNUM

## A FLAVORFUL RUM-BASED SPICE LIQUEUR

The coconut doesn't grow on a pumpkin vine, and The Bitter Truth Golden Falernum Liqueur does not forget it is a rum liqueur. This falernum is gold in color, taste, and texture, but never one-note. It is a calypso of flavor!

On the nose, fresh lime, seashell, and ginger with just a hint of Christmas. The taste carnivals from fresh ginger to vanilla and almond, surfing towards an atomic fireball. Allspice giving into a splash of lime and a delicate hint of Bajan sweet pepper sauce-like heat. With breadth that feels like a two week holiday, this falernum can perk up any aged spirit and instantly turn it into a drink worthy of some elaborate tropical adornment beyond the obligatory paper umbrella.

With an ABV of 18%, this falernum has a very distinctive feature among its category. It can be sipped neat or on ice, but it is a great companion for aged spirits like whiskey, rum, and brandy. And of course, it's an indispensable ingredient in numerous Tiki drinks.

**PRODUCT INFORMATION:** 18 % Alcohol by Volume (36 Proof)

LIQUEURS

## TASTING NOTES



*This rum-based liqueur is rich and complex in flavor. Nose: Spicy ginger with clove and a hint of vanilla. Taste: 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.*

*We say to our regulars: Save the night, support nice bars. We say to ourselves: Save the night, support The Bitter Truth.*

Thanos Prunarus – Baba au Rum, Athens/Greece





### DARK & SPICY

- 2 oz (60 ml) Tiki Lovers Dark Rum
- 1/2 oz (15 ml) The Bitter Truth Golden Falernum
- 1/2 oz (15 ml) fresh Lime Juice
- 4 oz (120 ml) Ginger Beer

Build in a highball glass over ice. Stir gently and garnish with lime.



### BAJAN MILK PUNCH

- 1 2/3 oz (50 ml) Tiki Lovers Pineapple
- 2/3 oz (20 ml) The Bitter Truth Golden Falernum
- 2 1/3 oz (70 ml) cold Almond Milk
- Nutmeg

Shake all the ingredients with ice and strain into a chilled cocktail glass. Grate nutmeg on top.



### ROYAL BERMUDA YACHT CLUB COCKTAIL

- 1 2/3 oz (50 ml) Barbados Rum
- 1/2 oz (15 ml) fresh Lime Juice
- 1/4 oz (8 ml) Orange Liqueur
- 1/4 oz (8 ml) The Bitter Truth Golden Falernum

Shake with ice and strain into a chilled cocktail glass.



### MARGARITA

- 2 oz (60 ml) 100% Agave Tequila
- 3/4 oz (25 ml) The Bitter Truth Golden Falernum
- 3/4 oz (25 ml) fresh Lime Juice

Shake ingredients with ice and strain into a chilled cocktail glass.



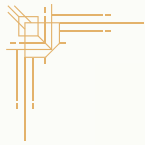
### JAMAICAN SOUR

- 2 oz (60 ml) Tiki Lovers Dark Rum
- 3/4 oz (25 ml) The Bitter Truth Golden Falernum
- 3/4 oz (25 ml) fresh Lime Juice
- 2 barspoons The Bitter Truth Orange Bitters

Shake with ice and strain into a rock glass with ice cubes.







# PIMENTO DRAM

## AN ALLSPICE LIQUEUR WITH HERITAGE

Argh! Avast ye! Fer what ye might be a wantin' in yer grog The Bitter Truth pimento be all yer need. The color o' a treasure chest and the smell o' home – Jamaica – yer won't be wastin' this on yer parrot. Pimento, or Allspice fer ye landlubbers, be a berry that when dried, 'll taste like cinnamon, clove, and nutmeg. All o' which go together like a sea shanty and a drunken sailor with the heady Jamaican rum, argh! Try it an' yer'll find a Jacobs Ladder o' flavor from clove te cinnamon, te nutmeg, te star anis w' a finish o' hot smoked maple syrup and dry cardamom and clove ah-gain. Stick it w' some rum in yer blackjack and yer powder monkey, 'll be avast swingin' on the poop deck all night. Arrrrgh!

The Bitter Truth Pimento Dram is made from Jamaican rum, sugarcane, and selected pimento/allspice berries (also called Jamaica pepper) and it is a highly aromatic liqueur to be used in cocktails.

English explorers coined the term allspice as the berry seemed to embody the flavors of cinnamon, pepper, nutmeg, and clove all at once. On the Caribbean island of Jamaica, this distinctive liqueur has been produced for generations.

**PRODUCT INFORMATION:** 22 % Alcohol by Volume (44 Proof)

LIQUEURS



## TASTING NOTES

*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.*

*A sensationally flavorful herb and spice liqueur for adventurous cocktailians.*

Tastings.com





### LION'S TAIL COCKTAIL

2 oz (60 ml) Rye or Bourbon Whiskey  
 1/2 oz (15 ml) The Bitter Truth Pimento Dram  
 1/2 oz (15 ml) fresh Lime Juice  
 1 barspoon Sugar Syrup (2:1 Sugar:Water)  
 1 dash The Bitter Truth Aromatic Bitters

Shake with ice & strain into a chilled cocktail glass.



### ALMOST RYE

1 2/3 oz (50 ml) Bourbon Whiskey  
 1/3 oz (10 ml) The Bitter Truth Pimento Dram  
 Orange Zest

Build in a rock glass with ice and stir gently. Garnish with orange zest.



### ATHENS SWIZZLE (by Ilias Gkivisis)

1 1/2 oz (45 ml) Tiki Lovers Dark Rum  
 2/3 oz (20 ml) PX Sherry  
 2/3 oz (20 ml) fresh Lime Juice  
 1/2 oz (15 ml) The Bitter Truth Pimento Dram  
 Rosemary Twig & Lime Wheel

Pour ingredients into a julep cup or rock glass, add crushed ice and swizzle with a swizzle stick (or barspoon). Fill up with more ice and garnish with rosemary and lime.



### NUI NUI

1 1/2 oz (45 ml) Tiki Lovers White Rum  
 1/2 oz (15 ml) Tiki Lovers Dark Rum  
 1 barspoon The Bitter Truth Pimento Dram  
 2 dashes The Bitter Truth Aromatic Bitters  
 1/2 oz (15 ml) fresh Lime Juice  
 1/2 oz (15 ml) fresh Orange Juice  
 1/4 oz (8 ml) Cinnamon Syrup  
 1 barspoon Vanilla Syrup

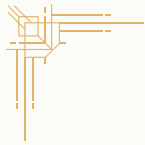
Pour all ingredients into a blender and blend at high speed for a few seconds. Pour into a highball glass and add crushed ice to fill.



### WAIKIKI BEACH

2 oz (60 ml) Tiki Lovers Dark Rum  
 3/4 oz (25 ml) The Bitter Truth Pimento Dram  
 1 oz (30 ml) fresh Lime Juice  
 2 oz (60 ml) Passion Fruit Juice  
 1/4 oz (8 ml) Almond Syrup

Shake all ingredients with ice and strain into a highball glass filled with crushed ice.



# VIOLET LIQUEUR

## AN AUTHENTIC FLORAL LIQUEUR

With violet color reminiscent of a full moon reflected on a river in the twilight, The Bitter Truth Violet Liqueur humbly honors its name. Its deep purple romantic haze forecasts the unique flavor of this fragile flower.

Like poetry, aromas whisper sexy sweet nothings of subtle perfume onto your breath and finish with a dusting of icing sugar. A natural seducer, whose intense southern French flavor is both sensitive and balanced enough to elevate your Aviation to the heavens.

The Bitter Truth Violet Liqueur is made from the blossoms and roots of violets added to the finest neutral spirit. This violet liqueur impressively captures the delicate and elegant flavors of this fragile flower, and classic cocktails like the Aviation, the Blue Moon, and the Violet Fizz can now be made true to the original recipe.

**PRODUCT INFORMATION:** 22 % Alcohol by Volume (44 Proof)



## TASTING NOTES

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

*Slightly sweet and very flowery. The violet aroma is very subdued and natural.*

Abigail Gullo – Bartender





### AVIATION COCKTAIL

- 2 oz (60 ml) Dry Gin
- 2/3 oz (20 ml) fresh Lemon Juice
- 1/6 oz (5 ml) Maraschino Liqueur
- 1/6 oz (5 ml) The Bitter Truth Violet Liqueur

Shake with ice and strain into a chilled cocktail glass.  
Garnish with a cherry or lemon zest.



### VIOLET SPRITZ

- 3 oz (90 ml) Dry White Wine
- 3/4 oz (25 ml) The Bitter Truth Violet Liqueur
- Plain Soda Water
- Lemon Zest

Build in a wine glass over big ice cubes. Stir gently and add lemon zest.



### VIOLET FIZZ

- 1 1/2 oz (45 ml) The Bitter Truth Pink Gin
- 2/3 oz (20 ml) The Bitter Truth Violet Liqueur
- 2/3 oz (20 ml) fresh Lemon Juice
- 1/3 oz (10 ml) Sugar Syrup (2:1 Sugar:Water)
- Plain Soda Water

Shake with ice and strain into a highball glass filled with ice. Put plain soda water on top and stir gently. Garnish to taste.



### MARGARITA AZUL

- 2 oz (60 ml) 100% Agave Blanco Tequila
- 1/2 oz (10 ml) The Bitter Truth Violet Liqueur
- 2 dashes The Bitter Truth Peach Bitters
- 1 oz (30 ml) fresh Lime Juice
- 1/3 oz (10 ml) Agave Syrup

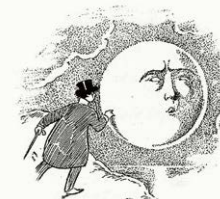
Shake ingredients with ice and strain into a chilled cocktail glass.



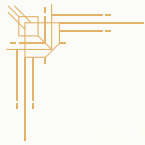
### BLUE MOON

- 1 1/2 oz (45 ml) Dry Gin
- 1/2 oz (15 ml) Dry Vermouth
- 1/4 oz (8 ml) The Bitter Truth Violet Liqueur
- 1 dash The Bitter Truth Orange Bitters

Stir over ice and strain into a chilled cocktail glass.







# 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:** 40 % Alcohol by Volume (80 Proof)

SPIRITS

## 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, I am spoiled for choice. Each different bitters tie in well with any cocktails I'm creating, no matter if it's savory or sweet.*





### PINK MARTINI COCKTAIL

2 oz (60 ml) The Bitter Truth Pink Gin  
1/2 oz (15 ml) Dry Vermouth

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



### GIN JULEP

2 oz (60 ml) The Bitter Truth Pink Gin  
3/4 oz (25 ml) fresh Lemon Juice  
1/2 oz (15 ml) Sugar Syrup (2:1 Sugar:Water)  
1 oz (30 ml) 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.



### CHERRY FIZZ

2 oz (60 ml) The Bitter Truth Pink Gin  
3 dashes The Bitter Truth Black Cherry Bitters  
1 oz (30 ml) fresh Lemon Juice  
2/3 oz (20 ml) Sugar Syrup (2:1 Sugar:Water)  
2/3 oz (20 ml) Plain Soda Water

Shake all ingredients, except soda water, with ice and strain into a highball glass over ice. Add soda water and stir gently.



### CLARIDGE COCKTAIL

1 oz (30 ml) The Bitter Truth Pink Gin  
1 oz (30 ml) Dry Vermouth  
1/2 oz (15 ml) The Bitter Truth Apricot Liqueur  
1/2 oz (15 ml) Orange Liqueur

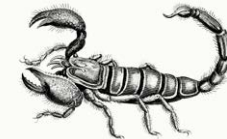
Stir ingredients with ice in a mixing glass and strain into a chilled cocktail glass.



### SCORPION

3/4 oz (25 ml) Tiki Lovers White Rum  
3/4 oz (25 ml) The Bitter Truth Pink Gin  
1/3 oz (10 ml) Brandy or Cognac  
3/4 oz (25 ml) fresh Lemon Juice  
1 1/3 oz (40 ml) fresh Orange Juice  
1/3 oz (10 ml) Orgeat Syrup  
1/3 oz (10 ml) Demerara Syrup

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





YES, THERE IS AN

## AWARD LIST

... but that is not what drives us. We are driven by our passion and create unique and high-quality products with bartenders and cocktail enthusiasts in mind. It all starts with our own excitement and curiosity ... and when it leads to happy faces behind and in front of the bar, then we are smiling too. We see the following (abridged) list as a nice side effect. The complete award list can be found on our website ... [www.the-bitter-truth.com](http://www.the-bitter-truth.com).



**2022**

**PLATINUM MEDAL – BOGART'S BITTERS**

TAG Spirits Awards, Las Vegas/USA

**GOLD MEDAL – GOLDEN FALERNUM**

TAG Spirits Awards, Las Vegas/USA

**2019**

**TOP 5 BEST NEW BAR PRODUCT – BOGART'S BITTERS**

Mixology Bar Awards, Berlin/Germany

**2018**

**TOP 10 BEST NEW PRODUCT – BOGART'S BITTERS**

Tales Of The Cocktail, New Orleans/USA

**2017**

**TOP 5 BEST NEW BAR PRODUCT – OLIVE BITTERS**

Mixology Bar Awards, Berlin/Germany

**TOP 10 BEST NEW PRODUCT – OLIVE BITTERS**

Tales Of The Cocktail, New Orleans/USA

**2015**

**TOP 10 BEST NEW PRODUCT – CUCUMBER BITTERS**

Tales Of The Cocktail, New Orleans/USA

**GOLD MEDAL – CUCUMBER BITTERS**

Beverage Testing Institute, Chicago/USA

**2014**

**BEST LIQUEUR 2014 – GOLDEN FALERNUM**

Bartenders Best Awards, London/UK

**BEST BITTERS 2014 – CREOLE BITTERS**

Bartenders Best Awards, London/UK

**GOLD MEDAL – PIMENTO DRAM**

Beverage Testing Institute, Chicago/USA

**2010**

**BEST NEW PRODUCT – CELERY BITTERS**

Tales of the Cocktail, New Orleans/USA

**BEST OF CATEGORY – JERRY THOMAS BITTERS**

International Spirits Competition, Los Angeles/USA

**2008**

**SPIRIT OF THE YEAR – CELERY BITTERS**

Mixology Bar Awards, Berlin/Germany

AND MANY MORE ...





THE LAST WORD  
**GOODBYE FRIEND!**

It was a pleasure to have you as our guest.

Special thanks to Jamie Boudreau and Ted Haigh.

We raise the glass to all bartenders and cocktail enthusiasts  
around the world. Let the cocktails  
keep rolling along.

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*The Bitter Truth* founded by Stephan Berg and Alexander Hauck.

Layout & Design: Alexander Hauck and Stephan Berg.  
Art Direction, Photography, Layout & Design: Jochen Hirschfeld

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Twitter: @yourbittertruth  
Instagram: @thebittertruthcompany

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AND THERE'S MORE FROM THE BITTER TRUTH COMPANY ...

# TIKI LOVERS

*Passion for Rum*



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Background-Artwork by  
Anthony Carpenter



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## HELPFUL HINTS FOR THE MIXING HOST

The proper mixing of cocktails & drinks is not a matter of luck. Like any other worthwhile achievement, it takes a little effort and preparation.

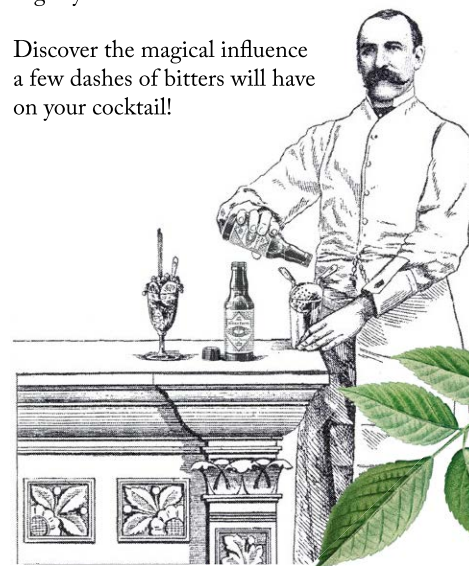
1. Temperature is everything ... use flawless ice!
2. Chill cocktail glasses before serving.
3. Pretty glassware pleases the eye.
4. Don't guess about the measurements ... use a measuring cup/jigger.
5. Always use the best ingredients you can afford.
6. Use fresh juices if possible – you'll taste the difference!
7. When the recipe says shake, shake well! ... when it says to stir, stir! Shaking makes a cloudy drink, stirring makes a clear one ... but never shake a fizzy drink!
8. Don't fill your cocktail glass to the brim.
9. If a peel or zest is required, only use fresh organic fruits.
10. You can make your own "sugar/simple syrup" (1 part sugar dissolved in 2 parts water). Keep it in the fridge!



## SMALL DASH – BIG EFFECT

Bitters are the cornerstone of classic cocktail making, and many drinks offer more than one option for bitters. Just by changing the type of bitters, you can add an aromatic, fruity, or even savory touch to your favorite drink. With all the delicious varieties available, each will give a slightly different tone to a cocktail.

Discover the magical influence a few dashes of bitters will have on your cocktail!



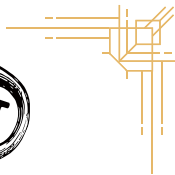
**PLEASE DRINK RESPONSIBLY!**



# 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	Morello Cherries Gentian Licorice Iris Root Beer	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 Aperitif Bitter Port Sherry	Brown Spirits Sweet Vermouth Aperitif Bitter Port Sherry	White Spirits Brown Spirits Vermouth Italian Bitter Champagne	Brown Spirits Sweet Vermouth Sherry Port Herbal Liqueur	White Spirits Brown Spirits Vermouth Port Aperitif Bitter	White Spirits Rum Tequila Vermouth Aperitif Bitter	White Spirits Tequila Whisk(e)y Vermouth Aperitif Bitter	White Spirits Brown Spirits Vermouth Sherry Aperitif Bitter	White Spirits Brown Spirits Vermouth Aperitif Bitter Champagne	Gin Vodka White Rum Blanco Tequila Dry Vermouth	Italian Bitter Gin Vodka Blanco Tequila Dry Vermouth	Gin Vodka Aperitif 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	Whiskey Sour Old Fashioned Manhattan Negroni Tonic Water	Gin & Tonic Martini Cocktail Margarita Daiquiri Highballs	Cosmopolitan Negroni Gin Fizz Italian Spritz Ti Punch	Martini Cocktail Manhattan 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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