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The BITTER TRUTH™

THE BITTER TRUTH LAUNCHES JERRY THOMAS BITTERS TO U.S. MARKET Historical Tribute to the First U.S. Celebrity Bartender

Munich, Germany (August 30th, 2010) – The Bitter Truth, Europe's leading producer of cocktail bitters and flavorings, announced today the newest addition to its portfolio of artisan bitters with the launch of Jerry Thomas' Own Decanter Bitters, a historical tribute to the Godfather of mixology. Jerry Thomas' Own Decanter Bitters will be available in the United States as of 1st September 2010 for \$15.95.

»We are pleased to offer a tribute to Jerry Thomas with this new addition to our line.« said Alexander Hauck, co-founder of The Bitter Truth. »From a historical standpoint, Jerry Thomas' Own Decanter Bitters are a must have for serious mixologists and consumers alike, providing a great addition to The Bitter Truth's portfolio and the back bar.«

Jerry Thomas' Own Decanter Bitters are a tribute to Jerry Thomas, who wrote the first cocktail book in 1862 and is recognized as the first celebrity bartender in the U.S. Originally produced for a micro production run in 2008, its popularity resulted in a larger batch, which immediately sold out and required an additional run.

The bitters have a bright, mildly sweet taste with hints of raisin, clove and citrus. Slight bitterness is revealed in the finish. While the flavor is fruitier than The Bitter Truth's aromatic bitters, the taste profile is interesting and unique. Jerry Thomas' Own Decanter Bitters are a lively touch to the classic Manhattan and Old Fashioned.

As The Bitter Truth brand continues to build its awareness and popularity among the mixology and beverage communities, the company will introduce additional products to the U.S. market. In 2009, The Bitter Truth partnered with Domaine Select Wine Estates' (DSWE) Classic and Vintage Artisanal Spirits Portfolio to bring their award-winning products to the United States for the first time following a reign in Europe and Asia.

About The Bitter Truth :

Founded in 2006 by mixologists Stephan Berg and Alexander Hauck, The Bitter Truth offers bartenders a broad range of cocktail seasonings and flavors. The products available in the U.S. include the award-winning Celery Bitters, Old Time Aromatic Bitters, Orange Bitters, Lemon Bitters, Jerry Thomas' Own Decanter Bitters, as well as the recently released Creole Bitters. A coveted item by bartenders around the world, The Bitter Truth Bitters are now available in selected markets worldwide.

Media Contact:

Debbie Rizzo, DRink PR, debbie@drinkpr.com, 617-233-8024



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