

The BITTER TRUTH™

COCKTAIL BITTERS TRAVELER'S SET



AT HOME OR ON THE WAY – ALWAYS A GOOD COCKTAIL!

Munich, Germany (November, 2010) – The Bitter Truth™, Europe's leading producer of cocktail bitters and flavorings, announced the launch of The Bitter Truth™ Cocktail Bitters Traveler's Set, a travel portfolio of the company's popular artisanal bitters. Just in time for the holidays, The Bitter Truth™ Cocktail Bitters Traveler's Set will be available for sale at various retail outlets.

The Bitter Truth – Cocktail Bitters Traveler's Set can be carried in flight hand luggage and therefore is the ideal companion for all globetrotters who won't settle for anything less than perfect drinks during their flight! Including 5 totally different flavors in a lovely designed box this kit is also the perfect addition to anybody's home bar.

»With airline security at an all time high, many mixologists often find themselves challenged when transporting their key ingredients,« said **Stephan Berg, co-founder of The Bitter Truth™**. »With the launch of the travel kit, they will no longer have to check their bitters into their main luggage and hope that they do not break.«

The Bitter Truth™ cocktail bitters travel kit includes five 20 ml flavors of the company's celebrated flavors with the brand's artistic packaging.

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 include the award-winning Original Celery Bitters, Old Time Aromatic Bitters, Orange Bitters, Lemon Bitters, Creole Bitters and Jerry Thomas' Own Decanter Bitters. A coveted item by bartenders around the world, The Bitter Truth™ Bitters are now available in selected markets worldwide.

The Bitter Truth™ initially partnered with Domaine Select Wine Estates' (DSWE) Classic and Vintage Artisanal Spirits Portfolio in 2009 to bring their award-winning products to the United States. As The Bitter Truth™ continues to build awareness and popularity, they will continue to introduce new products to the U.S. market.



Domaine Select Wine Estates LLC
New York, NY
www.domaineselect.com

The kit includes the following flavors:

CELERY BITTERS: The first celery bitters to be commercially produced in decades. This 19th century cocktail ingredient enriches cocktails with unusual flavors.

OLD TIME AROMATIC BITTERS: Classically bitter and tangy. Combining the aromatics of cinnamon, cardamom, anise and cloves, it reminds one of gingerbread.

ORANGE BITTERS: The aroma of bitter orange peel is in the foreground, complimented by the spicy flavors of cardamom, caraway and nutmeg.

CREOLE BITTERS: The complex combination of flavors hints upon spice, bitterness, anise and caraway with a subtle floral finish that evokes the flavors of Creole cuisine in New Orleans/Louisiana.

JERRY THOMAS' OWN DECANTER BITTERS: Dedicated to Professor Jerry Thomas (1830-1885), who is considered to be the most famous and important bartender of the 19th century, these bitters reveal citrus and dried fruit aromas which unite with the spicy flavors of cloves, angostura bark and cinnamon.

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For additional information please visit

www.THE-BITTER-TRUTH.com