

The BITTER TRUTH™



DISCOVER THE DARK SIDE!

THE BITTER TRUTH™ LAUNCHES E**X**R IN U.S. MARKET

E**X**R Combines a Bitter with a Digestive Liqueur

Munich, Germany—(January, 2011) – The Bitter Truth™, Europe's leading producer of cocktail bitters and flavorings, has announced the stateside launch of E**X**R, its artisanal digestive liqueur. Firmly rooted in the traditions of both classic sweet vermouths and alpine digestive tonics this unique product blurs the lines between amaro and vermouth, offering a complex new flavoring for the mixologist's arsenal.

»American bartenders are developing drinks that highlight bitter liqueurs more and more,« said Alexander Hauck of The Bitter Truth™. »We are thrilled to be introducing E**X**R to the marketplace, which we hope will intrigue and inspire these talented mixologists.«

E**X**R is a digestive liqueur that blurs the lines of conventional wisdom. At once velvety smooth and clean, aromatic and herbaceous, E**X**R embodies the caramel sweetness of port and the bitter flavors of a classic italian amaro. Complex in character, it suggests herbal aromas of mint, myrrh, sage and gentian as well as flavors of rhubarb and lemon.

E**X**R can be enjoyed in a pre-dinner Manhattan or Negroni or neat after a rich meal to aid digestion. This unique product is as delicate as the finest vermouths with an alcohol content that allows it to defy oxidation and the need for refrigeration, making it a versatile addition to the back bar or home bar.

E**X**R is available in 750ml bottles. The suggested retail price is \$ 32

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 that are available in the U.S. include SloeBerry BlueGin, the awardwinning 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 & Liqueurs are now available in selected markets worldwide.

For additional information please visit www.the-bitter-truth.com and www.domainsselect.com.

2010 »DISCOVERY OF THE YEAR« Award at Slovak Bar Awards, Bratislava for CREOLE BITTERS

2010 »BEST NEW PRODUCT« Award at Tales of the Cocktail, New Orleans for ORIGINAL CELERY BITTERS

2010 »BEST OF CATEGORY« Los Angeles International Spirits Competition for JERRY THOMAS BITTERS

2010 »GOLD MEDAL« Los Angeles International Spirits Competition for JERRY THOMAS BITTERS

2010 »SILVER MEDAL« Los Angeles International Spirits Competition for ORIGINAL CELERY BITTERS

2010 »SILVER MEDAL« Los Angeles International Spirits Competition for CREOLE BITTERS

2008 »SPIRIT OF THE YEAR« Mixology Bar Awards/Germany for ORIGINAL CELERY BITTERS

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