



EST. 2006

The BITTER TRUTH™



ORIGINAL CELERY BITTERS

200 ml, 44 % Alcohol by Volume

PRODUCT DESCRIPTION

The Bitter Truth - Celery Bitters were defunct for decades and revived in 2008 to please the most discriminating palate.

ORIGIN

Bitters already existed 250 years ago, but stomach bitters were the prevailing style and primarily meant for medicinal use. Early bartenders added bitters to their cocktails to improve the taste of these mixed drinks. After prohibition almost all bitters vanished from the market but were rediscovered at the end of the 20th century with modern interpretations of classic style bitters like celery, which had existed in the 19th century.

The Bitter Truth started producing cocktail bitters in 2006.

PRODUCTION

The Bitter Truth sticks to the »classic method« of producing bitters by macerating roots, seeds, barks, fruits, herbs and plants in an alcohol base.

All ingredients are 100 % natural to guarantee the best quality and taste.

USAGE

The Celery Bitters are very exotic and enrich cocktails with unusual flavors of celery, lemongrass and ginger. They're ideal for Corpse-Reviver style cocktails like the Bloody Mary, but also go well with all kinds of clear sprits, like Gin, Vodka, Blanco Tequila and Light Rum.

PACKAGING

The design of the bitters bottle refers to old medicine bottles from the 19th century. The label was designed with old fashioned floral ornaments and printed on plastic foil to withstand daily demands.

AWARDS

2010 »Best New Product«

Tales of the Cocktail, New Orleans

2010 »Silver Medal«

Los Angeles International Spirits Competition

2008 »Spirit of the Year«

Mixology Bar Awards, Berlin

For additional information please visit
www.THE-BITTER-TRUTH.com