



EST. 2006

The BITTER TRUTH™



CREOLE BITTERS

200 ml, 39 % Alcohol by Volume

PRODUCT DESCRIPTION

The Bitter Truth - Creole Bitters reflect the Creole way of life with all its beautiful complexity and spiciness. They were launched in 2010.

ORIGIN

Bitters already existed 250 years ago, but were called aromatic or stomach bitters and were primarily created by doctors and apothecaries for the use in liquid tonics. Early bartenders added bitters to their cocktails to improve the taste of these mixed drinks. Regarding the definition of the word »Cocktail« from 1806, bitters were indispensable ingredients in this drink category. After prohibition almost all bitters had vanished from the market but were re-discovered at the end of the 20th 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 of taste. Red color (E 129) is added to achieve typical red coloration.

USAGE

The Creole Bitters are fully balanced: bitter, sweet and spicy. According to the traditional Creole style, fruity and floral aromas unite with the flavors of anise, caraway and fennel and therefore make these bitters a wonderful addition to many classic and modern drinks, no matter what clear, aged spirits or liqueurs they are based on.

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 »Discovery of the Year«

Slovak Bar Awards, Bratislava

2010 »Silver Medal«

Los Angeles International Spirits Competition

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