



EST. 2006

# The BITTER TRUTH™



## LEMON BITTERS

200 ml, 39 % Alcohol by Volume

### PRODUCT DESCRIPTION

The Bitter Truth - Lemon Bitters were released in 2006 and were the first lemon bitters on the national and international market. They add the liveliness and freshness of lemons to every cocktail and long drink.

### 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 had vanished from the market but were rediscovered at the end of the 20th century with modern interpretations of classic style bitters and new and innovative flavors. 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 Lemon Bitters are fresh, fruity and tangy with an unbelievably intense citrus aroma and flavorful notes of coriander and cardamom. They're primarily suited for drinks based on clear sprits like Gin, Vodka, Blanco Tequila and Light Rum, but also go well with many other spirits and liqueurs.

### 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.

For additional information please visit [www.THE-BITTER-TRUTH.com](http://www.THE-BITTER-TRUTH.com)