



EST. 2006

# The BITTER TRUTH™



## SLOEBERRY BLUEGIN

500 ml, 750 ml, 28 % Alcohol by Volume

### PRODUCT DESCRIPTION

»The Bitter Truth - SloeBerry BlueGin« is made from the best ripe sloeberries which are macerated in Blue Gin created by the famous Austrian distiller Hans Reisetbauer.

### ORIGIN

The history of gin started at the end of the 16th century. Sloe Gin, however, first appeared in mid-19th century England during the Victorian era when an improved distillation process afforded a new cleaner style of gin called London Dry. This gin was flavored with fresh ripe sloe berries (a relative of the plum) and sweetened with sugar to create a fruity and tasty liqueur favored primarily by genteel middle class ladies. Today sloe gin imparts a unique flavor to many classic and modern drinks.

### PRODUCTION

The production of SloeBerry BlueGin is careful and time consuming. Only the best organic sloe berries are macerated in Austrian Blue Gin for months until the fruit aroma and almond flavor, derived from the stone of the berries, is extracted and well balanced. A small amount of sugar is added to impart a cushy sweetness.

### USAGE

The Bitter Truth - SloeBerry BlueGin is dry and just slightly sweet. The very intense sloe/plum aroma is followed by an unobtrusive almond flavor that does not overpower the flavors of the gin completely. The Blue Gin is still recognizable and compliments the fruitiness with spicy flavors. Sloe Gin is an ingredient in many cocktails and long drinks, but The Bitter Truth - SloeBerry BlueGin is particularly suitable to be sipped on its own.

### PACKAGING

The design of the bottle is simple and elegant. A small label based on calligraphic ornaments allows the beautiful ruby red color of the sloe gin to shine.

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