



EST. 2006

# The BITTER TRUTH™



## VIOLET LIQUEUR

50 ml, 500 ml, 750 ml, 22 % Alcohol by Volume

### PRODUCT DESCRIPTION

The Bitter Truth - Violet Liqueur is made from wild violet blossoms that grow in the Alps which are then added to the finest grain spirit.

### ORIGIN

Liqueurs date back centuries and are historical descendants of herbal medicines that were primarily prepared by monks. Liqueurs were made in Europe as early as the 13th century when medical scientists brought the know-how of distillation with them from the crusades. The consumption of liqueurs was later required at all treaty signings during the Middle Ages.

### PRODUCTION

The Bitter Truth liqueurs are prepared by infusing only the best natural ingredients like fruits, flowers and spices in either water or alcohol (maceration), and adding sugar.

### USAGE

This liqueur which has a luminous violet color, captures the delicate and elegant flavors of this fragile flower. It's slightly sweet with a top floral note. The violet aroma is very subdued and natural. With The Bitter Truth - Violet Liqueur it is possible to mix classic cocktails like The Aviation and The Blue Moon true to the original recipe, as well as modern cocktails such as the Violet Fizz.

### PACKAGING

The shape of the bottle is simple and elegant and easy to handle for a bartender during busy bar business. The label was designed with old fashioned floral and calligraphic 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)