



EST. 2006

# The BITTER TRUTH™



## E\*\*X\*\*R

750 ml, 30 % Alcohol by Volume

### PRODUCT DESCRIPTION

The Bitter Truth - E\*\*X\*\*R is a herbal liqueur that blurs the lines of conventional wisdom. Firmly rooted in the traditions of both classic sweet vermouths and alpine digestive tonics.

### 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

E\*\*X\*\*R is velvety smooth while at the same time clean, aromatic and herbaceous. It embodies the caramel sweetness of port and the bitter flavors of a classic Italian Amaro. Enjoy E\*\*X\*\*R in a pre-dinner Manhattan or Negroni or enjoy it neat after a rich meal to aid digestion. It's as delicate as the finest vermouths with an alcohol content that allows it to defy oxidation and the need for refrigeration. It's thoroughly intriguing and the most astounding new addition to the cocktailian arsenal.

### PACKAGING

The shape of the bottle is classic and elegant. The label with its old fashioned floral ornaments refers to the design of the cocktail bitters labels and gives this liqueur a vintage character.

### AWARDS

**2011 »Silver Medal« & »Best in Category«**  
UK International Wine & Spirit Competition

**2011 »Silver Medal«**  
Los Angeles International Spirits Competition

**2011 »Excellent, highly recommended«**  
Ultimate Spirits Challenge, New York

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