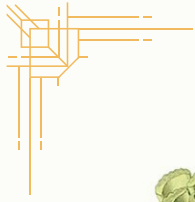


# The BITTER TRUTH



## CELERY BITTERS

### THE ORIGINAL SAVORY BITTERS

A lost ingredient. Extinct for decades. Now revived to please the most discriminating palates. The Bitter Truth Celery Bitters were the first celery bitters commercially available in decades and have won 2010 „Best New Cocktail Ingredient“ at Tales of The Cocktail, New Orleans.

This cocktail ingredient, which had already existed in the 19th-century, enriches cocktails with unusual savory flavors. The Bitter Truth Celery Bitters have a rich bouquet of white grapes, Sencha tea, lemongrass, celery leaf, and fresh ginger root. It dances artistically on the tongue as well, adding coriander seed, fresh celery, and chicory to the foray.

These bitters are ideal for traditional corpse-reviver cocktails such as the Bloody Mary, Red Snapper, Bullshot, Prairie Oyster, and all-time classics like the Dry Martini Cocktail and Gin & Tonic. They are essential with grassy spirits too! Try a good measure in a Ti Punch for something to make the neighbors envious.

**PRODUCT INFORMATION:** 200 ml, 44% Alcohol by Volume (88 Proof)

**LOGISTIC INFORMATION:** Bottles per Case: 12, Case Weight: 5 kg  
Case Size in cm: 19.5 x 23.5 x 18, Cases per Layer: 28, Cases per Pallet: 252



### TASTING NOTES

*Very complex and exotic. The initial flavor of celery is dominant, leading into a complex palate with aromas of lemongrass, orange peel, and ginger.*

*The vegetal quality these bitters add to cocktails is unique. I've found its union with tequila to be nearly perfect. They're another shining example of the cocktail's past molding it's future.*

Brian Miller – bartender (formerly Death & Co., The Polynesian NYC), USA



## BLOODY MARY

45 ml	Vodka or Gin
10 ml	fresh Lemon Juice
3-4 dashes	The Bitter Truth Celery Bitters
90 ml	Tomato Juice
	Tabasco, Worcestershire Sauce, Salt & Pepper

Shake with ice and strain into a highball glass.  
Garnish with a celery stalk.





## MORE COCKTAIL RECOMMENDATIONS



### FAR BEYOND THE TRUTH

40 ml	The Bitter Truth Pink Gin
15 ml	fresh Lime Juice
8 ml	The Bitter Truth Apricot Liqueur
2 dashes	The Bitter Truth Celery Bitters
1 dash	The Bitter Truth Lemon Bitters

Shake with ice and strain into a chilled cocktail glass.



### KING'S ELIXIR COCKTAIL

45 ml	The Bitter Truth Pink Gin
15 ml	Blanc Vermouth
8 ml	Goldwasser
2 dashes	The Bitter Truth Celery Bitters
	Lemon Zest

Stir ingredients with ice. Spritz oil of large lemon zest over the chilled cocktail glass. Strain cocktail into the glass.



### RHUMBLE

45 ml	Tiki Lovers White Rum
25 ml	Fino or Amontillado Sherry
25 ml	The Bitter Truth Apricot Liqueur
2 dashes	The Bitter Truth Celery Bitters
	Lemon Zest

Stir with ice, strain into a chilled cocktail glass, and add lemon zest.



### THE LOOP TONIC

60 ml	100% Agave Blanco Tequila
30 ml	Dry Vermouth
25 ml	fresh Lime Juice
15 ml	Sugar Syrup (2:1 Sugar:Water)
15 ml	Green Chartreuse
1-2 dashes	The Bitter Truth Celery Bitters

Shake with ice and strain into an ice cube filled highball glass. Garnish with a celery stalk.