

The **BITTER TRUTH**



For Better Drinks

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The BITTER TRUTH®

- ✦ The Bitter Truth was established by passionate bartenders Stephan Berg and Alexander Hauck in idyllic Bavaria in 2006.
- ✦ Their intention was to supply bar aficionados with cocktail bitters that have not been seen in a century.
- ✦ Both men gained experience making small batch cocktail bitters for the bars they represented.
- ✦ For years Stephan has been collecting ancient cocktail books and authentic bitters from the late 19th and early 20th century, and these were the inspiration for their first choice of cocktail bitters flavors.
- ✦ Alexander, who is also a graphic designer, created the distinctive look and feel of the brand.
- ✦ The bitters are specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations.



COMPANY HISTORY

- ✦ The range of bitters grew steadily and The Bitter Truth expanded their collection to include products like liqueurs and flavored spirits; again, produced using only the best quality natural ingredients.
- ✦ The Bitter Truth have received multiple awards for their products and continue to innovate in their beloved bar world.
- ✦ In 2007 The Bitter Truth started working with Haromex Development, an independent family company established in 1992, based in Brueggen, Germany.
- ✦ Since 2009 Haromex is the exclusive worldwide distributor for all of their products and the pivotal point for all market management of The Bitter Truth.
- ✦ The company now focuses on bringing the world's best bitters to professional bar and F&B staff as well as consumers who intend to enhance the overall drinking experience of cocktails and mixers they create.

The BITTER TRUTH®

- ✦ When the first settlers came to America in the 17th century they couldn't rely on professional medication.
- ✦ Bitters were considered as medicine not as a beverage.
- ✦ Some day bartenders started using bitters in mixed drinks to improve them since good quality spirits were hardly available in the 18th and 19th century.
- ✦ That is why bitters became so popular and the defining ingredient in a drink category called »Cocktails«.
- ✦ The use of bitters underlined the healthy benefit of the cocktail and added additional flavors and complexity.
- ✦ Since water wasn't as clear as it is today and contained germs and other bacteria, cocktails with bitters were already consumed in the morning to offer some protection.
- ✦ Before 1906 bitters were sold as »patent medicine«.
- ✦ Outrageous claims concerning the healing powers of bitters were made by producers.



BITTERS HISTORY

- ✦ In the USA the »Pure Food and Drugs Act« (1906) was passed to put a halt to false claims. Bitters lost their reputation as medicine.
- ✦ In 1919 prohibition was adopted in the USA and almost all domestic bitters brands disappeared.
- ✦ While cocktail culture in the USA almost died out, it was getting more popular in Europe.
- ✦ Drinks were simplified and bitters were omitted.
- ✦ Due to a change in consumers' taste, lighter and less aromatic drinks were in demand in the years after prohibition.
- ✦ The end of the 20th century brought a renaissance of the cocktail.
- ✦ To recreate classic cocktail recipes, long forgotten ingredients – like bitters – were revived.
- ✦ The Bitter Truth has played a determining role in the revival of those classic ingredients.



The BITTER TRUTH®

TRADITIONAL MANUFACTURING PROCESS

1 Only ingredients of **highest quality** are used for The Bitter Truth products



2 **Maceration & Percolation:**
Extraction of flavors by soaking ingredients in alcohol or water

3 **Long extraction period:**
Depending on the product the maceration process can take up to 2 months



6 As a last step the product is eventually tinged, filtered, bottled and labeled



4 After the maceration/percolation process is finished water or alcohol is added to set the liquid to its final alcohol strength

5 **Maturation period:**
The product is then filled in casks for harmonization



7 It's valuable and time-consuming to produce The Bitter Truth - Cocktail Bitters. Our traditional manufacturing process guarantees an unparalleled and superior taste. Only the best quality is released to our customers!





BITTERS EXPLAINED

BY TED »DR. COCKTAIL« HAIGH



SCAN CODE TO WATCH VIDEOS



SCAN CODE TO WATCH VIDEOS

UNIQUE PRODUCT FEATURES

Core set of 4 bitters (Aromatic, Orange, Creole & Celery) basically complements any cocktail

Bartender-/user-friendly packaging with unique handling properties

Proprietary good grip, brown glass bottle to protect against degradation caused by sunlight

Best value for money: 200 ml bottle

Dasher instead of dropper

Most awarded bitters range

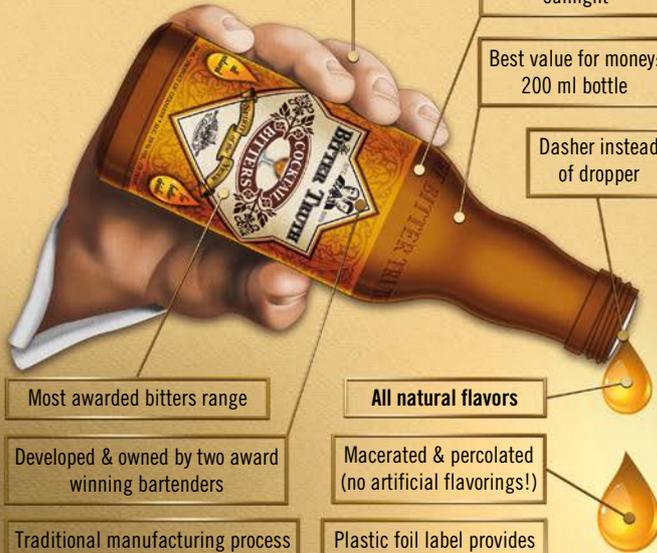
Developed & owned by two award winning bartenders

Traditional manufacturing process based on authentic recipes

All natural flavors

Macerated & percolated (no artificial flavorings!)

Plastic foil label provides clean look



THE SPICE RACK FOR YOUR BAR

*Adding
Flavor, Complexity & Balance
to your Drinks*



THE RETURN OF A LEGEND



BOGART'S BITTERS can arguably be said to have started the cocktail movement as it was the first ever mentioned bitters in the very first cocktail book published in 1862, written by the most famous bartender of those days, Jerry Thomas – a name, synonymous with the first golden age of the cocktail.

Although no bottles of the Jerry Thomas era ever surfaced, the common belief is that Bogart's was a kind of misspelling of Boker's Bitters at that time. Still the impact for the development of the cocktail is without question.



Jamie Boudreau

Canon: Whiskey and Bitters Emporium Seattle



The BITTER TRUTH®



All natural flavors

Most awarded bitters range

Ideal for cocktails and long drinks

Authentic recipe made the traditional way

Goes well with any kind of spirit

Created by bartending professionals

BOGART'S BITTERS

- A meticulously crafted, true to the original, replica of the world's first mentioned bitters in cocktails.
- Bottled in the original, iconic „lady leg“ bottle with its authentic labeling.
- Dark, brown in color it revives the taste of bartendings early years when aromatic bitters were the defining ingredient for a refined alcoholic refreshment – the cocktail.

TASTING NOTES

- A beautiful mix of dark spice, chocolately coffee and European herbs.

GIN COCKTAIL

- 2 oz Gin
- 3-4 dashes **The Bitter Truth - Bogart's Bitters**
- 3-4 dashes **Gum/Sugar Syrup**
- 1-2 dashes **Curaçao Orange Liqueur**

Shake ingredients with ice and strain into a cocktail glass.



JAPANESE COCKTAIL

- 2 oz Brandy
- 1/2 barspoon **The Bitter Truth - Bogart's Bitters**
- 15 ml **Orgeat Syrup**
- 1-2 pieces **Lemon Peel**

Pour all ingredients into a tumbler filled with ice and stir.



16

for better drinks!

17



Bitters

The BITTER TRUTH®



User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

Goes well with any kind of spirit

Ideal for Old Fashioned Cocktails

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2013

All natural flavors

Created by bartending professionals

Authentic recipe made the traditional way

SILVER MEDAL
International Spirits Competition
Los Angeles, USA
2013

AROMATIC BITTERS

- Refers to one of the most classic bitters styles.
- Excellently suited for Whisky and Rum drinks (e.g. Manhattan, Old Fashioned).
- Adds structure and complexity to fruity cocktails.

TASTING NOTES

- Bitter and tangy to the taste.
- Reminiscent of cinnamon, cardamom, anise and cloves.
- Reminds one of gingerbread.

HORSE'S NECK

2 oz Bourbon Whiskey
3 dashes The Bitter Truth -
Aromatic Bitters
fill up with Ginger Ale

Pour ingredients into long drink glass filled with ice.



MANHATTAN COCKTAIL

2 oz Rye/Bourbon Whiskey
3/4 oz Sweet Red Vermouth
3 dashes The Bitter Truth -
Aromatic Bitters

Stir ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Goes well with any kind of spirit

Ideal for Martini Cocktails

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2013

All natural flavors

Created by bartending professionals

Authentic recipe made the traditional way

SILVER MEDAL
International Spirits
Competition
Los Angeles, USA
2013

ORANGE BITTERS

- A combination of different orange peels, herbs and spices.
 - Essential for classic Martini Cocktails.
 - Can be combined with clear and aged spirits.

TASTING NOTES

- Fruity sweetness followed by a bitter taste.
 - Orange peel is in the foreground.
- Completed by cardamom, caraway and nutmeg.

RUM/WHISKY & COLA

2 oz Rum/Whisky
3 dashes The Bitter Truth - Orange Bitters
fill up with Cola

Pour ingredients into long drink glass filled with ice.



DRY MARTINI COCKTAIL

2 oz Gin
1/4 oz Dry Vermouth
2 dashes The Bitter Truth - Orange Bitters

Stir ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH[®]

User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

All natural flavors

Authentic recipe made the traditional way

Created by bartending professionals



BEST NEW PRODUCT
Tales of the Cocktail Spirited Awards
New Orleans, USA
2010

SPIRIT OF THE YEAR
Mixology Bar Awards
Berlin, Germany
2008

SILVER MEDAL
International Spirits Competition
Los Angeles, USA
2010/13

SILVER MEDAL
Beverage Testing Institute
Chicago, USA
2013

ORIGINAL CELERY BITTERS

- First celery bitters to be offered in decades.
- Enriches cocktails with unusual vegetal flavors.
- Ideal for traditional corpse-reviver cocktails (e.g. Bloody Mary).
- Suited for Margaritas, Daiquiris and Gin & Tonics.

TASTING NOTES

- Very complex and exotic.
- Well-balanced palate with celery, lemongrass, orange peel and ginger.

BLOODY MARY

2 oz Vodka/Gin
4 dashes The Bitter Truth - Celery Bitters
1/4 oz Lemon Juice
4 oz Tomato Juice
Worcestershire Sauce,
Tabasco, Salt & Pepper

Shake ingredients with ice and strain into a tumbler.



GIN/VODKA & TONIC

2 oz Gin/Vodka
2 dashes The Bitter Truth - Celery Bitters
fill up with Tonic Water

Pour ingredients into a long drink glass filled with ice.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

All natural flavors

Plastic foil label

Dasher instead of dropper

Appealing color

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2013

BEST BITTERS
Bartender's Best Award
London, UK
2014

SILVER MEDAL
International Spirits Competition
Los Angeles, USA
2010/13

DISCOVERY OF THE YEAR
Slovak Bar Awards,
Bratislava, Slovakia
2010

CREOLE BITTERS

- Reminiscent of bitters dating back to an era before cocktails even existed.
- Goes well with clear and aged spirits.
 - Reflects the Creole way of life.
 - Red tinged.
 - Very tasty in Caipirinhas.

TASTING NOTES

- Bitter, sweet and spicy.
- Fruity and floral aromas unite with anise, caraway and fennel.

CREOLE HIGHBALL

2 oz Cognac/Bourbon Whiskey
2 dashes The Bitter Truth -
Creole Bitters
fill up with 7 Up/Sprite

Pour ingredients into long drink glass filled with ice.



PINK CAIPIRINHA

2 oz Cachaça (Brazilian Rum)
3 dashes The Bitter Truth -
Creole Bitters
1 Lime (chopped)
2 barspoons Cane Sugar

Muddle lime and sugar in a tumbler, add all other ingredients and ice and stir.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

Goes well with any kind of spirit

Authentic recipe made the traditional way

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2013

All natural flavors

Ideal for cocktails and long drinks

Created by bartending professionals

BRONZE MEDAL
International Spirits Competition
Los Angeles, USA
2013

LEMON BITTERS

- The first lemon bitters on the market.
- Adds liveliness and freshness of lemons to every cocktail.
- Primarily suited for drinks based on clear spirits (e.g. Vodka, Gin, Tequila).

TASTING NOTES

- Fresh and fruity-tangy, bitter to the taste.
 - Intense citrus note.
- Coriander and cardamom in the background.

GIN FIZZ

2 oz **Vodka/Gin**
3 dashes **The Bitter Truth - Lemon Bitters**
1 oz **Lemon Juice**
3/4 oz **Sugar Syrup**
fill up with **Soda Water**

Shake all ingredients (except soda water) with ice and strain into a long drink glass filled with ice. Fill up with soda water.



COSMOPOLITAN

2 oz **Vodka**
1/4 oz **Orange Curaçao**
3 dashes **The Bitter Truth - Lemon Bitters**
1/4 oz **Lime Juice**
1 oz **Cranberry Juice**

Shake ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH®



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Plastic foil label

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All natural flavors

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Goes well with any kind of spirit

SILVER MEDAL
Beverage Testing Institute
Chicago, USA
2013

GRAPEFRUIT BITTERS

- Reminds one of warm and sunny summer days.
- Adds new layer of complexity to cocktails and long drinks.
 - Best friends to all clear spirits.

TASTING NOTES

- Bitter, fresh and complex.
- Dominant grapefruit aroma.
- Subtle vegetal notes of hops and green tea.

GIMLET

2 oz **Vodka/Gin**
3 dashes **The Bitter Truth - Grapefruit Bitters**
3/4 oz **Lime Cordial**

Stir ingredients with ice and strain into a cocktail glass.



GRAPEFRUIT MARGARITA

2 oz **Tequila**
3/4 oz **Orange Curaçao**
3/4 oz **Lime Juice**
3 dashes **The Bitter Truth - Grapefruit Bitters**

Shake ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH[®]



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Ideal for cocktails and long drinks

Authentic recipe made the traditional way

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2013

All natural flavors

Goes well with any kind of spirit

Created by bartending professionals

GOLD MEDAL
International Spirits Competition
Los Angeles, USA
2013

CHOCOLATE BITTERS

- Modern interpretation of classic aromatic bitters.
- Adds complex piquancy and chocolate flavor to cocktails and long drinks.
- Goes exceptionally well with aged spirits (e.g. Whisk(e)y, Rum, Brandy, Tequila).

TASTING NOTES

- Dark, rich and complex.
- Bitter chocolate notes unite with warm spices of cinnamon and vanilla.

MARTINEZ COCKTAIL

- 2 oz Old Tom Gin
- 1 oz Sweet Red Vermouth
- 1 barspoon Maraschino Liqueur
- 3 dashes The Bitter Truth - Chocolate Bitters

Stir ingredients with ice and strain into a cocktail glass.



SHERRY COBBLER

- 2 oz Sherry, medium dry
- 3 dashes The Bitter Truth - Chocolate Bitters
- 1/2 Orange Slice
- 1/6 Pineapple Slice

Muddle fruits in a tumbler, add all other ingredients and crushed ice and stir.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

Goes well with any kind of spirit

Created by bartending professionals

Authentic recipe made the traditional way

All natural flavors

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2013

BEST OF CATEGORY
International Spirits Competition
Los Angeles, USA
2010

GOLD MEDAL
International Spirits Competition
Los Angeles, USA
2010

JERRY THOMAS BITTERS

- Based on a recipe by Jerry Thomas (famous bartender of the 19th century).
- Improved formula to comply with today's demands.
 - Can be used like regular aromatic bitters.
- Ideal for drinks based on aged spirits (e.g. Whisk(e)y, Rum, Brandy, Tequila).

TASTING NOTES

- Very fruity and very bitter.
- Citrus and dried fruit aromas unite with the spicy and bitter flavors of cloves, angostura bark and cinnamon.

BRANDY CRUSTA

2 oz Cognac
1/2 oz Orange Curaçao
2 dashes The Bitter Truth - Jerry Thomas Bitters
1/4 oz Lemon Juice

Shake with ice and strain into a cocktail glass.



RUM & GINGER

2 oz Aged Rum
2 dashes The Bitter Truth - Jerry Thomas Bitters
fill up with Ginger Ale

Pour ingredients into long drink glass filled with ice.



The BITTER TRUTH[®]



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Goes well with any kind of spirit

Ideal for cocktails and long drinks

Created by bartending professionals

Authentic recipe made the traditional way

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2014

PEACH BITTERS

- A combination of fresh peach aroma and subtle spicy flavors.
- Adds an exquisite fruitiness to cocktails and long drinks.
- Goes well with clear and aged spirits.

TASTING NOTES

- Fruity with a faint almond bitterness from the pits.
- The natural aroma of fresh peaches dominates.
- Completed by fresh citrus and unobtrusive spice flavors.

PEACH GIMLET

2 oz **Vodka/Gin**
3 dashes **The Bitter Truth - Peach Bitters**
3/4 oz **Lime Cordial**

Stir ingredients with ice and strain into a cocktail glass.



PEACH OLD FASHIONED

2 oz **Bourbon Whiskey**
5 dashes **The Bitter Truth - Peach Bitters**
1/2 oz **Sugar Syrup**

Pour all ingredients into a tumbler filled with ice and stir.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Goes well with any kind of spirit

Ideal for cocktails and long drinks

GOLD MEDAL
International Spirits Competition
Los Angeles, USA
2014

All natural flavors

Authentic recipe made the traditional way

Created by bartending professionals

TONIC BITTERS

- Made to provide an authentic Gin and Tonic experience.
- Combination of grapefruit, Sicilian lemon, lime and Seville oranges.
- Perfect for cocktails and long drinks based on clear spirits.

TASTING NOTES

- Exotic notes of citrus and spice.
- Grassy-fresh Japanese green tea bouquet.
- Backed up with herbal notes from juniper berries, coriander seeds and mace.

GIN/VODKA & TONIC

2 oz Gin/Vodka
3 dashes The Bitter Truth - Tonic Bitter
fill up with Tonic Water

Pour ingredients into long drink glass filled with ice.



TI PUNCH

2 oz Rhum Agricole
2 dashes The Bitter Truth - Tonic Bitters
2 Lime Wedges
1 barspoon Sugar

Pour ingredients into a tumbler filled with ice and stir.



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Goes well with any kind of spirit

Ideal for cocktails and long drinks

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2015

All natural flavors

Authentic recipe made the traditional way

Created by bartending professionals

CUCUMBER BITTERS

- Unadulterated impressions of fresh green cucumber.
- Enriches cocktails with unusual vegetal flavors.
- Perfect in combination with white spirits.
- Exciting new mixing options.

TASTING NOTES

- Fresh green cucumber with grassy notes of herbs de Provence.
- Light & inviting with aromas of freshly cut cucumber peel and balanced bitter notes.

GAZPACHO

- 2 oz Vodka/Gin
- 4 dashes The Bitter Truth - Cucumber Bitters
- 1 barspoon White Balsamic Vinegar
- 4 oz Vegetable Juice
- Salt & Pepper
- Tabasco



Shake ingredients with ice and strain into a tumbler.

GARDEN COCKTAIL

- 1 oz Gin
- 1 oz The Bitter Truth - Elderflower Liqueur
- 2 dashes The Bitter Truth - Cucumber Bitters



Shake ingredients with ice and strain into a cocktail glass.

The BITTER TRUTH[®]



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Goes well with any kind of spirit

Ideal for cocktails and long drinks

Authentic recipe made the traditional way

All natural flavors

SILVER MEDAL
Wine & Spirits
Wholesalers of America
Orlando, USA
2017

TOP 5
Best New European
Spirit & Bar Product
Mixology Bar Awards
Berlin, Germany
2017

TOP 10
Best New Product
Tales of the Cocktail
Spirited Awards
New Orleans, USA
2017

OLIVE BITTERS

- Add Mediterranean aromas to your drinks.
 - Delicate green olive flavors.
- Soft hints of salt and notes of brine, mustard, sage and thyme.
 - A perfect match for all white spirits and fortified wines.

TASTING NOTES

- Salty aromas of green and black olives with a touch of vinegar.
- Laid back notes of garlic rounding out an overall savory flavor profile with gentle bitter notes.

OLIVE SHRUB

2 oz Blanco Tequila
1 barspoon Apple Vinegar
1/4 oz Agave Syrup
2 dashes The Bitter Truth -
Olive Bitters

Shake ingredients with ice and strain into a tumbler filled with ice.



DIRTY MARTINI

2 oz Gin or Vodka
1/4 oz Dry Vermouth
2 dashes The Bitter Truth -
Olive Bitters

Shake ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH®

PLATINUM MEDAL
»CREATIVITY«
Beverage Testing
Institute
Chicago, USA
2014

PLATINUM MEDAL
»GRAPHIC DESIGN«
Beverage Testing
Institute
Chicago, USA
2014

PLATINUM MEDAL
»FORM«
Beverage Testing
Institute
Chicago, USA
2014

BEST GIFT BOX
Beverage Testing
Institute
Chicago, USA
2014

All natural
flavors

Most
awarded
bitters
range

Ideal as
a gift and
for traveling

Ideal for
cocktails and
long drinks



COCKTAIL BITTERS TRAVELER'S SET

- Can easily be carried in (hand) luggage.
- Perfect drinks during travels.
- Ideal addition to anybody's home bar.
- Always have your best drinks enhancer at hand.

THE SET INCLUDES THE FOLLOWING 5 FLAVORS

Aromatic Bitters, Original Celery Bitters, Orange Bitters, Creole Bitters & Jerry Thomas Bitters.

HORSE'S NECK

2 oz Whisk(e)y
3 dashes The Bitter Truth -
Bitters (any)
fill up with Ginger Ale

*Pour ingredients into a glass,
filled with ice and stir.*



BLOODY MARY

2 oz Vodka/Gin
3 dashes The Bitter Truth -
Celery Bitters
4 oz Tomato Juice
Tabasco, Salt & Pepper

*Pour ingredients
into a glass
filled with ice
and stir.*



The BITTER TRUTH[®]

All natural
flavors

Authentic
recipe made
the traditional
way

Most
awarded
bitters
range

Ideal as
a gift and
for traveling

Created
by bartending
professionals

Ideal for
cocktails and
long drinks



COCKTAIL BITTERS BAR PACK

- Can easily be carried in (hand) luggage.
 - Perfect drinks during travels.
- Ideal addition to anybody's home bar.
- Always have your best drinks enhancer at hand.

THE SET INCLUDES THE FOLLOWING 5 FLAVORS

Tonic Bitters, Peach Bitters, Olive Bitters, Cucumber Bitters & Chocolate Bitters

GIN/VODKA & TONIC

2 oz **Gin/Vodka**
2 dashes **The Bitter Truth - Tonic Bitters/
Cucumber Bitters/Olive Bitters**
fill up with **Tonic Water**

*Pour ingredients into a long drink glass
filled with ice.*



OLD FASHIONED COCKTAIL

2 oz **Whisk(e)y**
3 dashes **The Bitter Truth -
Peach Bitters/Chocolate Bitters**
1 **Sugar Packet**

*Pour ingredients into a glass,
dissolve sugar in liquid, add ice
and stir.*





Liqueurs

The BITTER TRUTH®

E**X**R BITTER LIQUEUR



- Refers to the origins of herbal liqueurs made by alchemists and monks.
- Firmly rooted in the traditions of alpine digestive tonics.
- Reveals characteristics of classic sweet vermouths.

TASTING NOTES

- Clean, aromatic and herbaceous.
- Fruity flavors of rhubarb and orange unite with gentian, myrrh, mint and more.
- Embodies the caramel sweetness of cream sherry and bitter flavors of a classic Italian Amaro.

E**X**R & GINGER

2 oz **The Bitter Truth - E**X**R**
fill up with **Ginger Ale**

Pour ingredients into long drink glass filled with ice.



HANKY PANKY

1 oz **Gin**
1 oz **Sweet Red Vermouth**
1/2 oz **The Bitter Truth - E**X**R**

Stir ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH®

APRICOT LIQUEUR

- Combines the juice of sun-ripened apricots with apricot schnapps.
- Captivating fruitiness and reduced sugar content.
- Indispensable in many classic and modern cocktail recipes.

TASTING NOTES

- Sweet and fruity.
- The aroma of ripe apricots is dominant.
- A hint of almond from the apricot pit is noticeable in the background.

HOCK MARTINI COCKTAIL

2 oz Riesling Wine
3/4 oz Gin
1/4 oz The Bitter Truth -
Apricot Liqueur

Stir ingredients with ice and strain into a cocktail glass.

CHARLIE CHAPLIN

2 oz The Bitter Truth -
Apricot Liqueur
1 oz Sloe Gin
1 oz Lime Juice

Pour ingredients into a long drink glass filled with ice and stir.



Goes well with any kind of spirit

Ideal for wine and champagne drinks



Authentic recipe made the traditional way

Created by bartending professionals

The BITTER TRUTH[®]



SILVER MEDAL
Beverage Testing
Institute
Chicago, USA
2013



**VERY GOOD,
STRONG
RECOMMENDATION**
Ultimate Spirits Challenge
New York City, USA
2013



Unique
flavor
profile



Ideal for
wine and
champagne
drinks



Approved
food color
for stable,
appealing,
luminous
coloring



Authentic
recipe made
the traditional
way

VIOLET LIQUEUR

- Made from wild alpine violet blossoms and finest neutral spirit.
- Captures delicate and unusual flavors.
- Perfect for classic cocktails (e.g. Aviation, Blue Moon) and modern cocktails (e.g. Violet Fizz).

TASTING NOTES

- Slightly sweet and very flowery.
- The violet aroma is very subdued and natural.

VIOLET FIZZ

3/4 oz Gin/Vodka
3/4 oz The Bitter Truth -
Violet Liqueur
1/4 oz Lemon Juice
fill up with Sparkling Wine

*Pour ingredients into long drink
glass filled with ice and stir.*



AVIATION

2 oz Gin
1/4 oz The Bitter Truth -
Violet Liqueur
1/4 oz Maraschino Liqueur
3/4 oz Lime Juice

*Shake ingredients with ice and
strain into a cocktail glass.*



The BITTER TRUTH®



All natural
flavors

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2014

Goes well
with any kind
of spirit

Ideal for
wine and
champagne
drinks

Authentic
recipe made
the traditional
way

Created
by bartending
professionals

ELDERFLOWER LIQUEUR

- Combines characteristics of a spiced aperitif wine and a natural floral liqueur.
- Ideal for cocktails and long drinks based on wine and champagne.
- Goes well with all kinds of clear spirits (e.g. Gin, Vodka, Tequila, Pisco).

TASTING NOTES

- Has a luminous golden color and a fresh rich bouquet.
- Offers a great variety of flavors, dominated by elderflowers.
- Complemented by notes of honey, quince and fermented grape.

HUGO

4 oz White Wine
3/4 oz The Bitter Truth -
Elderflower Liqueur
fill up with Soda Water



*Pour ingredients
into a wine
glass filled
with ice
and stir.*

MISS LYND

2 oz Gin/Vodka
3/4 oz The Bitter Truth -
Elderflower Liqueur
2 dashes The Bitter Truth -
Creole Bitters



*Stir ingredients with ice and
strain into a cocktail glass.*

The BITTER TRUTH®

PIMENTO DRAM

- Based on selected pimento/allspice (Jamaica pepper) and finest Jamaican rum.
- The berry's called »allspice« because it embodies flavors of cinnamon, nutmeg, pepper and clove all at once.
- Goes well with all kinds of flavorful spirits (e.g. Whisk(e)y, Aged Rum, Tequila).

TASTING NOTES

- Sweet, spicy and very intense.
- Clove initially presents itself in the foreground, fading into flavors of cinnamon, nutmeg and pepper which linger on the tongue.

WAIKIKI BEACH

- 2 oz Dark Rum
- 3/4 oz The Bitter Truth - Pimento Dram
- 1 oz Lime Juice
- 2 oz Passion Fruit Juice
- 1/4 oz Almond Syrup



Shake all ingredients with ice and strain into a tiki glass filled with crushed ice.

BALM COCKTAIL

- 2 oz Sherry, dry
- 1/4 oz The Bitter Truth - Pimento Dram
- 1/4 oz Orange Curaçao
- 2 dashes The Bitter Truth - Orange Bitters

Stir ingredients with ice and strain into a cocktail glass.



All natural flavors

Goes well with any kind of spirit

Authentic recipe made the traditional way

GOLD MEDAL
Beverage Testing Institute
Chicago, USA
2014

SILVER MEDAL
International Spirits Competition
Los Angeles, USA
2011

Unique flavor profile

The BITTER TRUTH®

All natural
flavors

Goes well
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of spirit

Unique
flavor
profile



BEST LIQUEUR
Bartender's Best
Award
London, UK
2014

Authentic
recipe made
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GOLDEN FALERNUM

- Exotic spiced liqueur based on finest Caribbean rum.
 - Flavored with limes, almonds, cloves and ginger.
- Gained importance during the tiki era in the middle of the 20th century.
- Can be sipped neat and goes well with aged spirits (e.g. Whisk(e)y, Rum and Brandy).

TASTING NOTES

- Rich and complex in flavor.
- Spicy ginger, followed by almond and vanilla.
- An allspice tingle on the tongue develops into a long finish with a zest of lime.

MOJITO

1 oz Rum
1 oz The Bitter Truth -
Golden Falernum
3/4 oz Lime Juice
7-8 Mint Leaves
fill up with Soda Water



*Muddle mint
with rum in
a long drink
glass, add all
other ingredients
and ice and stir.*

DARK & SPICY

2 oz Dark Rum
3/4 oz The Bitter Truth -
Golden Falernum
1/4 oz Lime Juice
fill up with Ginger Ale



*Pour ingredients
into a long drink
glass filled with
ice and stir.*



*Spirits
&
Waters*

The BITTER TRUTH®



Authentic
recipe made
the traditional
way

Approved
food color
for stable,
appealing,
luminous
coloring

Ideal for
cocktails and
long drinks

Unique
flavor
profile

PINK GIN

- A delicious blend of traditionally crafted gin and aromatic bitters.
- Invented by sailors of the Royal Navy to cure sea sickness.
- Designed to offer a soft and gentle mouthfeel and fine complex flavors.
- It's best used on its own, as a Gin & Tonic or in your favorite Martini Cocktail.

TASTING NOTES

- Dominated by complex fruity and floral aromas.
- Very smooth with distinctive flavors of juniper berries in the foreground.
- Surrounded by spicy flavors of licorice, caraway and fennel.

PINK GIN & TONIC

2 oz The Bitter Truth - Pink Gin
fill up with Tonic Water

*Pour ingredients into long drink
glass filled with ice.*



PINK MARTINI

2 oz The Bitter Truth - Pink Gin
1/4 oz Dry Vermouth

*Stir ingredients with ice and
strain into a cocktail glass.*



The BITTER TRUTH®



User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Authentic recipe made the traditional way

BRONZE MEDAL
International Spirits
Competition
Los Angeles, USA
2014

Goes well with any kind of spirit

Ideal for cocktails and long drinks

Contains no alcohol

ORANGE FLOWER WATER

- Essential, non-alcoholic water made out of bitter orange blossoms.
- Traditional ingredient for drinks and food in North Africa, Middle East and Mediterranean area.

TASTING NOTES

- Very flowery and subtle.
- Natural, unobtrusive flavor of bitter orange blossoms.
- Slightly bitter.

RAMOS GIN FIZZ

2 oz Gin
1 barspoon The Bitter Truth -
Orange Flower Water
1 oz Lemon Juice
3/4 oz Sugar Syrup
3/4 oz Cream
1 Egg White
3/4 oz Soda Water



Shake all ingredients except soda water vigorously with ice and strain into a long drink glass. Top up with soda water.

LONDON COCKTAIL #2

2 oz Rye Whiskey
1/2 oz Almond Syrup
1/4 oz The Bitter Truth -
Orange Flower Water
1 Egg

Shake all ingredients with ice and strain into a cocktail glass. Grate nutmeg on top.



The BITTER TRUTH[®]



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Contains no alcohol

ROSE WATER

- Essential, non-alcoholic water made out of rose petals.
- Traditional ingredient for drinks and food in the Arab world, India and Asia.
- Adds a nifty flowery note to cocktails and long drinks.

TASTING NOTES

- Very flowery and intense.
- Natural, distinctive flavor of rose petals.

ROSEWATER RICKEY

- 2 oz **Gin**
 - 2 dashes **The Bitter Truth - Aromatic Bitters**
 - 1 barspoon **The Bitter Truth - Rose Water**
 - 1/2 oz **Lime Juice**
 - 1/4 oz **Sugar Syrup**
 - 5 **Branded Cherries** (e.g. Griottines)
- fill up with **Soda Water**

Shake all ingredients except soda water with ice and strain into a long drink glass filled with ice. Top up with soda water.



MINT JULEP

- 2 oz **Cognac**
- 3/4 oz **The Bitter Truth - Apricot Liqueur**
- 1 barspoon **The Bitter Truth - Rose Water**
- 8-10 **Mint Leaves**

Muddle mint and cognac in a silver cup or tumbler, add all other ingredients and crushed ice and stir.



CELEBRATING
The BITTER TRUTH'S

10th
Anniversary

2006-2016

LIMITED EDITION of
FOUR UNIQUE FLAVORS in
PROPRIETARY GLASS DECANTERS

DROPS & DASHES



The BITTER TRUTH®



DROPS & DASHES®

ROOTS

Bittersweet, brown and intensely aromatic, The Bitter Truth's ROOTS Drops & Dashes show bold notes of burnt liquorice in combination with smoked & sweet spices and bitter gentian root. Light floral notes of iris roots give support and supply the balancing high notes to round it off.

ROOTY LIBRE

2 oz White Rum
4 dashes Drops & Dashes - Roots
Fill up with Lemonade

Pour ingredients into long drink glass filled with ice and stir.



ROOTY GIMLET

2 oz Vodka
4 dashes Drops & Dashes - Roots
1/2 oz Lime Juice
1/4 oz Sugar Syrup

Shake ingredients with ice and strain into a cocktail glass.



The BITTER TRUTH®

DROPS & DASHES®

WOOD

With its red, mahogany amber color, The Bitter Truth's WOOD Drops & Dashes delivers bone dry aromas of oak wood, Peruvian bark, light spice and fragrant notes of sandalwood. The wood notes are distinctive soft, warm, smooth & creamy, while the aftertaste is full of sweet smoke with a root beer finish.



WOODY COLLINS

2 oz Gin
4 dashes Drops & Dashes - Wood
3/4 oz Lemon Juice
1/2 oz Sugar Syrup
Soda Water

Pour ingredients into long drink glass filled with ice and stir.

WOODY OLD FASHIONED

2 oz Añejo Tequila
4 dashes Drops & Dashes - Wood
1/2 oz Sugar Syrup

Pour ingredients into a tumbler filled with ice and stir.



The BITTER TRUTH[®]



DROPS & DASHES[®]

BLOSSOM

Pale red amberlike in color, The Bitter Truth's BLOSSOM Drops & Dashes showcase a variety of summer blossoms from around the globe ranging from aromatic jasmine, sweet hibiscus, earthy iris and charismatic lavender. Full of fragile fragrances the flower basket is harmonic and delicate with new discoveries in every new sip.

BLOOMY GIN & TONIC

2 oz Gin
4 dashes Drops & Dashes - Blossom
Fill up with Tonic Water

Build in long drink glass with ice
and stir.



BLOOMY MARGARITA

2 oz Blanco Tequila
4 dashes Drops & Dashes - Blossom
3/4 oz Lime Juice
1/2 oz Agave Syrup

Shake ingredients with ice and
strain into a cocktail glass.



The BITTER TRUTH®

DROPS & DASHES®

NUT

Dark brown amber in appearance, the flavor of The Bitter Truth's NUT Drops & Dashes is driven by delicate notes of young black walnuts with hints of Muscovado sugar, prunes & raisins in combination with high notes of roasted hazelnuts. Accompanied by aromatics of bitter chocolate and light espresso, the finish delivers gentle notes of cashew nuts and almonds.



NUTTY HIGHBALL

2 oz Aged Rum
4 dashes Drops & Dashes - Nut
Fill up with Ginger Ale

Pour ingredients into long drink glass filled with ice and stir.



NUTTY MANHATTAN

2 oz Whisk(e)y
4 dashes Drops & Dashes - Nut
3/4 oz Sweet Red Vermouth

Stir ingredients with ice and strain into a cocktail glass.



78

for better drinks!

79

The BITTER TRUTH®



RIEDEL CRYSTAL

tales of the
COCKTAIL

NEW ORLEANS

BEST NEW PRODUCT

CELERY BITTERS, THE BITTER TRUTH

JULY 2010

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for better drinks!

www.the-bitter-truth.com

