

The BITTER TRUTH

PINK GIN

THE ORIGINAL PINK GIN INFUSED WITH BITTERS

The tradition of blending gin and bitters was first established by members of the Royal Navy to cure seasickness, and Pink Gin started life as a seafarers breakfast, drunk to rally a man against the wiles of the ocean. The Bitter Truth Pink Gin is a delicious blend of traditionally crafted gin and a blend of bitters. This minx is not just a common gin with a fake tan; it's a sophisticated metrosexual in a salmon jumper.

It begins with a Mediterranean bouquet on the nose, with aromatic juniper, fresh lemons, and warm spices. Wonderfully gentle in the mouth, juniper berries are still at the helm, but these notes are supported by a crew of fresh spice flavors like licorice, caraway, and fennel, which cruise to a smooth whirlpool finish.

The Bitter Truth Pink Gin was created to please the taste of modern gin drinkers with a soft and gentle mouthfeel and fine complex flavors. It is best used on its own, as a Gin & Tonic, in your favorite Martini Cocktail or in any other gin-based cocktail.

PRODUCT INFORMATION: 700 ml, 40% Alcohol by Volume (80 Proof)

LOGISTIC INFORMATION: Bottles per Case: 6, Case Weight: 9 kg
Case Size in cm: 26.5 x 25.5 x 18, Cases per Layer: 20, Cases per Pallet: 120

TASTING NOTES

Complex fruity and floral aromas dominate the nose of this flavored gin. The taste is smooth with distinctive flavors of juniper berries in the foreground surrounded by spicy flavors of licorice, caraway, and fennel.

As a bartender, I love having ingredients that are ready for me to use. This is why I love The Bitter Truth. With different bitters to choose from and two flower water, I am spoilt for choice. Each different bitters tie in well with any cocktails I'm creating, no matter if it's savory or sweet.

Susie Wong – Bartender, Manchester/UK



PINK GIN COCKTAIL

60 ml The Bitter Truth Pink Gin
25 ml non-sparkling Water

Stir all ingredients with ice and strain into a chilled cocktail glass.





MORE COCKTAIL RECOMMENDATIONS



SCORPION

25 ml	Tiki Lovers White Rum
25 ml	The Bitter Truth Pink Gin
10 ml	Brandy or Cognac
25 ml	fresh Lemon Juice
40 ml	fresh Orange Juice
10 ml	Orgeat Syrup
10 ml	Demerara Syrup

Shake with ice and pour unstrained into a double old-fashioned glass or wide brandy snifter. Garnish as desired.



GARDEN & TONIC *(by Naren Young & Wayne Collins)*

50 ml	The Bitter Truth Pink Gin
2-3 dashes	The Bitter Truth Celery Bitters
3 dashes	The Bitter Truth Elderflower Liqueur
4-5	Mint Leaves
1	Slice of Cucumber
1	Lime Wedge
fill up with	Tonic Water

Put all ingredients in a highball glass with ice and fill up with tonic water. Stir gently and garnish with lime, mint and cucumber slice.



GIN JULEP

60 ml	The Bitter Truth Pink Gin
25 ml	fresh Lemon Juice
15 ml	Sugar Syrup (2:1 Sugar:Water)
30 ml	Plain Soda Water
1	Mint Sprig

Muddle mint with gin in a highball glass, add all other ingredients and crushed ice, and stir until the glass catches frost. Garnish with a mint sprig.



CLARIDGE COCKTAIL

30 ml	The Bitter Truth Pink Gin
30 ml	Dry Vermouth
15 ml	The Bitter Truth Apricot Liqueur
15 ml	Orange Liqueur

Stir ingredients with ice in a mixing glass and strain into a chilled cocktail glass.