

# The BITTER TRUTH

## HAZY HOPS BITTERS

### A UNIQUE COMBINATION OF AROMATIC, FRUITY & SAVORY FLAVORS

Bavaria, one of the largest hop-growing regions in the world, is not only home to some of the best beer, but also to The Bitter Truth. For over 1000 years, hops – an aromatic plant from the hemp family – have been cultivated here, primarily to lend their fruity aromas and signature bitterness to beer.

Innovation has always been at the heart of The Bitter Truth Co., and the launch of The Bitter Truth Hazy Hops Bitters is a perfect testament to that commitment.

We have taken aromatic hops and created a truly unique flavor experience that's full of mystery, taking your taste buds in unexpected directions without revealing the destination. Embedded in a carefully crafted blend of spirits and Caribbean rums, these bitters fuse citrusy, bitter hop notes with the sweet, earthy qualities of tea, dried fruits, and selected botanicals.

Despite their subtle color, these bitters are complex yet with an approachable character that elevate classic cocktails like the Negroni, Manhattan, and Gin & Tonic with a fresh twist. But it doesn't end there – these bitters also bring new life to lemonades, sodas, and other non-alcoholic beverages, turning even the simplest drinks into something extraordinary.

### TASTING NOTES

*Piney aromas combine with subtle earthy and grassy notes, giving way to undertones of herbal, wood, and smokiness.*

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

**LOGISTIC INFORMATION:** Bottles per Case: 12, Case Weight: 5 kg, Case Size in cm: 23 x 17.2 x 19, Cases per Layer: 21, Cases per Pallet: 147

## HOPPY ACCIDENT

30 ml	Tiki Lovers White Rum
30 ml	Sweet Red Vermouth
30 ml	Aperitif Bitter Liqueur
2-3 dashes	The Bitter Truth Hazy Hops Bitters
	Orange- or Lemon Zest

Build in rock glass over ice and stir. Squeeze orange- or lemon peel on top.





## MORE COCKTAIL RECOMMENDATIONS



### HOP WATER

3-4 dashes The Bitter Truth Hazy Hops Bitters  
fill up with Plain Soda Water  
1 Lemon Slice

Pour the bitters into a highball glass filled with ice. Fill up with plain soda water and garnish with a slice of lemon.



### GRASSY DAIQUIRI

60 ml Tiki Lovers White Rum  
2-3 dashes The Bitter Truth Hazy Hops Bitters  
30 ml fresh Lime Juice  
15 ml Sugar Syrup (1:1 Sugar:Water)

Shake well with ice and strain into a chilled cocktail glass.



### RASPBERRY LEMONADE

3-4 dashes The Bitter Truth Hazy Hops Bitters  
20 ml fresh Lemon Juice  
15 ml Sugar Syrup (1:1 Sugar:Water)  
3-5 fresh or frozen Raspberries  
fill up with Plain Soda Water

Muddle the raspberries in a highball glass. Add all other ingredients, except soda water, and fill it halfway with ice. Fill up with soda water and stir.



### SATURN 5

45 ml Dry Gin  
15 ml The Bitter Truth Golden Falernum  
3 dashes The Bitter Truth Hazy Hops Bitters  
15 ml fresh Lemon Juice  
30 ml Passionfruit Juice  
10 ml Sugar Syrup (1:1 Sugar:Water)

Shake well with ice and pour into a rock glass.