# BITTER TRUTH®



for better drinks

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## BIMMER TRUME

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.

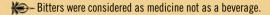
In 2007 The Bitter Truth started working with Haromex Development, an independent family company established in 1992, based in Brueggen, Germany.

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.

## BIFFIER TRUME

When the first settlers came to America in the 17th century they couldn't rely on professional medication.



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.

Final 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.

ln 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.





## Biffier Trums

## TRADITIONAL MANUFACTURING PROCESS

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



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

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



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!



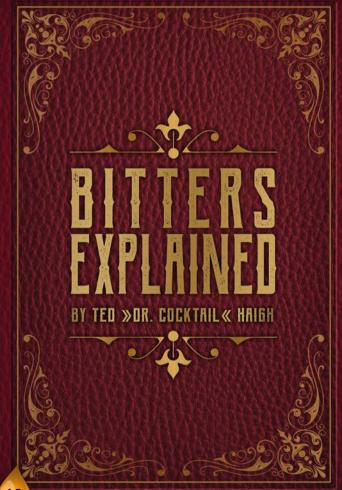


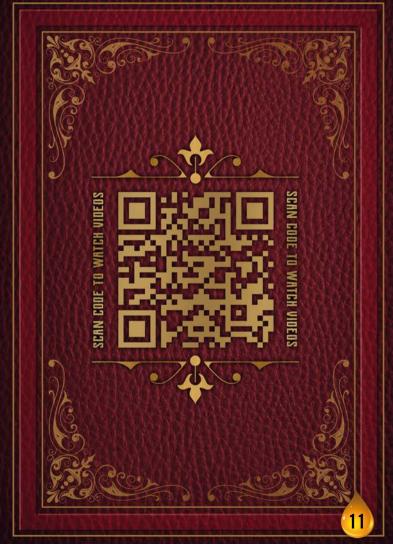
Maceration & Percolation: Extraction of flavors by soaking ingredients in alcohol or water

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









### **UNIQUE PRODUCT FEATURES**

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





## BITTER TRUTH®



### **BOGART'S BITTERS**

- A meticulously crafted, true to the original, replica of the world's first mentioned hitters 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.



• A beautiful mix of dark spice, chocolatey coffee and European herbs.



#### **GIN COCKTAIL**

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

Shake ingredients with ice and strain into a cocktail glass.



#### JAPANESE COCKTAIL

50 ml 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.



Ideal for

cocktails and

long drinks

Goes well

with any kind

of spirit



# 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

50 ml 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

50 ml Rye/Bourbon Whiskey 20 ml Sweet Red Vermouth 3 dashes The Bitter Truth -**Aromatic Bitters** 

Stir ingredients with ice and strain into a cocktail glass.



## 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**

50 ml 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

50 ml Gin 10 ml Dry Vermouth 2 dashes The Bitter Truth - Orange Bitters

Stir ingredients with ice and strain into a cocktail glass.





## Birter Truth

User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

All natural flavors

Authentic recipe made the traditional

24

Created by bartending professionals



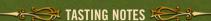
SPIRIT OF THE YEAR **Mixology Bar Awards** Berlin, Germany 2008

> 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, Daiguiris and Gin & Tonics.



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



#### **BLOODY MARY**

50 ml Vodka/Gin 4 dashes The Bitter Truth - Celery Bitters 10 ml Lemon Juice 100 ml Tomato Juice

Worcestershire Sauce. Tabasco, Salt & Pepper

> Shake ingredients with ice and strain into a tumbler.

#### **GIN/VODKA & TONIC**

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

Pour ingredients into a long drink glass filled





BITTER TRUTH

with

## Birter Truth

User-friendly packaging with unique handling properties

Plastic foil label

Dasher instead of dropper

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2013

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



All natural flavors

Appealing color

BEST BITTERS
Bartender's Best
Award
London, UK
2014

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.



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



#### **CREOLE HIGHBALL**

50 ml 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**

60 ml 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.



## BIMMER TRUMES

User-friendly packaging with unique handling properties

**Plastic** foil label

Dasher instead of dropper

Goes well with any kind of spirit

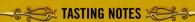
Authentic recipe made the traditional wav

> GOLD MEDAL **Beverage Testing** Institute Chicago, USA 2013



### **LEMON BITTERS**

- The first lemon hitters 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).



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



#### **GIN FIZZ**

50 ml Vodka/Gin 3 dashes The Bitter Truth - Lemon Bitters

30 ml Lemon Juice 20 ml 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

50 ml Vodka 10 ml Orange Curação

3 dashes The Bitter Truth - Lemon Bitters

5 ml Lime Juice 30 ml Cranberry Juice

Shake ingredients with ice and strain into a cocktail glass.



## Birrar Troms

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



All natural flavors

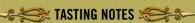
Created by bartending professionals

> 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.



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



#### **GIMLET**

50 ml Vodka/Gin 3 dashes The Bitter Truth -Grapefruit Bitters 20 ml Lime Cordial

Stir ingredients with ice and strain into a cocktail glass.



#### **GRAPEFRUIT MARGARITA**

50 ml Tequila 20 ml Orange Curaçao 20 ml Lime Juice 3 dashes The Bitter Truth -Grapefruit Bitters

Shake ingredients with ice and strain into a cocktail glass.



## Bitter Trute

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, Teguila).





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



#### **MARTINEZ COCKTAIL**

50 ml Old Tom Gin 30 ml 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**

50 ml 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.



## Bitter Truth

User-friendly packaging with unique handling properties

Plastic foil label

Nasher instead of dropper

Goes well with any kind of spirit

Created by bartending professionals

34

Authentic recipe made the traditional way



BITTER TRUTH

OWN DECANTER

Improved Formul

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**

50 ml Cognac 15 ml Orange Curação 2 dashes The Bitter Truth -**Jerry Thomas Bitters** 5 ml Lemon Juice

Shake with ice and strain into a cocktail glass.



#### RUM & GINGER

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

Pour ingredients into long drink glass filled with ice.



## Bitter Trune

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



BITTER TRUTH

Cocktail Flavoring

GOLD MEDAL **Beverage Testing** Institute Chicago, USA 2014

Authentic recipe made the traditional way

> Created by bartending professionals

## **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**

50 ml Vodka/Gin 3 dashes The Bitter Truth -**Peach Bitters** 20 ml Lime Cordial

Stir ingredients with ice and



#### PEACH OLD FASHIONED

50 ml Bourbon Whiskey 5 dashes The Bitter Truth -**Peach Bitters** 15 ml Sugar Syrup

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



## Bitter Truin

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**

50 ml 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

50 ml 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.



## 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



All natural flavors

Authentic recipe made the traditional

> 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**

50 ml Vodka/Gin 4 dashes The Bitter Truth -**Cucumber Bitters** 1 barspoon White Balsamic Vinegar 100 ml Vegetable Juice

Salt & Pepper Tahasco



Shake ingredients with ice and strain into

#### **GARDEN COCKTAIL**

30 ml Gin 30 ml The Bitter Truth -Elderflower Liqueur 2 dashes The Bitter Truth -**Cucumber Bitters** 

Shake ingredients with ice and strain into a cocktail glass.



BITTER TRUTH

Ocklail Flavoring

## Bitter Truth

User-friendly packaging with unique handling properties

Dasher instead of dropper

Plastic foil label

Authentic recipe made the traditional

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



All natural flavors

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

50 ml Blanco Tequila 1 barspoon Apple Vinegar 10 ml Agave Syrup 2 dashes The Bitter Truth -**Olive Bitters** 

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



#### **DIRTY MARTINI**

50 ml Gin or Vodka 10 ml Dry Vermouth 2 dashes The Bitter Truth -**Olive Bitters** 

Shake ingredients with ice and strain into a cocktail glass.



## Birter Truth

PLATINIIM MEDAL » C.RFATIVITY« **Beverage Testing** Institute Chicago, USA 2014

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

PLATINIIM MENAL »FORM« **Beverage Testing** Institute Chicago, USA 2014

Most

awarded

bitters

range

BEST GIFT BOX **Beverage Testing** Institute Chicago, USA 2014

All natural

Ideal as a gift and for traveling

flavors



BITTER TRUTH COCKTAIL BITTERS containing Original Celery Bitters, Orange Bitters, Creole Bitters Old Time Aromatic Bitters & Jerry Thomas' Own Decanter Bitters

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

50 ml Whisk(e)v 3 dashes The Bitter Truth -Bitters (any) fill up with Ginger Ale

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



#### **BLOODY MARY**

50 ml Vodka/Gin 3 dashes The Bitter Truth -**Celery Bitters** 100 ml Tomato Juice Tabasco, Salt & Pepper



## Birter Truth

All natural flavors

Created hy hartending Ideal as professionals a gift and for traveling

Authentic recipe made the traditional wav

Most awarded bitters range

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**

50 ml 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**

50 ml 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





## Bitter Truth

DOUBLE
GOLD MEDAL
WSWA Wine & Spirits
Competition,
Las Vegas, USA
2014



Ideal for cocktails, long drinks and straight on ice



EXCELLENT,
HIGHLY RECOMMENDED
Ultimate Spirits
Challenge
New York City, USA
2011

BEST IN CLASS
International Wine
& Spirits Competition
London, UK
2011

SILVER MEDAL
International Spirits
Competition
Los Angeles, USA
2011

## 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.



- 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

50 ml The Bitter Truth - E\*\*X\*\*R fill up with Ginger Ale

Pour ingredients into long drink glass filled with ice.



#### HANKY PANKY

40 ml Gin 40 ml Sweet Red Vermouth 10 ml The Bitter Truth - E\*\*X\*\*R

Stir ingredients with ice and strain into a cocktail glass.



## Birner Trons

GOLD MEDAL
Beverage Testing
Institute
Chicago, USA
2013



BRONZE MEDAL
International Wine &
Spirits Competition
London, UK
2011

Goes well with any kind of spirit

> Authentic recipe made the traditional way

**52** 



Ideal for wine and champagne drinks

Created by bartending professionals

### **APRICOT LIQUEUR**

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



- 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**

50 ml Riesling Wine 20 ml Gin 10 ml The Bitter Truth -Apricot Liqueur

Stir ingredients with ice and strain into a cocktail glass.



#### **CHARLIE CHAPLIN**

60 ml The Bitter Truth -Apricot Liqueur 30 ml Sloe Gin 30 ml Lime Juice

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



## Briter Trues

SILVER MEDAL
Beverage Testing
Institute
Chicago, USA
2013



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



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).



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



#### **VIOLET FIZZ**

20 ml Gin/Vodka 20 ml The Bitter Truth -Violet Liqueur 10 ml Lemon Juice fill up with Sparkling Wine

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



#### AVIATION

50 ml Gin 10 ml The Bitter Truth -Violet Liqueur 10 ml Maraschino Liqueur 20 ml Lime Juice

Shake ingredients with ice and strain into a cocktail glass.



## BIMMER TRUME

All natural flavors

Gnes well with any kind of spirit

> Authentic recipe made the traditional way

56



EBITTER TRY

BITTER TRUTE

ELDERFLOWER LIQUEU

RODUCT OF GERMANY

GOLD MEDAL **Beverage Testing** Institute Chicago, USA 2014

> Ideal for wine and champagne drinks

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

100 ml White Wine 20 ml The Bitter Truth -**Elderflower Liqueur** fill up with Soda Water



into a wine glass filled with ice and stir.

#### MISS LYND

50 ml Gin/Vodka 20 ml The Bitter Truth -**Elderflower Liqueur** 2 dashes The Bitter Truth -**Creole Bitters** 

Stir ingredients with ice and strain into a cocktail glass.



## Bitter Trute











SILVER MEDAL International Spirits Competition Los Angeles, USA 2011



### 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**

50 ml Dark Rum 20 ml The Bitter Truth -Pimento Dram 30 ml Lime Juice 70 ml Passion Fruit Juice

10 ml Almond Syrup



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

#### BALM COCKTAIL

60 ml Sherry, dry 10 ml The Bitter Truth - Pimento Dram 10 ml Orange Curação 2 dashes The Bitter Truth - Orange Bitters

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



## Birner Truns





Unique flavor profile



BEST LIQUEUR
Bartender's Best
Award
London, UK
2014

Authentic recipe made the traditional way

Created by bartending professionals

### **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).



- 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

40 ml Rum
30 ml The Bitter Truth Golden Falernum
20 ml 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**

50 ml Dark Rum
20 ml The Bitter Truth Golden Falernum
10 ml Lime Juice
fill up with Ginger Ale

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





## Birmer Trons

Femmes et Spiritueux du Monde Concours International Monaco 2011



BRONZE MEDAL San Francisco World Spirits Competition San Francisco, USA 2013



Ideal for cocktails and long drinks

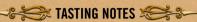


Unique flavor profile

Approved food color for stable, appealing, luminous coloring

### **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.



- · 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**

50 ml The Bitter Truth - Pink Gin fill up with Tonic Water

Pour ingredients into long drink glass filled with ice.



#### **PINK MARTINI**

- 60 ml The Bitter Truth Pink Gin
- 10 ml Dry Vermouth

Stir ingredients with ice and strain into a cocktail glass.



## Briter Truth

User-friendly packaging with unique handling properties

Dasher instead of dropper

66

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 alcoho

## **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.



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

#### **RAMOS GIN FIZZ**

50 ml Gin 1 barspoon The Bitter Truth -Orange Flower Water

30 ml **Lemon Juice** 20 ml **Sugar Syrup** 

> 20 ml Cream 1 Egg White

20 ml Soda Water

## LONDON COCKTAIL #2

50 ml Rye Whiskey 15 ml Almond Syrup 10 ml The Bitter Truth -Orange Flower Water 1 Egg

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



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



## Birter Trutt



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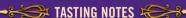
Ideal for cocktails and long drinks

> Goes well with any kind of spirit

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.





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



#### **ROSEWATER RICKEY**

80 ml Gin

2 dashes The Ritter Truth - Aromatic Ritters 1 barspoon The Bitter Truth - Rose Water

> 15 ml Lime Juice 10 ml Sugar Syrup

5 Brandied 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 un with soda water

#### MINT ILLEP

50 ml Cognac 20 ml 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.





Bitter Truth's

10th Anniversary

2006-2016

LIMITED EDITION of FOUR UNIQUE FLAVORS in PROPRIETARY GLASS DECANTERS

DROPS & DASHIES



## Birrer Truns





## **ROOTS**

Bittersweet, brown and intensively 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.



50 ml White Rum 4 dashes Drops & Dashes - Roots Fill up with Lemonade

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

### **ROOTY GIMLET**

50 ml Vodka 4 dashes Drops & Dashes - Roots 15 ml Lime Juice 10 ml Sugar Syrup

Shake ingredients with ice and strain into a cocktail glass.





# Birner Truns





### 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**

50 ml Gin 4 dashes Drops & Dashes - Wood 20 ml Lemon Juice 15 ml Sugar Syrup Soda Water

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



#### WOODY OLD FASHIONED

50 ml Añejo Tequila 4 dashes Drops & Dashes - Wood 15 ml Sugar Syrup

Pour ingredients into a tumbler filled with ice and stir.



## Birrer Truns





## **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**

50 ml Gin 4 dashes Drops & Dashes - Blossom Fill up with Tonic Water

Build in long drink glass with ice and stir.



#### **BLOOMY MARGARITA**

50 ml Blanco Tequila 4 dashes Drops & Dashes - Blossom 20 ml Lime Juice 15 ml Agave Syrup

Shake ingredients with ice and strain into a cocktail glass.



# Birner Truns





### 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**

50 ml Aged Rum 4 dashes Drops & Dashes - Nut Fill up with Ginger Ale

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



#### **NUTTY MANHATTAN**

50 ml Whisk(e)y 4 dashes Drops & Dashes - Nut 20 ml Sweet Red Vermouth

Stir ingredients with ice and strain into a cocktail glass.



# Birrer Truns



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for better drinks!