

# COCKTAILS IN PARADISE WITH THE BITTER TRUTH



Made the traditional way using the best quality natural ingredients.





## The BITTER TRUTH - OUR STORY

In the golden age of the American cocktail, bitters were an essential ingredient and there were a vast array of flavors to choose from. Bitters complement and embellish the flavor of a well-made cocktail and they were carefully crafted with this in mind.

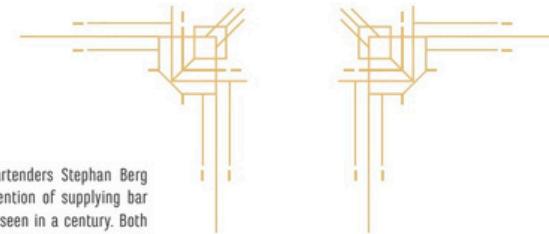
When prohibition hit (1920-1933) ingredients became scarce and people had to drink bootlegged liquor, doing what they could to hide the taste of their illicit hooch. American alcohol production was halted and sadly, bitters fell into oblivion. Only a few brands were able to survive this dry period and not all of them could bounce back after repeal, hit successively by economic depression and war. Some brands tried to imitate the successes of pre-prohibition cocktail bitters but with limited success, until recently.

Since 2006, The Bitter Truth forged the way for the re-emergence of the category of bitters in our modern age. With careful research, quality produce and tight production, The Bitter Truth have revived the practice of creating quality cocktail bitters.

The Bitter Truth was established by passionate bartenders Stephan Berg and Alexander Hauck in idyllic Bavaria with the intention of supplying 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 bitter flavors.

Alexander, who is also a graphic designer, created the distinctive look and feel of the packaging. The bitters are specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations.

The Bitter Truth expanded their collection to include products like liqueurs and flavored spirits; again, produced using the best quality natural ingredients. The Bitter Truth has received multiple awards for their products and continue to innovate in their beloved bar world.



# The BITTER TRUTH



## COCKTAIL BITTERS FLAVOR CHART

	FLAVOR PROFILE	PERFECT WITH	IN DRINKS LIKE
AROMATIC BITTERS	Creole	Anise / Fennel / Caraway / Cherry / Cranberry	Creole Cocktail / Vieux Carré / Seelbach / Pegu Club / Americano
	Aromatic	Gingerbread / Cinnamon / Cloves / Anise / Citrus	Brown Spirits / Vermouth / Aperitif Bitter Liqueur / Port Wine / Sherry
	Jerry Thomas	Dried Fruit / Citrus / Cinnamon / Allspice / Rock Candy	Brown Spirits / Sweet Vermouth / Sherry / Port Wine / Herbal Liqueur
	Hazy Hops	Hops / Dried Fruit / Citrus / Green Tea / Smoke	White Spirits / Brown Spirits / Vermouth / Aperitif Bitter Liqueur / Herbal Liqueur
	Chocolate	Cacao / Cinnamon / Vanilla / Gentian / Wormwood	Brown Spirits / Sweet Vermouth / Sherry / Aperitif Bitter Liqueur / Port Wine
	Bogart's	Herbal / Cacao / Cola / Rhubarb / Fennel	Brown Spirits / Genever / Vermouth / Sherry / Port Wine
FRUIT BITTERS	Black Cherry	Morello Cherries / Gentian / Licorice / Iris / Root Beer	Whiskey Sour / Negroni / Tonic Water / Old Fashioned / Manhattan
	Peach	Peach / Citrus / Almond / Cranberry / Dried Fruit	Mint Julep / Old Fashioned / Bellini / Pimm's Cup / Italian Spritz
	Orange	Sweet Orange / Seville Orange / Caraway / Cardamom / Orange Jam	White Spirits / Brown Spirits / Vermouth / Sherry / Aperitif Bitter Liqueur
	Lemon	Sicilian Lemon / Honey / Coriander / Cardamom / Lemon Tea	White Spirits / Tequila / Whisk[e]y / Vermouth / Aperitif Bitter Liqueur
	Grapefruit	Grapefruit Peel / Pomelo / Hop / Coriander / Wormwood	White Spirits / Rum / Tequila / Vermouth / Aperitif Bitter Liqueur
SAVORY BITTERS	Cucumber	Cucumber / Dill / Pepper / Melon / Fleur de Sel	Aperitif Bitter Liqueur / Gin / Vodka / Blanco Tequila / Dry Vermouth
	Celery	Celery / Lemongrass / Citrus / Ginger / Coriander	Gin / Vodka / White Rum / Blanco Tequila / Dry Vermouth
	Olive	Olive / Fleur de Sel / Brine / Rosemary / Thyme	Bloody Mary / Gin & Tonic / Ti Punch / Martini Cocktail / Moscow Mule
			Dry Martini / Bloody Mary / Italian Spritz / Negroni / Americano



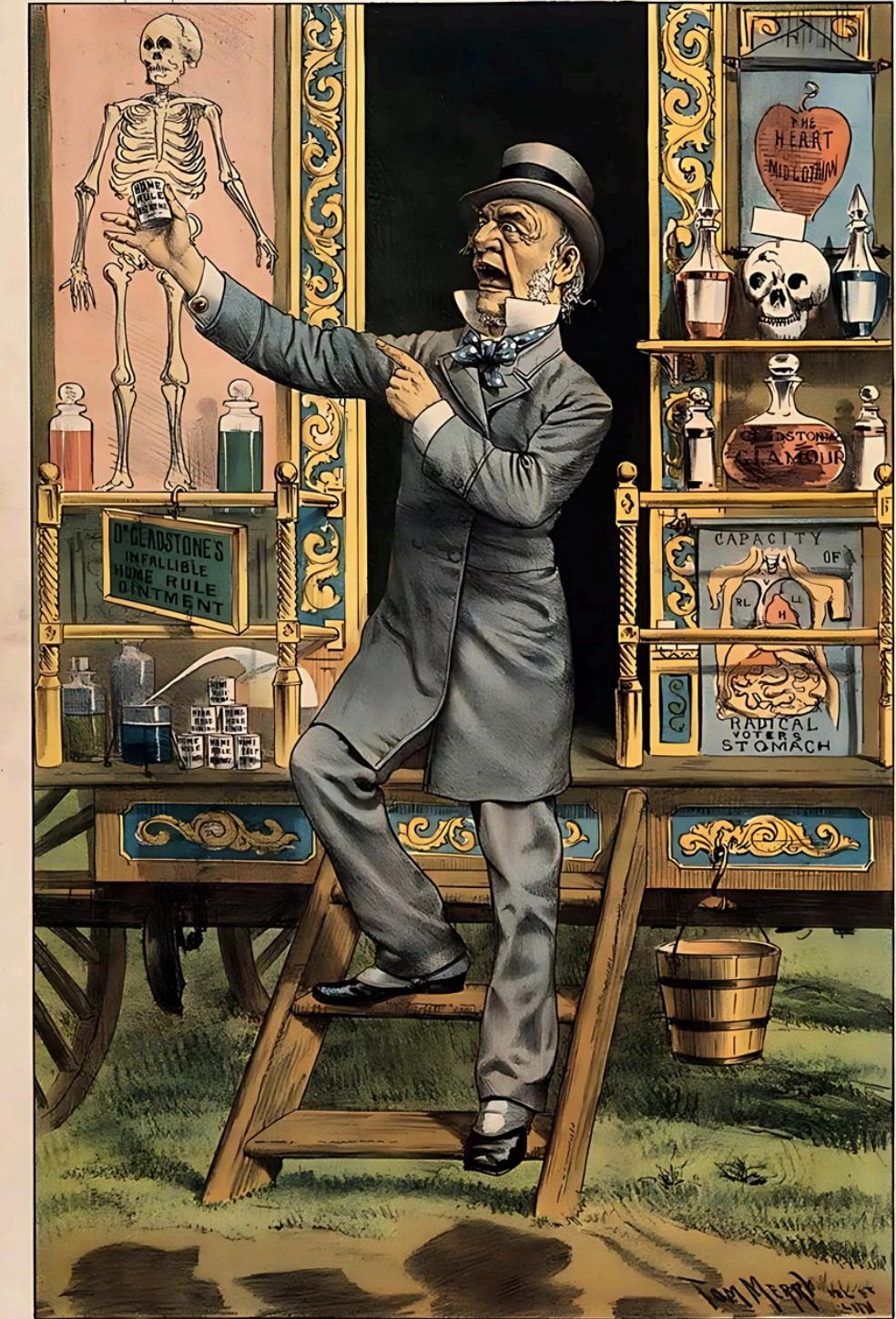
# THE BITTER TRUTH

"In the brave new world of cocktails, bitters have had their resurrection, and perhaps to a few, it may have felt like a long time coming. In fact, it is a miracle we have them at all. To the original cocktail habitués, the bitters were a necessary evil to drag them back from the yawning abyss of the morning and the accompanying pain: penance for the night before. To the sensibilities of the surrounding world, bitters were either medicine to be endured or quite simply a fraud and a sham to part a fool from his money.

Snake oil was the term for it.

In life, against all odds, sometimes things just work out; it's the alchemical poetry of serendipity. That we should still – and again – have bitters, so roundly despised at the onset, is a testament to what else they offered. While perhaps they didn't cure diseases, and the morning drinkers would eventually topple despite them, the bitter principle did stimulate the stomach to produce gastric juices and revive appetite.

The cocktail, therefore intersected the nascent European trend, the aperitif. The rich and piquant spices accompanying the bitterness bequeathed a complexity on what otherwise would've been a simple Sling: Liquor, water, and sugar. When, shortly thereafter, vermouth was introduced to the world of mixed drinks, bitters, as it turned out, worked marvelously well with them. When ice became more readily available, bitters were also harmonious with fruit juices. The bitters added a blush of "warm" spices: cinnamon, nutmeg, mace, clove, and allspice.



THE TRAVELLING QUACK.

# TRADITIONAL MANUFACTURING PROCESS

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

## BOTANICAL EXTRACTION

The aromas and essences of herbs & spices are extracted through careful maceration/ percolation in alcohol or water for up to 2 months.

After this process is finished, only water or alcohol is added to set the liquid to its final alcohol strength.

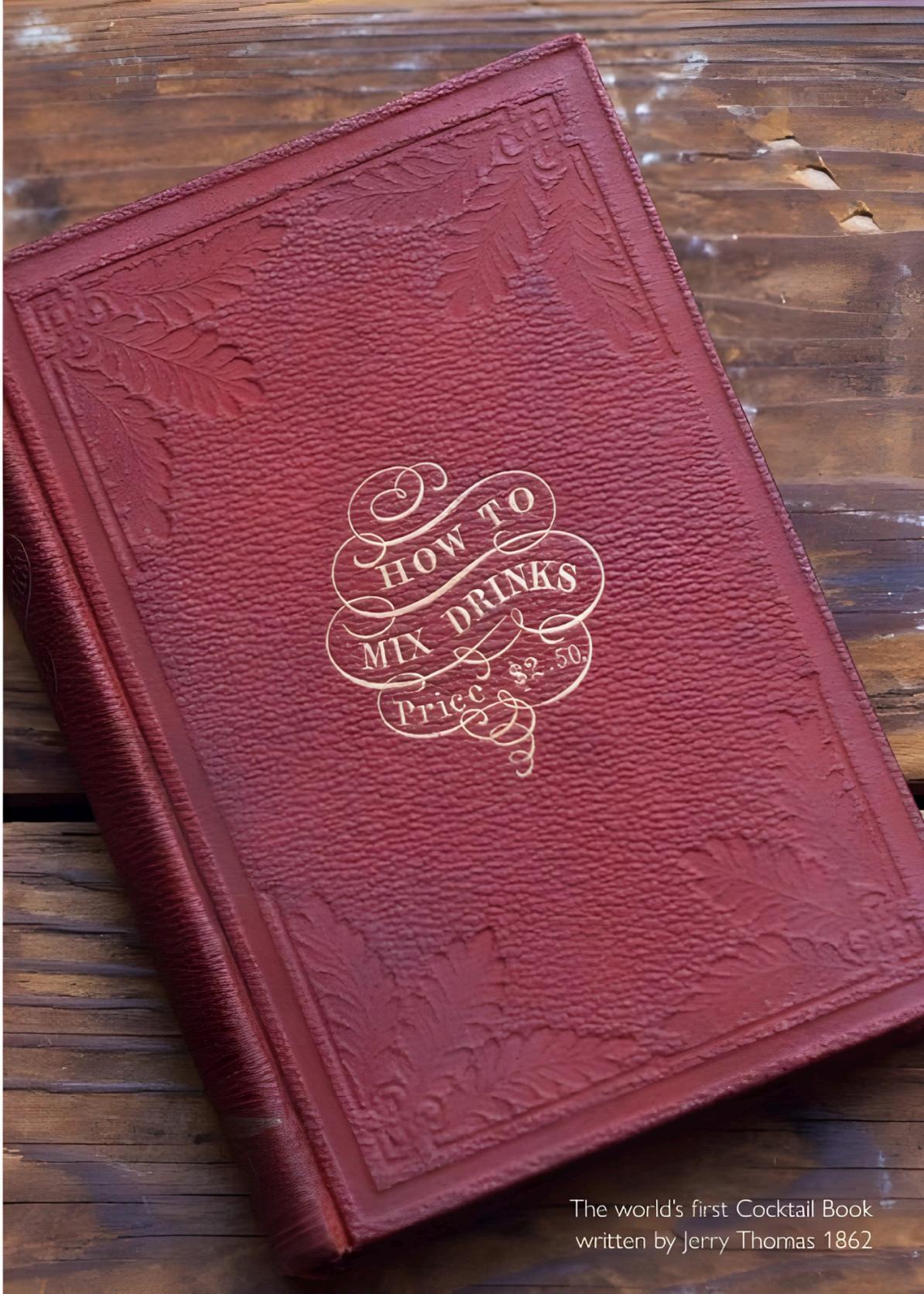


## HARMONIZATION TIME

The product is then allowed to rest, and flavors can marry. In a final step, the product might get tinged, filtered, bottled, and labeled.

It is valuable time consuming to produce *The Bitter Truth* products.

Our traditional manufacturing process guarantees an unparalleled and superior taste.



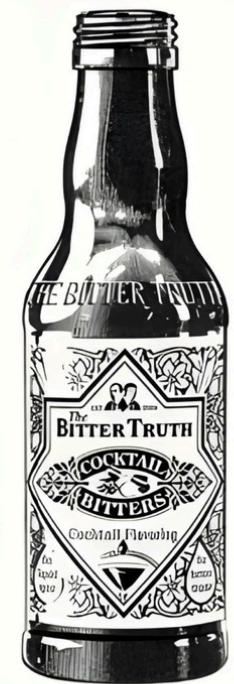
The world's first Cocktail Book  
written by Jerry Thomas 1862



## UNIQUE PRODUCT FEATURES



- DEVELOPED & OWNED BY TWO FORMER BARTENDERS
- BASED ON AUTHENTIC RECIPES
  - TRADITIONAL MANUFACTURING METHODS (MACERATION & PERCOLATION)
- ALL-NATURAL FLAVORS
- NO ARTIFICIAL FLAVORINGS!
- BUILT-IN DASHER
- UNLIMITED SHELF LIFE
- USER-FRIENDLY PACKAGING WITH UNIQUE HANDLING PROPERTIES
- BROWN GLASS FOR SUNLIGHT PROTECTION
- DURABLE COATED LABEL
- WIDE RANGE OF FLAVORS
- THE MOST AWARDED BITTERS RANGE
- THE BEST VALUE FOR MONEY:  
200 ML BOTTLE





*The Bitter Truth* bitters were specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations. Our bitters are made the traditional way using only the best quality natural ingredients. *The Bitter Truth* bitters have received multiple awards and will continue to innovate the bar world.



A unique addition to the bitters range is the recreation of the legendary Bogart's Bitters.

## AROMATIC BITTERS

### BOGART'S BITTERS

PRODUCT INFORMATION: 375 ml, 42.1% abv, 84.2 proof



### AROMATIC BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof



### CHOCOLATE BITTERS

PRODUCT INFORMATION: 200 ml, 44% abv, 88 proof



### CREOLE BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof



### JERRY THOMAS BITTERS

PRODUCT INFORMATION: 200 ml, 30% abv, 60 proof



## FRUIT BITTERS

### BLACK CHERRY BITTERS

PRODUCT INFORMATION: 200 ml, 44% abv, 88 proof



### GRAPEFRUIT BITTERS

PRODUCT INFORMATION: 200 ml, 44% abv, 88 proof

Bright, complex citrus. A dominant grapefruit aroma and flavor mellows into the vegetal green flavors of hops. A great bitters for citrus-heavy drinks that may otherwise feel dull or overly sweet.



### LEMON BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof

Fresh and fruity-tangy with an intense citrus note; bitter to the taste with flavorful notes of coriander and cardamom in the background.



### ORANGE BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof

It starts with fruity sweetness, quickly followed by a bitter taste. The aroma of bitter orange peel is in the foreground, completed by spicy flavors of cardamom, caraway, and nutmeg.



### PEACH BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof

A natural aroma of fresh peaches dominates while it is completed by fresh citrus, hints of almonds, and unobtrusive spice flavors. On the finish it tails off with a herbaceous, nutty note, leaving more fizzy peach to linger.



## SAVORY BITTERS

### CELERY BITTERS

PRODUCT INFORMATION: 200 ml, 44% abv, 88 proof

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



### CUCUMBER BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof

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



### OLIVE BITTERS

PRODUCT INFORMATION: 200 ml, 39% abv, 78 proof

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.

## COCKTAIL BITTERS KITS



### COCKTAIL BITTERS TRAVELER'S SET

PRODUCT INFORMATION: 100 ml (5 x 20ml), 38.2% abv, 76.4 proof

INCLUDES: Aromatic Bitters / Celery Bitters / Creole Bitters / Jerry Thomas Bitters / Orange Bitters

The Bitter Truth Cocktail Bitters Traveler's Set comes in a beautifully designed metal tin box with 3-D embossed decorations and holds 5 x 20 ml brown glass bottles of The Bitter Truth classic bitters flavors.



### COCKTAIL BITTERS BAR PACK

PRODUCT INFORMATION: 100 ml (5 x 20ml), 41% abv, 82 proof

INCLUDES: Chocolate Bitters / Peach Bitters / Olive Bitters / Cucumber Bitters / Grapefruit Bitters

The Bitter Truth Cocktail Bitters Bar Pack comes in a beautifully designed metal tin box with 3-D embossed decorations and holds 5 x 20 ml brown glass bottles of The Bitter Truth modern bitters flavors.

## LIQUEURS & SPIRITS



### APRICOT LIQUEUR

PRODUCT INFORMATION: 750 ml, 22% abv, 44 proof

Sweet and fruity. The aroma of ripe apricots is dominant. In the background, a hint of almond from the apricot pit is noticeable.



### ELDERFLOWER LIQUEUR

PRODUCT INFORMATION: 750 ml, 22% abv, 44 proof

This liqueur, which has a luminous golden color and a fresh, rich bouquet, offers a great variety of flavors. Dominated by elderflowers, complemented by spicy aromas of honey and fruity notes of quince and grape.



### GOLDEN FALERNUM

PRODUCT INFORMATION: 750 ml, 18% abv, 36 proof

This rum-based liqueur is rich and complex in flavor. Spicy ginger with clove and a hint of vanilla. On the palate, a more subtle ginger, followed by almond and vanilla. An allspice tingle on the tongue develops into a long finish with a zest of lime.



### PIMENTO DRAM

PRODUCT INFORMATION: 750 ml, 22% abv, 44 proof

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



### VIOLET LIQUEUR

PRODUCT INFORMATION: 750 ml, 22% abv, 44 proof

The scent of parma violets dominates this floral liqueur, complemented by hints of wild berries and vanilla.



### PINK GIN

PRODUCT INFORMATION: 750 ml, 40% abv, 80 proof

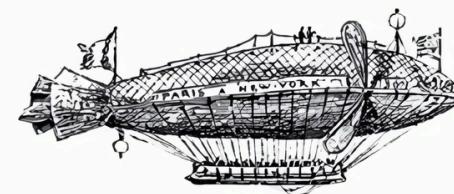
Complex fruity and floral aromas dominate the nose of this flavored gin. The taste is smooth with distinctive flavors of juniper berries in the foreground surrounded by spicy flavors of licorice, caraway, and fennel.

**Cocktail Bitters are the Spice Rack for your Bar. They add Flavor, Balance & Complexity to your Drinks.**

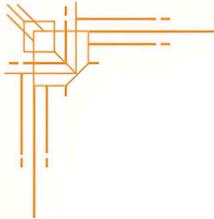


## THE BITTER TRUTH LIQUEURS & SPIRITS

The Bitter Truth liqueurs & spirits come in a wide range of flavors, no matter if you are looking for a classic type, a new interpretation of the well known, or simply for the hard to find sort of liqueur or spirit that hasn't been made for many years. It's right here and waiting for you!



Our journey for extraordinary flavors goes beyond the lands of fascinating bitterness. Some fruits of our quest are sweet and delicate. Some are born out of nostalgia, and others peak into the future.



YES, THERE IS AN

## AWARD LIST

... but that is not what drives us. We are driven by our passion and create unique and high-quality products with bartenders and cocktail enthusiasts in mind. It all starts with our own excitement and curiosity ... and when it leads to happy faces behind and in front of the bar, then we are smiling too. We see the following (abridged) list as a nice side effect. The complete award list can be found on our website ... [www.the-bitter-truth.com](http://www.the-bitter-truth.com).



2022

PLATINUM MEDAL – BOGART'S BITTERS  
TAG Spirits Awards, Las Vegas/USA

GOLD MEDAL – GOLDEN FALERNUM  
TAG Spirits Awards, Las Vegas/USA

2019

TOP 5 BEST NEW BAR PRODUCT – BOGART'S BITTERS  
Mixology Bar Awards, Berlin/Germany

2018

TOP 10 BEST NEW PRODUCT – BOGART'S BITTERS  
Tales Of The Cocktail, New Orleans/USA

2017

TOP 5 BEST NEW BAR PRODUCT – OLIVE BITTERS  
Mixology Bar Awards, Berlin/Germany

TOP 10 BEST NEW PRODUCT – OLIVE BITTERS  
Tales Of The Cocktail, New Orleans/USA

2015

TOP 10 BEST NEW PRODUCT – CUCUMBER BITTERS  
Tales Of The Cocktail, New Orleans/USA

GOLD MEDAL – CUCUMBER BITTERS  
Beverage Testing Institute, Chicago/USA

2014

BEST LIQUEUR 2014 – GOLDEN FALERNUM  
Bartenders Best Awards, London/UK

BEST BITTERS 2014 – CREOLE BITTERS  
Bartenders Best Awards, London/UK

GOLD MEDAL – PIMENTO DRAM  
Beverage Testing Institute, Chicago/USA

2010

BEST NEW PRODUCT – CELERY BITTERS  
Tales of the Cocktail, New Orleans/USA

BEST OF CATEGORY – JERRY THOMAS BITTERS  
International Spirits Competition, Los Angeles/USA

2008

SPIRIT OF THE YEAR – CELERY BITTERS  
Mixology Bar Awards, Berlin/Germany





THE LAST WORD

## GOODBYE FRIEND!

It was a pleasure to have you as our guest.

Special thanks to Jamie Boudreau and Ted Haigh.

We raise the glass to all bartenders and cocktail enthusiasts  
around the world. Let the cocktails  
keep rolling along.

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*The Bitter Truth* founded by Stephan Berg and Alexander Hauck.

Layout & Design: Alexander Hauck and Stephan Berg.  
Art Direction, Photography, Layout & Design: Jochen Hirschfeld

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Twitter: @yourbittertruth  
Instagram: @thebittertruthcompany

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