THE BITTER TRUTH

HISTORY
Originally sold on the strength of their purported medicinal properties, bitters began to be used in cocktails as early as the 19th Century. Cocktail bitters were the ingredient that distinguished a ‘cocktail’ from other categories of beverages such as Toddies, Slings, Fizzes, Sours or Punches. During cocktails’ ‘golden age’, they were an essential component of a good cocktail creation, and integral to the drinks we now call classics.

Bitter varieties available at the time included brands like Stoughton’s, Abbott’s, Angostura, Peychaud’s, Boker’s and Hostetter’s, to name a few. Sadly, many of these began disappearing after 1906 because of the “Pure Food and Drug Act”, which meant that bitters could no longer claim any medicinal health benefits. Prohibition and World War II quickly followed, and cocktail bitters faded into obscurity.

With the resurgence of classic cocktail culture and growth of contemporary mixology, two German bartenders saw an opportunity and decided to fill a need for high quality cocktail ingredients. During a visit to the London Bar Show in 2006, Stephan Berg and Alexander Hauck gave birth to the idea of producing and distributing cocktail bitters on a large scale, as they were hard to find in Germany and of inferior quality, and so The Bitter Truth was born.

The Bitter Truth’s products have found great favor amongst the best bartenders in the world. The Bitter Truth line of products helps bring complexity to cocktails and are intended to be another tool for bartenders and mixologists to create unique, creative and innovative cocktails.

PRODUCTION
While the broad category ‘bitters’ may refer to myriad varieties of digestives and liqueurs largely originating in Europe and consumed for their medicinal properties, the term now predominantly refers to cocktail bitters – those concentrated bitter flavourings used to lend complexity to drinks.

While the individual composition of each of the celebrated The Bitter Truth Bitters flavours remains a proprietary secret, the main breakdown of any bitters amounts to three core elements: the bittering agent, the flavour and the solution.

Bittering agents will commonly comprise naturally bitter botanic ingredients such as cassia bark, gentian, quinine and orange peel. Flavour will be the primary taste ingredient for the bitters, such as the celery, orange and chocolate featured in The Bitter Truth range. Finally the solution is the alcoholic base in which the raw materials are steeped, it is commonly a high proof neutral alcohol, similar to vodka. Once the flavours of the raw materials are imparted, the solution is filtered, cut with water and bottled.

 Entirely handmade in small batches, The Bitter Truth Bitters products are 100% natural, without artificial ingredients, artificial coloring and without glycerin. They use only the finest ingredients to satisfy the most discriminating palate.

TASTING NOTES

Old Time Aromatic Bitters
- NOSE: Gingerbread and spice
- TASTE: Cinnamon, cardamom, anise and cloves
- FINISH: Bitter and tangy

Orange Bitters
- NOSE: Fruity sweetness with orange peel
- TASTE: Spicy flavours of cardamom, caraway and nutmeg
- FINISH: Very bitter

Lemon Bitters
- NOSE: Intense citrus note
- TASTE: Bitter to the taste with flavourful notes of coriander and cardamom
- FINISH: Fresh and fruity

Celery Bitters
- NOSE: Aromas of lemongrass, orange peel and ginger
- TASTE: Dominant celery with spicy notes
- FINISH: Complex and exotic

Jerry Thomas’ Own Decanter Bitters
- NOSE: Citrus and dried fruit aromas
- TASTE: Spicy and bitter flavours of cloves, angostura bark and cinnamon
- FINISH: Very fruity and very bitter

Creole Bitters
- NOSE: Fruity and floral aromas
- TASTE: Flavours of anise, caraway and fennel
- FINISH: Bitter, sweet and spice

Grapefruit Bitters
- NOSE: Bright complex citrus with a dominant grapefruit aroma
- TASTE: Grapefruit mellows into vegetal green flavours of hops
- FINISH: Tangy and fresh

Xocolatl Mole Bitters
- NOSE: Bitter chocolate
- TASTE: Dark chocolate, cinnamon and spice flavours supported by classic European bitter herbs
- FINISH: Earthy bitter cocoa
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MIXABILITY

The Bitter Truth Old Time Aromatic Bitters are excellently suited for whisk(e)y and rum drinks, as well as adding structure and complexity to fruity cocktails. Superior in quality and depth of flavour, it is ideal in an Old Fashioned and Rob Roy.

The Bitter Truth Orange Bitters are a combination of bitter orange peel and several herbs and spices that are macerated in alcohol. The first orange bitters were released in the 1880s, a time when many classic cocktails such as the Martinez and Manhattan were created. Today they are still essential for the preparation of a classic Martini. The Bitter Truth Orange Bitters can be combined with all kinds of spirits such as whisk(e)y, rum, vodka and gin.

The Bitter Truth Lemon Bitters were the first lemon bitters on the market, adding liveliness and the freshness of lemons to every cocktail. Primarily suited to drinks that are based on clear spirits like vodka, gin and silver tequila, they also go well with many other spirits and liqueurs The Bitter Truth Celery Bitters are the first celery bitters to be offered commercially in decades. This cocktail ingredient, which had already existed in the 19th century, enriches cocktails with unusual flavors. It’s ideal for traditional corpse-reviver cocktails such as the Bloody Mary, Bullshot and Prairie Oyster, as well as Martini Cocktails and the Gin & Tonic.

The Bitter Truth Jerry Thomas’ Own Decanter Bitters is based on a recipe by Professor Jerry Thomas (1830-1885), who is considered to be the most important bartender of the 19th century. Of course the original recipe wasn’t copied exactly, but the formula was improved to comply with today’s demands. Indispensable in classics from the early days of the ‘golden age’ of cocktails.

The Bitter Truth Creole Bitters are reminiscent of a style of bitters dating back to an era before cocktails even existed. Back then, bitters were made by doctors and apothecaries, primarily for the use in liquid tonics and then eventually as an ingredient in alcoholic beverages. These bitters reflect the Creole way of life with all its beautiful complexity and spiciness. The beautiful metallic red label houses a fiery anise tinged cherry red colored liquid. Try it in a Manhattan or similar stirred classic cocktail.

The Bitter Truth Grapefruit Bitters reminds one of summers outdoors. These bitters are best friends to gin, white rum, silver tequila and most clear spirits. Delicate to the nose, these bitters can stand up to aggressive drinks. Give a modern twist to a classic Gin and Tonic with a couple of dashes of Maraschino and the Grapefruit Bitters – or add dashes to a Daiquiri or Paloma to add a new layer of complexity to cocktails that traditionally didn’t include bitters. A great bitter for citrus-heavy drinks that may otherwise feel dull or overly sweet.

The Bitter Truth Chocolate Bitters blur the lines between old world bitters and new world flavors. They play exceptionally well with tequila, aged rum, sweet vermouth and most brown spirits. Add a dash to a Manhattan to start exploring its complex flavor or use in a Tequila Old Fashioned to bring forward the spirit’s vegetal flavors.

FLAVOUR MATCHES

Each of the amazing and diverse The Bitter Truth Bitters will pair well with complimentary flavours.

While bitters are traditionally used in stirred, ‘straight up’ styles of cocktails, they can lend great depth, complexity and balance to almost any style of drink when used correctly. Try Old Time with vermouth, Orange with chocolate, Lemon with other citrus, Celery with savoury ingredients, Jerry Thomas’ in classics, Creole with dark spirits, Grapefruit with other citrus and Xocolatl with chilli.

UNIQUE SELLING POINTS

• Handmade in small batches
• Created by bartenders, for bartenders
• 100% natural ingredients – no artificial colours or glycerin used
• Higher alcohol content than most bitters - lends greater depth and complexity
• Unique range of flavours
# The Bitter Truth

## Signature Cocktails

### Horse’s Neck
- **Glass:** Highball/collins
- **Garnish:** Lemon twist
- **Method:** Build ingredients over ice in glass. Top with ginger ale and garnish
- **Ingredients:**
  - 45ml Kilbeggan
  - 2 dashes The Bitter Truth Old Time Aromatic Bitters
  - Ginger ale

### Atlantic Coast Cocktail
- **Glass:** Cocktail/martini
- **Garnish:** Lemon twist
- **Method:** Stir with ice in boston glass and strain
- **Ingredients:**
  - 30ml Remy Martin VS
  - 30ml Stones ginger wine
  - 1 dash La Fee Parisienne Absinthe
  - 1 dash The Bitter Truth Orange Bitters

### Jalisco Fizz
- **Glass:** Highball/collins
- **Garnish:** Lime wedge
- **Method:** Dry shake all ingredients, add ice, shake and strain over ice. Top with soda and stir
- **Ingredients:**
  - 45ml Milenario Blanco
  - 20ml lime juice
  - 20ml cream
  - 10ml agave syrup
  - 2 dashes The Bitter Truth Lemon Bitters
  - ½ an egg white
  - Soda water

### Celery Snapper
- **Glass:** Highball/collins
- **Garnish:** Celery stick
- **Method:** Roll all ingredients with ice in boston, pour into glass
- **Ingredients:**
  - 45ml Gin Mare
  - 15ml lemon juice
  - 120ml tomato juice
  - 4 dashes The Bitter Truth Celery Bitters
  - 4 dashes Tabasco sauce
  - 4 dashes Worcestershire sauce
  - Pinch of salt
  - Pinch of ground black pepper

### Martinez
- **Glass:** Cocktail/martini
- **Garnish:** Lemon twist
- **Method:** Stir ingredients with ice in boston and strain
- **Ingredients:**
  - 45ml Caorunn gin
  - 30ml sweet vermouth
  - 2 dashes maraschino liqueur
  - 2 dashes The Bitter Truth Jerry Thomas’ Own Decanter Bitters

### Sazerac
- **Glass:** Rocks/old fashioned
- **Garnish:** Lemon twist
- **Method:** Fill rocks glass with ice, add absinthe and top with soda. Stir cognac, bitters and sugar over ice in boston glass. Empty contents of rocks glass. Strain cocktail into absinthe lined rocks glass
- **Ingredients:**
  - 60ml Remy Martin VSOP
  - 10ml sugar syrup
  - 2 dashes La Fee Parisienne Absinthe
  - 2 dashes The Bitter Truth Creole Bitters

### Diablo Azul
- **Glass:** Cocktail/martini
- **Garnish:** Grapefruit twist
- **Method:** Shake ingredients with ice in boston and strain
- **Ingredients:**
  - 20ml Milenario Blanco
  - 20ml Chartreuse Yellow
  - 20ml Patron Citronge
  - 20ml lime juice
  - 1 dash The Bitter Truth Grapefruit Bitters

### Choc Orange Rum Fashioned
- **Glass:** Rocks/old fashioned
- **Garnish:** Flamed orange rind
- **Method:** Begin with Cointreau and bitters, stirring with a few cubes of ice. Continue adding ice and ingredients in 15ml lots, stirring as you go until dilution and temperature correct
- **Ingredients:**
  - 45ml Pyrat XO Reserve
  - 15ml Patron Citronge
  - 15ml Mozart Black
  - 2 dashes The Bitter Truth Xocolatl Mole Bitters