

The
BITTER TRUTH



Info Folder

The BITTER TRUTH

COMPANY'S HISTORY – HOW IT ALL STARTED

Originally, cocktail bitters were the ingredient that distinguished cocktails from other categories of beverages like Toddies, Slings, Fizzes, Sours or Punches. For decades, they were an essential component of good cocktail creations.

The start of the prohibition involved a massive imposition of the consumer's drinking habits and cocktail bitters almost sank into oblivion.

Only a few brands held out through that period but even after that, not all of them managed to position on the modified market. Angostura Bitters alone held their ground.

For some time now a revival in the cocktail bitters' segment can be observed on the international level and since this year the German bitters factory »The Bitter Truth«, is doing its share for this development.

Everything started during a stay in London on the occasion of the Barshow BAR '06 in June 2006. At this fair bartenders Stephan Berg and Alexander Hauck from Munich gave birth to



the idea of producing and distributing cocktail bitters themselves on a large scale because they were hard to find in Germany and of inferior quality. They both had already gained experience in producing cocktail bitters. For a considerable amount of time they had been producing hand-made bitters for the bars they were working at. Furthermore Stephan Berg owns a large collection of current and ancient bitters. Some of them haven't been produced for decades and are hard to purchase. Thus he knows how the most well known bitters of the world taste and is also considered a specialist in this area due to his fund.

Their criterion for the choice of flavors was mainly provided by old cocktail recipes that couldn't be mixed true to the original anymore because one crucial ingredient had been missing – the adequate bitters.

So in August 2006, the first three products of the brand »The Bitter Truth« were released: an *Orange Bitters*, an *Old Time Aromatic Bitters* an *Orange Flower Water* and not much later a *Lemon Bitters*. By now there are two more bitters in the range, the *Jerry Thomas' Own Decanter Bitters* and a *Celery Bitters*, which won the award as »best spirit of the year 2008« at the Mixology Bar Awards in Germany. Furthermore they brought out a 24 years old *Kentucky Straight Rye Whiskey* and a *Sloeberry BlueGin*, which is only flavored with fresh sloeberries.

All of these products are available through the homepage www.the-bitter-truth.com

The BITTER TRUTH

OUR PRODUCTS



OLD TIME AROMATIC BITTERS

This bitters is strong and aromatic flavors form the basis, bitter and tangy to the taste, being reminiscent of cinnamon and cardamom in your nose it reminds of gingerbread.

»The Bitter Truth« Old Time Aromatic Bitters is excellently suited for Whisky and Whiskey drinks like the Rob Roy, the Manhattan and the Old Fashioned but it also adds structure and complexity to fruity cocktails like the Pisco Sour.



ORANGE BITTERS

This bitters exhibits a full aroma of bitter orange peel. It is fruity and tastily bitter at the same time as well as being reminiscent of cardamom and caraway.

Being essential for the preparation of a Classic Martini Cocktail, »The Bitter Truth« Orange Bitters can as well be combined with other spirits such as Whisk(e)y, Rum, Vodka or Gin.

The BITTER TRUTH

OUR PRODUCTS



LEMON BITTERS

This bitters is fresh and fruity-tangy in the nose with an unbelievable intense citrus note. It is bitter to the taste with flavorful notes in the background.

»*The Bitter Truth*« *Lemon Bitters* gives liveliness and freshness of lemons to every cocktail. It is pre-eminently suited for drinks like the Cosmopolitan and cocktails based on Campari for example.



ORANGE FLOWER WATER

This non-alcoholic cocktail ingredient reveals fresh, intense flavors of orange blossom. It is mild but still intense to the taste. Its fruity and fresh taste of orange blossom, that can also be found in some of the best perfumes of the world, rounds off classic cocktails like the famous Ramos Gin Fizz, but also newer creations like the *Matinée Martini* (see recipe-page).

The BITTER TRUTH

OUR PRODUCTS



JERRY THOMAS' OWN DECANTER BITTERS

This bitters, which tastes very aromatically with notes of citrus fruits and clove is based on a recipe given by »Professor« Jerry Thomas (1830-1885), who's considered to be the most important bartender of the 19th century.

During his career he worked in well known places such as the Metropolitan Hotel in New York and the Planter's House in St. Louis.



CELERY BITTERS

The first celery bitters worldwide, an ingredient, which had already existed in the 19th century, enriches cocktails with unusual flavors of celery, lemongrass and soft notes of ginger.

It's ideal for corps reviver cocktails (e.g. Bloody Mary, Bullshot or Prairie Oyster), Martini Cocktails and Gin & Tonic.

The BITTER TRUTH

OUR PRODUCTS



KENTUCKY STRAIGHT RYE WHISKEY

After 24 years in an American oak barrel, this rye whiskey is the oldest one, which is currently available. It was bottled in cask strength and shows typical notes of pepper combined with subtle vanilla flavors.



SLOEBERRY BLUEGIN VINTAGE 2008

Hans Reisetbauer's Blue Gin forms the base of this fruity sloe gin, which is only flavored with the best sloeberries of one year and just slightly sweetened. Despite the intense fruitiness, attended by soft almond notes, the gin is always recognizable in the background.

The BITTER TRUTH

PRODUCT-INFORMATION

THE BITTER TRUTH - OLD TIME AROMATIC BITTERS, 150 ML, 39% ALC./VOL.

THE BITTER TRUTH - ORANGE BITTERS, 150 ML, 39% ALC./VOL.

THE BITTER TRUTH - LEMON BITTERS, 150 ML, 39% ALC./VOL.

THE BITTER TRUTH - ORANGE FLOWER WATER, 150 ML

THE BITTER TRUTH - JERRY THOMAS' OWN DECANTER BITTERS, 150 ML, 28,2% ALC./VOL.

THE BITTER TRUTH - CELERY BITTERS, 150 ML, 44% ALC./VOL.

THE BITTER TRUTH - KENTUCKY STRAIGHT RYE WHISKEY, 700 ML, 69,2% ALC./VOL.

THE BITTER TRUTH - SLOEBERRY BLUEGIN VINTAGE 2008, 150 ML, 28% ALC./VOL.

Details about size and weight of the bottle:

Height: **18 centimetres**

Diameter (bottom of the bottle): **4,6 centimetres**

Weight: **340 gramme**

Package size: **cartons with 6 bottles each**

Details about durability of the products:

Based on alcohol, all the bitters are durable for an unlimited period; the »Orange Flower Water« is durable for 1 year.

The BITTER TRUTH

REZEPTE

DRY MARTINI COCKTAIL

50 ml dry gin
10 ml dry vermouth
2 dashes TBT Orange Bitters
lemon zest

PEGU CLUB COCKTAIL

50 ml gin
20 ml curaçao
10 ml lime juice
2 dashes TBT Orange Bitters
1 dashes TBT Aromatic Bitters
lemon zest

MANHATTAN COCKTAIL

40 ml rye oder bourbon whiskey
20 ml sweet, red vermouth
2 dashes TBT Aromatic Bitters
lemon zest or cherry

JARDINET COCKTAIL

30 ml gin
60 ml ginger wine
1 dashes TBT Lemon Bitters
1 dashes TBT Orange Bitters
1 dashes maraschino liqueur
sage leaves & thyme sprig

RAMOS GIN FIZZ

50 ml gin
20 ml lime juice
20 ml lemon juice
20 ml sugar
20 ml cream
1 egg white
4 dashes TBT Orange Flower Water
40 ml soda water

MARDI GRAS COCKTAIL

50 ml bourbon whiskey
10 ml apricot brandy
2 dashes TBT Lemon Bitters
orange zest

OLD FASHIONED WHISKEY COCKTAIL

1 sugar cube
10 ml water
2-3 dashes TBT Aromatic Bitters
60 ml rye or bourbon whiskey
lemon zest & orange zest

MATINÉE MARTINI

3 sage leaves
1 barspoon ginger syrup
1,5 barspoon TBT Orange Flower Water
60 ml gin
lemon zest

The BITTER TRUTH

REZEPTE

BLOODY MARY

50 ml vodka
4 dashes TBT Celery Bitters
2 dashes worcestershire sauce
2 dashes Tabasco
10 ml lemon juice
100 ml tomato juice
salt & pepper

THE GARDEN & TONIC

50 ml gin
2 dashes TBT Celery Bitters
10 ml maraschino liqueur
tonic water
lime squeeze
2 slices of cucumber
4 mint leaves

ATLANTIC COAST COCKTAIL

30 ml cognac
30 ml ginger wine
1 barspoon absinthe
2 dashes TBT Orange Bitters
lemon zest

THE VERY OLD FASHIONED

60 ml Bols Genever
1,5 barspoon muscovado sugar
2-3 dashes TBT Jerry Thomas' Bitters
15 ml sugar syrup
orange zest

MONASTERY COCKTAIL

30 ml sweet, red vermouth
20 ml Bénédictine
10 ml TBT Jerry Thomas' Bitters

MARTINEZ COCKTAIL

30 ml old tom gin
30 ml sweet, red vermouth
2 dashes TBT Jerry Thomas' Bitters
2 dashes maraschino liqueur
lemon zest

THE CELERY COSMOPOLITAN

40 ml vodka
10 ml curaçao
1-2 dashes TBT Celery Bitters
5 ml lemon juice
30 ml cranberry juice
grapefruit zest

The BITTER TRUTH

STEPHAN BERG & ALEXANDER HAUCK GbR

Wolfratshauer Str. 21e, 82049 Pullach im Isartal, Germany

STEPHAN BERG ... Fon: +49 151 - 12 54 76 01 ... Mail: s.berg@the-bitter-truth.com

ALEXANDER HAUCK ... Fon: +49 177 - 324 56 34 ... Mail: a.hauck@the-bitter-truth.com



WWW.THE-BITTER-TRUTH.COM