



EST. 2006

# The BITTER TRUTH™



## OLD TIME AROMATIC BITTERS

200 ml, 39 % Alcohol by Volume

### PRODUCT DESCRIPTION

The Bitter Truth - Old Time Aromatic Bitters add structure and complexity to classic and modern mixed drinks.

### ORIGIN

This bitters style has been in existence for approximately 250 years; it was called stomach bitters and primarily created by doctors and apothecaries for the use in liquid tonics. Early bartenders added bitters to their cocktails to improve the taste of these mixed drinks. In reference to the definition of the word »Cocktail« from 1806, bitters were included as indispensable ingredients of this drink category. After prohibition almost all bitters had vanished from the market and were rediscovered at the end of the 20th century. The Bitter Truth started producing cocktail bitters in 2006.

### PRODUCTION

The Bitter Truth sticks to the »classic method« of producing bitters by macerating roots, seeds, barks, fruits, herbs and plants in an alcohol base. All ingredients are 100 % natural outside of a small amount of caramel to achieve the beautiful rich color, guaranteeing the best quality.

### USAGE

The Old Time Aromatic Bitters are bitter and tangy to the taste with hints of cinnamon, cardamom, anise and cloves, typical gingerbread aromas, they are perfectly suited for drinks based on aged spirits like Whiskey, Rum, Brandy and Tequila.

### PACKAGING

The design of the bitters bottle refers to old medicine bottles from the 19th century. The label was designed with old-fashioned floral ornaments and printed on plastic foil to bear up against daily demands.

For additional information please visit [www.THE-BITTER-TRUTH.com](http://www.THE-BITTER-TRUTH.com)