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.

Cocktail Bitters Flavor Chart

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

EST. 2006

The Bitter Truth



Bitters. Liqueurs. Spirits.

- FOR BETTER DRINKS -

AROMATIC BITTERS



Bogart's Bitters

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

Bogart's Bitters is a meticulously crafted, true to the original, replica of the world's first mentioned bitters in cocktails. Dark brown in color, it revives the taste of bartending's early years with a beautiful mix of dark spice, chocolatey coffee and European herbs.



Old Time Aromatic Bitters

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

Bitter and tangy to the taste. Reminiscent of cinnamon, cardamom, anise, and cloves, the aroma has impressions of gingerbread.



Chocolate Bitters

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

Dark, rich, and complex. A bitter chocolate nose leads the palate to dark chocolate, cinnamon, and spice flavors supported by classic European bitter herbs.



Creole Bitters

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

Bitter, sweet, and spicy. According to the traditional Creole style, fruity and floral aromas unite with the flavors of anise, caraway, and fennel.



Hazy Hops Bitters

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

Bitter hops meet citrus, tea and dried fruit flavor. Piney aromas with earthy and grassy notes. Very herbal with wood and smokiness.



Jerry Thomas Bitters

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

Very fruity and very bitter. Citrus and dried fruit aromas unite with the spicy and bitter flavors of cloves, Angostura bark, and cinnamon.

FRUIT BITTERS



Black Cherry Bitters

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

These bitters start with intensive Morello Cherry notes, a delicate sourness lingers around which lead into medicinal notes of Tonka beans, earthy gentian notes and light flavors of artichokes.



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: Old Time 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: 500 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.



Pimento Dram

PRODUCT INFORMATION: 500 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.



Elderflower Liqueur

PRODUCT INFORMATION: 500 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.



Violet Liqueur

PRODUCT INFORMATION: 500 ml, 22% abv, 44 proof

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



Golden Falernum

PRODUCT INFORMATION: 500 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.



Pink Gin

PRODUCT INFORMATION: 500 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.