



*The*  
**BITTER TRUTH™**

for better drinks!

# The BITTER TRUTH™

## COMPANY HISTORY

✦ The Bitter Truth was established by passionate bartenders Stephan Berg and Alexander Hauck in idyllic Bavaria in 2006.

✦ Their intention was to supply 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 bitters flavors.

✦ Alexander, who is also a graphic designer, created the distinctive look and feel of the brand.

✦ The bitters are specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations.



✦ The range of bitters grew steadily and The Bitter Truth expanded their collection to include products like liqueurs and flavored spirits; again, produced using only the best quality natural ingredients.

✦ The Bitter Truth have received multiple awards for their products and continue to innovate in their beloved bar world.

✦ In 2007 The Bitter Truth started working with Haromex Development, an independent family company established in 1992, based in Brüggem, Germany, with a global presence.

✦ Since 2009 Haromex is the exclusive worldwide distributor for all of their products, and the pivotal point for all market management of The Bitter Truth.

✦ The company now focuses on bringing the world's best bitters to professional bar and F&B staff as well as consumers who intend to enhance the overall drinking experience of cocktails and mixers they create.

for better drinks!

# The BITTER TRUTH™

## HISTORY OF BITTERS

- When the first settlers came to America in the 17th century they couldn't rely on professional medication.
- Bitters were considered as medicine not as a beverage.
- Some day bartenders started using bitters in mixed drinks to improve them since good quality spirits were hardly available in the 18th and 19th century.
- That is why bitters became so popular and the defining ingredient in a drink category called »Cocktails«.
- The use of bitters underlined the healthy benefit of the cocktail and added additional flavors and complexity.
- Since water wasn't as clear as it is today and contained germs and other bacteria, cocktails with bitters were already consumed in the morning to offer some protection.
- Before 1906 bitters were sold as »patent medicine«.
- Outrageous claims concerning the healing powers of bitters were made by producers.



- In the USA the »Pure Food and Drugs Act« (1906) was passed to put a halt to false claims.
- Bitters lost their reputation as medicine.
- In 1919 prohibition was adopted in the USA and almost all domestic bitters brands disappeared.
- While cocktail culture in the USA almost died out, it was getting more popular in Europe.
- Drinks were simplified and bitters were omitted.
- Due to a change in consumers' taste, lighter and less aromatic drinks were in demand in the years after prohibition.
- The end of the 20th century brought a renaissance of the cocktail.
- To recreate classic cocktail recipes long forgotten ingredients – like bitters – were revived.
- The Bitter Truth has played a determining role in the revival of those classic ingredients.

for better drinks!

# The BITTER TRUTH™

**KEY TARGET GROUP**

- 1) Bars & Restaurants (Bartenders, F&B Staff) = Professional
- 2) People who are actively seeking & are open for (new) experiences in drinks & food = Consumer

# for better drinks!

**KEY CONCEPT**

Drinks Flavoring

**TASTE**

Unique natural tastes

**SMELL**

Unique inviting flavors

**BRAND PROMISE**

The Bitter Truth, for Better Drinks!

**DESIRED BRAND PERSONALITY**

A charming charismatic European person, who is passionate about sharing his knowledge with his friends, through authentic premium flavors, to enhance drinking experiences and savour friendships (with people ... & other (alcoholic) drinks).

**LANGUAGE**

International  
Personal  
Knowledgeable

**FEEL**

Clean & smooth  
plastic foil labels

**SEE**

- Heads of founders & logo
- Dasher instead of eyedropper
- »Diamond« shape on bitters labels
- »Rounded Diamond« shape on liqueur labels

**CORE BRAND VALUES**

- All natural ingredients
- The original, premium quality
- Passionate experts
- Innovative
- Stylish design
- Personal

**PEOPLE/ICONS**

- Berg & Hauck
- Logo/picture on the bottle
- Est. 2006

**BRAND MISSION**

Our core markets are cocktails and long drinks.  
We want to be the market leader in range bitters and the no. 2 in the overall bitters market.  
We strive for continuous innovation in every aspect of making and drinking cocktails & long drinks.  
Beside the »expert/professional« focus, we also want to reach mainstream drinks and general public.  
Educate and lead distributors and consumers through the complex world of mixed drinks flavoring (making it easy).

**BRAND VISION**

Use of »bitters« is centuries old (already in Roman era). Used as medicine, but also to cover the bad taste of alcohol, an excuse for drinking but especially as taste enhancer. Cocktails were born this way. Golden age was 1880-1920's. Influenced by German immigrants. Prohibition killed the cocktail culture. Renewed interest in cocktails since 1990's. Also interest in honest, pure and authentic products is growing (think also bio/organic). The Bitter Truth kick-started the revival of cocktail bitters and fits these trends. Cocktail & long drink market will continue to grow, also at home. Knowledge about cocktails spreads. Quest for real, honest, natural tastes will grow. Number of bitter brands will decline/difficult for new entries. Brands that have a reputation/position are at an advantage. Cocktails are most often commodity made. The Bitter Truth re-invented cocktail & long drink flavoring. We want to keep on being leading in this field. The Bitter Truth therefore is an indispensable ingredient that enhances the creativity of the contemporary drinks maker (professional and amateur) and the overall drinking experience.

**VISUAL BRAND IDENTITY**

**VISUAL BRAND IDENTITY**

**MENTAL BRAND IDENTITY**

# The BITTER TRUTH™

OUR CORE MARKETS

Cocktails

Long  
Drinks



for better drinks!

# The BITTER TRUTH™

## THE PRODUCT RANGE



for better drinks!

# The BITTER TRUTH™

## TRADITIONAL MANUFACTURING PROCESS

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

**Maceration & Percolation:**  
Extraction of flavors by soaking ingredients in alcohol or water

**Long extraction period:**  
Depending on the product the maceration process can take up to 2 months

After the maceration/percolation process is finished the liquid is filtered and water or alcohol is added to set it to its final alcohol strength

As a last step the product is eventually tined, bottled and labeled

It's valuable and time-consuming to produce The Bitter Truth - Cocktail Bitters. Our traditional manufacturing process guarantees an unparalleled and superior taste. Only the best quality is released to our costumers!

**Maturation period:**  
The product is then filled in casks for harmonization



for better drinks!

# The BITTER TRUTH™

## UNIQUE SELLING PROPOSITIONS

Bartender-/user-friendly packaging with unique handling properties

Proprietary good grip, brown bottle to protect against degradation caused by sunlight

Core set of 4 bitters, that can basically compliment any cocktail

Best value for money:  
200 ml bottle

Dasher instead of dropper

**All natural ingredients**

Macerated & percolated  
(no infusions with artificial flavorings!)

Traditional manufacturing process based on authentic recipes

Developed & owned by two award winning, well-known bartenders

Plastic foil label

Most awarded bitters range



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# The BITTER TRUTH™

## THE ESSENTIAL FLAVORS

LONG DRINK

Whisk(e)y, Bitters  
& Ginger Ale



COCKTAIL

Manhattan  
Old Fashioned



LONG DRINK

Rum, Bitters & Cola



COCKTAIL

Martini Cocktail



LONG DRINK

Violet Liqueur &  
Sparkling Wine



COCKTAIL

Aviation Cocktail



OLD TIME AROMATIC BITTERS

ORANGE BITTERS

VIOLET LIQUEUR

LONG DRINK

Gin, Bitters &  
Tonic



COCKTAIL

Bloody Mary  
Daiquiri  
Margarita



LONG DRINK

Cognac, Bitters  
& Sprite/7 Up



COCKTAIL

»Pink« Caipirinha



LONG DRINK

Apricot Liqueur,  
Wine & Soda



COCKTAIL

Hock Martini  
Cocktail



ORIGINAL CELERY BITTERS

CREOLE BITTERS

APRICOT LIQUEUR

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# The BITTER TRUTH™

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