

### **Biography: Stephan Berg**

Stephan Berg started in the beverage industry in 1995 and has since worked in a number of cocktail bars, both on land and sea, where he always had a strong focus on crafting classic drinks.

In 2006 he founded the Bitters Blog, Germany's first weblog fully dedicated to cocktails, mixed drinks and the craft of bartending. Around the same time, Stephan, along with Alexander Hauck, founded The Bitter Truth. Together they developed a series of artisanal bitters to expand the palette of flavors that bartenders could work with. They were an immediate success throughout the German bar scene, the brand soon appeared on the shelves of the finest drinking establishments throughout the world.

In 2007 he achieved the title „Whisky Expert of the year“ in a national competition held by gourmet magazine „Der Feinschmecker“ in Germany.

In 2008 he launched Drinkology, an online retail store for selected spirits and liqueurs with an aim to increase the availability of hard to find alcoholic beverages in Germany and central Europe.

Most recently, The Bitter Truth has expanded its portfolio to include liqueurs and spirits. The Bitter Truth Celery Bitters won the title „Best New Product“ at the Tales of the Cocktail Spirited Awards 2010. Several other awards followed including Gold Medals at the Los Angeles Spirits Competition and a high score in the 2011 Ultimate Spirits Challenge run by Spirits expert Paul Pacult.

Stephan's extensive collection of vintage bar and cocktail books compelled him to build The Bitters Blog Library, which includes rare titles dating back to the early days of cocktail history.

Stephan can usually be found traveling around the globe, always searching for the next great cocktail

### **Biography Alexander Hauck**

Alexander Hauck studied graphic design in Germany when he started working behind the bar – as a hobby. After his diploma he made his hobby his profession. In Luna Bar in Frankfurt he found a proper platform to grow as a bartender. During the finale of a cocktail competition he met his later business partner, Stephan Berg, who shared the same passion – long forgotten cocktail ingredients. In 2006 they combined their skills and established a company to bring back defunct cocktail ingredients. Since then »The Bitter Truth« has launched a range of bitters, spirits and liqueurs to give back bartenders what they were missing for such a long time.