

# THE BITTER TRUTH CELERY BITTERS TAKES HOME BEST NEW PRODUCT AWARD AT TALES OF THE COCKTAIL 2010

## First Time Entry and Win for The Bitter Truth in the USA

(New Orleans, Louisiana—July 27, 2010)— The Bitter Truth Celery Bitters took home the Best New Product award at the 8th annual Tales of the Cocktail. The competition was held on July 24, 2010 at The Roosevelt Ballroom. An All-Star panel of judges included: Robert Hess, Simon Difford, David Wondrich, Dale DeGroff, Simon Ford, Tony Conigliaro, Eben Freeman, Linden Pride, Philip Duff, Alia Akam, Bridget Albert, Natalie Bovis, Wayne Curtis, Camper English, Francesco Lafranconi, Ryan Magarian, Jim Meehan, Tal Nadari, Julie Reiner, Aisha Sharpe, Henry Besant, Jacob Briars, Wayne Collins, Peter Dorelli, John Gakuru, Sean Muldoon, and Angus Winchester. Through its annual Spirit Awards, Tales of the Cocktail provides recognition to those individuals and establishments that have shown an outstanding talent for advancing the craft of the cocktail. Winners received an exclusive Riedel Crystal awards.

»As a first time entry, we are thrilled that we received such an honored award amongst our peers and industry legends,« said Stephan Berg of The Bitter Truth. »It is an exciting time as we continue to grow throughout the US.«

The Bitter Truth – Celery Bitters are the first celery bitters to be offered commercially in decades. This cocktail ingredient, which had already existed in the 19th century, enriches cocktails with unusual flavors. It's ideal for traditional corpse-reviver cocktails such as the Bloody Mary, Bullshot and Prairie Oyster, as well as Martini Cocktails and the Gin & Tonic. The bitters are very complex and exotic with a dominant celery overtone followed by hints of lemongrass, orange peel and ginger. The 200 ml bottle retails for \$15.95 and is 44% ABV.

About The Bitter Truth Company:

Founded in 2006 by mixologists Stephan Berg and Alexander Hauck, The Bitter Truth offers bartenders a broad range of cocktail seasonings and flavors. The products that are available in the U.S. include the award-winning Celery Bitters, Old Time Aromatic Bitters, Orange Bitters, Lemon Bitters, Jerry Thomas' Own Decanter Bitters, as well as the newly released Creole Bitters. A coveted item by bartenders around the world, The Bitter Truth Bitters are now available in selected markets worldwide. The Bitter Truth is imported by Domaine Select Wine Estates' (DSWE).



About Bitters:

Originally used as a pharmaceutical elixir, bitters were one of the main ingredients in the earliest cocktail recipes. With the resurgence of classic cocktail culture and growth of contemporary mixology, The Bitter Truth's products have found great favor amongst the best bartenders in the world. The Bitter Truth line of products helps bring complexity to cocktails and are intended to be another tool for bartenders and mixologists to create unique, creative and innovative cocktails.

For additional information please visit

[www.the-bitter-truth.com](http://www.the-bitter-truth.com) and [www.domaineselect.com](http://www.domaineselect.com)

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