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The Bitter Truth Revives A Legend

Jerry Thomas's Famed Bogart's Bitters Brought Back To Life Nearly 100 Years After Extinction

NEW YORK, NY (January 30, 2018)—The Bitter Truth, makers of award-winning bitters, liqueurs and spirits, announces the introduction of a new product, over 150-years-old: ***Bogart's Bitters***. This iconic brand was the original bitters called for in the first cocktail book ever published, *The Bar-Tender's Guide: How to mix Drinks, or The Bon-Vivant's Companion* penned by Jerry Thomas in 1862. Though in Thomas's time the brand was sold as "Boker's Bitters", it is believed a misspelling by Thomas himself led to it being listed as "Bogart's" in all of the book's printings before his death in 1885 (affecting the 1862 and 1876 versions). In homage to Thomas's legacy, ***The Bitter Truth – Bogart's Bitters*** will be released in limited quantity in February.

Every aspect of ***The Bitter Truth – Bogart's Bitters*** is a replica of the original Boker's/Bogart's. Jamie Boudreau of "Canon: Whiskey and Bitters Emporium", Seattle says, "The formula has been analyzed and interpreted and [any potential changes] in flavor profile due to age, were subtracted and the liquid formulated in the way it authentically resembles Jerry Thomas' favorite bitters of more than a century ago."

Before the turn of the 20th century, medicinal bitters composed a robust category, with several brands available for multiple uses, including as a key ingredient in cocktails. But when the FDA was founded, many of these brands were forced to stop using the word "medicinal" on their labels. This resulted in the shuttering of several companies at the onset of Prohibition and pushed Boker's/Bogart's off the shelves in 1920. The original recipe was lost, but a handful of bottles still remained and are highly coveted among spirits historians and enthusiasts.

"We were fortunate enough to procure a bottle that not only contained a quantity of the original product, but was affixed with a surprisingly well-preserved label," remarked Stephan Berg, co-founder of The Bitter Truth. "That allowed us to not only recreate what was inside, but inspired us to replicate nearly every bit of the exterior, down to the glass specially made for us in the same shape and color as the original iconic 'lady leg' bottle."

Complex and elegant, with a mix of dark spice and chocolaty coffee, this limited release bitters is best used in the way Thomas intended. Try it in these recipes from his original manual:

Brandy Cocktail

By Jerry Thomas

(Use small bar glass)

- 3 or 4 dashes of gum syrup
- 2 dashes bitters (**Bogart's**)
- 1 wine glass (2 ounces) of brandy
- 1 or 2 dashes of Curaçao (orange liqueur)

Squeeze lemon peel; fill one-third full of ice, and stir with a spoon.

Whiskey Cocktail

By Jerry Thomas

(Use small bar glass)

- 3 or 4 dashes of gum syrup (or sugar syrup)
- 2 dashes bitters (**Bogart's**)
- 1 wine glass (2 ounces) of whiskey
- Piece of a lemon peel

Fill one-third full of fine ice, shake and strain in a fancy wine glass.

“The recipe for our **Bogart's Bitters** took us nearly ten years to perfect,” commented Alexander Hauck, co-founder of The Bitter Truth. “Our customers are among some of the top mixologists in the world and have come to expect a superior level of quality and flavor in our products. We knew if we were going to use the “Bogart's” name on the bottle, the contents must be truly authentic to earn a place behind their bars.”

The Bitter Truth – Bogart's Bitters is imported by Worldwide Libations, LLC. It's available in a 375mL size for an SRP of \$34.99 (42.10% ABV, 84.20 Proof). For more information, visit www.the-bitter-truth.com and www.worldwidelibations.com.

The Bitter Truth, for Better Drinks!

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