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The Bitter Truth Breaks Records in Tales of the Cocktail Spirited Awards

Brand Receives Fourth Nomination with Its Iconic New Release Bogart's Bitters

NEW YORK, NY (Jun 27, 2018)—The Bitter Truth has received its fourth nomination for a Tales of the Cocktail Spirited Award, making it the most recognized company in the category of “Best New Spirit or Cocktail Ingredient” since the festival’s commencement. The honored product this year is the brand’s ***Bogart’s Bitters***, earning the third nomination for The Bitter Truth in the last four years and the fourth overall in the awards’ 12-year history. This recent acknowledgment by some of the most influential industry professionals marks the first time any brand has been named four times in this category.

“We are incredibly humbled by the showing of support we’ve received from the bartending community for Bogart’s,” remarked Stephan Berg, co-founder of The Bitter Truth. “Developing this product has been a decade long journey for us and to be recognized by Tales of the Cocktail makes us truly proud of all of the work we’ve done to bring it back to life.”

Bogart’s Bitters was the original bitters called for in the first cocktail book ever published, *The Bartender’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*** was released in February to great critical acclaim. To see videos about the product’s history and its new beginning, visit www.the-bitter-truth.com/bogarts-bokers-bitters/.

“We found an original, full bottle of Boker’s/Bogart’s by the purest luck and providence ten years ago, and as soon as we got our hands on it, we knew we had something remarkable,” commented Alexander Hauck, co-founder of The Bitter Truth. “We used chemical analysis, tasting groups, and everything else you can imagine to create what we believe is the closest possible replica of the iconic brand.”

The Bitter Truth has received four nominations for its products from the Tales of the Cocktail Spirited Awards. The first was for its Celery Bitters in 2010—which won the category that year—the second nod was in 2015 for its Cucumber Bitters followed by Olive Bitters in 2017 and now Bogart’s Bitters in 2018.

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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