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The Bitter Truth Appoints Worldwide Libations As New Exclusive Importer

NEW YORK, NY (January 22, 2019)—The Bitter Truth, makers of award-winning bitters, liqueurs and spirits, announces a new, exclusive partnership with New-Jersey based import company Worldwide Libations, LLC. Led by industry veterans Dan Lasner and Mark Tucker, Worldwide Libations presently imports Tiki Lover's, a range of blended Caribbean rums created by The Bitter Truth founders Alexander Hauck and Stephan Berg. Now, with the addition of The Bitter Truth bitters, liqueurs and spirits, and the inclusion of the brand's non-potable bitters Berg & Hauck, the entire portfolio will reside with one importer.

“We are confident that this transition to Worldwide Libations will significantly boost the development of The Bitter Truth, Berg & Hauck and Tiki Lovers brands in the U.S.—a market of paramount importance to us now and a critical part of our long-term goals,” remarked Stephan Berg, co-founder of The Bitter Truth.

Worldwide Libations, with operations located just outside of Manhattan, began importing The Bitter Truth's Tiki Lovers Rum portfolio back in early 2018, when the brand first launched in the U.S. The company also represents a carefully curated portfolio of fine wines and craft spirits, prioritizing sustainable supplier relationships and high quality products. In February, The Bitter Truth will bring with it an extensive line of all-natural bitters and cocktail waters, a range of premium liqueurs, its highly esteemed Pink Gin and its non-potable line of all-natural bitters called Berg & Hauck, to the Worldwide Libations portfolio.

“Our entire range of products are meant to work together and complement one another, so it makes sense for all of our brands to be represented by one importer,” remarked Alexander Hauck, co-founder of The Bitter Truth. “With Worldwide Libations' intimate knowledge of all channels of the market, their innovative approach to marketing and a proven track record of successful brand partnerships, we are convinced they are the perfect custodians for our products in the U.S.”

“Alex and Stephan are true innovators in the bitters category and in the drinks industry as a whole, and we couldn’t be happier to be working with them so closely again,” commented Dan Lasner, owner of Worldwide Libations, LLC. “We’ve had great success with the Tiki Lover’s range and are thrilled to be bringing the entire portfolio home to our family of brands.”

The Bitter Truth and Berg & Hauck brands will be imported exclusively by Worldwide Libations, LLC beginning February 5, 2019. For more information, visit www.the-bitter-truth.com and <https://worldwidelibations.com/>.

The Bitter Truth, for Better Drinks!

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About Worldwide Libations, LLC

Worldwide Libations, LLC is a full-service national importer of fine wines and boutique spirits from around the world and pledges to deliver a high value to its suppliers, industry partners and consumers with unique and high quality products.

About The Bitter Truth

Founded in 2006 by professional bartenders Alexander Hauck and Stephan Berg in answer to a lack of high-quality bitters available in the market, The Bitter Truth is now distributed globally through its worldwide distribution partner Haromex Development GmbH and includes a portfolio of over 20 different products. The Munich-based company also produces Berg & Hauck and Tiki Lover’s brands, all available in the U.S. through Worldwide Libations, LLC in New Jersey.