

NEWSFRONT

VISION WINE & SPIRITS TAKES ON THE BITTER TRUTH

Vision Wine & Spirits has signed an agreement with Haromex Development, the exclusive worldwide distributor for The Bitter Truth and Berg & Hauck, to become the exclusive U.S. importer for the two brands.

In 2006, with the global resurgence of classic cocktails, German mixologists Stephan Berg and Alexander Hauck conceived the idea of producing and selling a range of cocktail bitters. The result of their collaboration was the birth of The Bitter Truth and Berg & Hauck brands. The Bitter Truth is a line of all-natural potable bitters consisting of Aromatic, Orange, Lemon, Celery, Jerry Thomas, Creole, Chocolate and Grapefruit varieties all sold in 200ml bottles for SRP \$18.99. The line is one of the top-selling bitters brands in the U.S. Additionally, there is a travel pack

of five 20mls in a tin box with recipe booklet (\$19.99); a Pink Gin (\$31.99); and a range of boutique liqueurs tailored for bartenders.

Berg & Hauck is a non-potable line of bitters. Being non-potable allows for more channels of distribution and easier access for the home cocktail enthusiast and professionals alike. Berg & Hauck also makes an excellent chef's tool for flavorings in recipes.



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