

Haromex Goes with Vision Wine & Spirits

Haromex Development, the exclusive worldwide distributor for The Bitter Truth and Berg & Hauck, has partnered with Vision Wine & Spirits as 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 founded The Bitter Truth and Berg & Hauck brands.



Both had experience in making handmade cocktail bitters at the bars where they worked, and Berg owned a large collection of historical bitters, some of which hadn't been produced for decades. They released The Bitter Truth, a line of all-natural potable bitters consisting of Aromatic, Orange, Lemon, Celery, Jerry Thomas, Creole, Chocolate and Grapefruit, all sold in 200-ml bottles for about \$19. They also make a travel pack of five 20-ml bottles of Aromatic, Creole, Jerry Thomas, Orange and Celery bitters in a tin box with recipe booklet for \$20, Pink Gin for \$32 and a range of boutique liqueurs for bartenders: E**X**R, an herbal liqueur with sweet vermouth characteristics; Pimento; Violet; Apricot; and Elderflower. The liqueurs sell for about \$32 for a 750-ml bottle.

Berg & Hauck is a non-potable line of bitters consisting of Aromatic, Orange, Lemon, Celery, Creole and Jerry Thomas varieties all sold in four-ounce bottles for about \$19, as well as in a kit of the five best-selling bitters with a cocktail recipe pamphlet in a gift box for about \$20. Being non-potable allows for more channels of distribution and easier access for the home cocktail enthusiast and professional. Berg & Hauck also makes a chef's tool for flavorings in recipes.

