

NEWSFRONT

PINK GIN AIMS TO SUPPORT BREAST CANCER CAUSE

The Bitter Truth—makers of premium cocktail bitters, spirits and liqueurs—announced their second annual fundraising campaign to benefit breast cancer research. For the month of October, the brand will contribute \$2 to the cause for every bottle of its Pink Gin sold. In addition, several on-premise accounts are making a donation for every Pink Gin cocktail they sell throughout the month. Branded trade



marketing will help to broaden awareness of the program.

“All throughout October you see brands in many industries creating pink products to benefit breast cancer research,” remarked Alexander Hauck, co-founder, The Bitter Truth. “We already make a pink product, so for us, it felt natural that we should contribute to such a worthy mission.”

Inspired by the historic drink used to quell seasickness among sailors in the Royal Navy, Pink Gin is a blend of premium gin and bitters. Today, The Bitter Truth Pink Gin is made with a proprietary mix of natural herbs and spices such as licorice, caraway and fennel. Imported by Vision Wine & Spirits.



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