



BITTERCUBE

SLOW CRAFTED
BITTERS

BITTERS GUIDE



WHAT ARE BITTERS?

Bitters are the spice rack of the bar. Made by infusing high-proof spirits with roots, barks, flowers, fruits, spices and herbs. They provide depth and robust flavors to cocktails and many culinary applications.

Bittercube Slow Crafted Bitters are made with 100% whole botanicals, by hand in Milwaukee, WI.

HOW TO DEMONSTRATE

When demonstrating bitters, there are a few ways to showcase the flavors and aromas. The two most important are smelling and tasting. Some of our bitters are best tasted, and others are best smelled.

There is also a specific order in which to demo the bitters. This information sheet lists them in that order.

When showcasing the bitters, it is best to demonstrate on yourself how to smell and taste. The audience will then understand the process without additional instruction.

DROP

Squeeze the bulb of the dropper twice, filling it to about $\frac{3}{4}$ of its capacity. The bitters should not enter the bulb. Release by squeezing the bulb repeatedly until the dropper is empty. This amount is equivalent to a dash.

DASH

Hold the neck of the bottle and using one fluid movement, swing the bottle until upside down. With a downward thrust, expel a dash of bitters.

SMELL

Place a few drops of bitters on the palm of one hand. Rub palms together briefly, then shake out hands for a moment to let the alcohol evaporate. Cup hands together around nose and enjoy the aromas!

BACK OF HAND TASTE

Put a couple drops of bitters on the back of the hand and taste.

SELTZER TASTE

Add a quarter of an eyedropper of any variety of bitters to one ounce of seltzer.



REAL BOTANICALS
NO EXTRACTS
SLOW CRAFTED

Established 2009

Bittercube Bitters are created in Milwaukee, WI by hand with real botanicals. No pre-made extracts or flavors are used in our slow crafted products. The maceration process is unique to each style, and batches take as long as twenty-eight days to complete.

The company has grown from producing one gallon jars of bitters in 2009 to 220 gallon batches now, but the process has largely stayed the same. We source botanicals as close to origin as possible, and use high-quality base spirits to create densely flavored bitters.





CHERRY BARK VANILLA

ABOUT

Woody and aromatic, these rustic bitters have a pleasant aroma of cocoa and bitter almonds, with flavors of vanilla, fennel and star anise.

SPIRIT BASE

Whiskey

APPLICATION

Manhattan, Old Fashioned, Sour, Highball,
With Seltzer as a Dry Soda

Also a great vanilla extract substitute

SELECT INGREDIENTS

Wild cherry bark, Indonesian vanilla bean, quassia, gentian, star anise, mahlab (Syrian cherry pit), cardamom, ceylon cinnamon, fennel pollen

INGREDIENT FACT

3 inches of vanilla bean is used in every 5 oz bottle

HOW TO SAMPLE

Smell

SPIRIT PAIRING

Bourbon, Gin, Rye Whiskey



ORANGE

ABOUT

Citrus forward with aromas of bright orange, toasted coriander, caraway and cardamom. We double macerate the orange peels and finish with a touch of burnt sugar, creating a subtle, caramelized orange character.

SPIRIT BASE

Neutral Grain Spirit

APPLICATION

Gimlet, Old Fashioned, Mojito, Manhattan, Highball, Wheat Beer

SELECT INGREDIENTS

Valencia and navel oranges, coriander, caraway, quassia, black and green cardamom, burnt sugar, saffras leaves, dandelion root

INGREDIENT FACT

The peel of one orange is used in every 5oz bottle

HOW TO SAMPLE

Smell and Taste

SPIRIT PAIRING

Bourbon, Vodka, Gin



BOLIVAR

ABOUT

Versatile and aromatic, with floral notes of chamomile and jasmine, plus cinnamon and dried fruits on the finish. Bolivar is an homage to an old recipe found in a 19th century cocktail book.

These bitters add complexity and depth to any cocktail.

SPIRIT BASE

Rum, Whiskey, Neutral Grain Spirit

APPLICATION

Champagne, French 75, Banana Bread

SELECT INGREDIENTS

Chamomile, jasmine, cassia & ceylon cinnamon, prune, raisin, clove, gentian, orange peel

INGREDIENT FACT

A handful of dried chamomile flowers are used in every 5 oz bottle

HOW TO SAMPLE

Smell and Taste

SPIRIT PAIRING

Cognac, Bourbon, American Brandy



TRINITY

ABOUT

Combining a proprietary blend of Cherry Bark Vanilla, Bolivar and Orange Bitters creates an all-purpose bitters. This union is rested for over a month, amalgamating the flavors to produce a unique variety of versatile, aromatic bitters.

Trinity bitters have subtle citrus and floral aromas, with complex flavors of oak, dried fruits and vanilla.

APPLICATION

Old Fashioned, Manhattan and other spirited libations

SELECT INGREDIENTS

Wild cherry bark, Indonesian vanilla bean, fresh orange peel, toasted spices, burnt sugar, cinnamon, dried fruit, chamomile and jasmine

HOW TO SAMPLE

Smell and Taste

SPIRIT PAIRING

Bourbon, Rye Whiskey, Aged Brandy



JAMAICAN NO.2

ABOUT

We feature two types of Jamaican Bitters, which have similar ingredient lists, but the formulas vary drastically. Jamaican No.2 is bright and acidic, with grapefruit and hibiscus overtones and underlying spice notes of allspice, ginger and vanilla.

SPIRIT BASE

Rum

APPLICATION

Daiquiri, Margarita, Tiki, Punch, Mojito, Vinaigrettes

SELECT INGREDIENTS

Grapefruit, hibiscus, allspice, clove, fresh ginger, black pepper, peppermint, gentian, vanilla, cassia

INGREDIENT FACT

A handful of hibiscus flowers are used in every 5 oz bottle

HOW TO SAMPLE

Taste

SPIRIT PAIRING

White Rum, Tequila, Vodka



BLACKSTRAP

ABOUT

Full-bodied and earthy, with two types of molasses, three types of cinnamon, nutmeg, sassafras and sarsaparilla aroma and flavors. Perfect for garnish atop egg white cocktails to provide visual appeal and intense aroma.

SPIRIT BASE

Whiskey

APPLICATION

Hot Cocktails, Egg White Cocktails,
As Cinnamon in Baked Goods

SELECT INGREDIENTS

Saigon cinnamon, ceylon cinnamon, cassia cinnamon, molasses, sassafras leaves, sarsaparilla, nutmeg, mace, kola nut, gentian

INGREDIENT FACT

The nutmeg tree produces two spices. The pit of its apricot-like fruit is nutmeg, and the lacy red membrane surrounding it is mace.

HOW TO SAMPLE

Taste

SPIRIT PAIRING

Scotch, Rye Whiskey, Rhum Agricole



JAMAICAN NO.1

ABOUT

Robust Jamaican spice overtones, with intense ginger, allspice, clove and black pepper. Being so heavily spiced, Jamaican No.1 compliments cocktails, but can also be utilized in baking, marinades, and in vinaigrettes.

SPIRIT BASE

Overproof Rum

APPLICATION

Ginger Beer, Tiki, Hot Cocktails, Punch, Marinades

SELECT INGREDIENTS

Allspice, clove, fresh ginger, black pepper, cinnamon, grapefruit, lemon, gentian, lavender, hibiscus

INGREDIENT FACT

A one inch piece of fresh ginger is used in every 5 oz bottle

HOW TO SAMPLE

Smell

SPIRIT PAIRING

Dark Rum, Tequila, Mezcal



CORAZÓN

ABOUT

With six types of chili pepper, cocoa, coffee and cubeb berries, Corazón has great heat and depth of flavor, almost reminiscent of a mole. This unique variety of bitters is finished with agave nectar and sea salt, which rounds out an already exceptional and uncommon offering.

SPIRIT BASE

Neutral Grain Spirits

APPLICATION

Oaxacan Old Fashioned, Margarita, Hot Cocktails, Marinades

SELECT INGREDIENTS

Six types of chile pepper, cocoa nib, coffee, cubeb berries, dandelion root, quassia

INGREDIENT FACT

Six chili peppers used:
Aji Panca, Pasilla Negra, Cascabel, Chipotle Morita, Urfa Biber, Aleppo

HOW TO SAMPLE

Taste

SPIRIT PAIRING

Reposado Tequila, Mezcal, Rum



FURTHER ASSETS ONLINE

Bittercube.com houses invaluable information about cocktails, products, bartending techniques and more.

STIRRING & SHAKING


Instructions on when to shake or stir, and the proper technique for doing either.


MAKING SYRUP


Alongside bitters, syrups are the backbone to making great cocktails.

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COCKTAIL LIBRARY

Dozens of original and classic cocktails, searchable by spirit, style and bitters.

FEATURED BARTENDERS

Check out bar professionals who are working at the top of their craft.

CONSULTING

Bittercube has consulted on award-winning beverage programs across the country.

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