

ALL THE BITTIER

Alcohol-Free Cocktail Bitters

Use to season drinks with and without alcohol

hand-made in small batches with organic, wild-foraged, and functional herbs + adaptogens

designed with intention by two former French Laundry sommeliers for the mindful drinking movement

packed with 2-3x the raw botanicals compared to alcoholic bitters, and macerated for 3x as long

ZERO PROOF, ALL PROFIT

30% of American adults don't drink at all. Another 30% consume, on average, less than one drink per week. That's a huge, largely untapped market!

94% of people who purchase non-alcoholic alternatives still consume alcoholic beer, wine & spirits. These are for everyone, not just sober people.

\$295 MILLION increase in on-premise non-alc sales during Dry January in 2022, while soft drink sales stayed relatively flat, indicating that guests upsold to NA alternatives.

USING BITTERS IN NON-ALC COCKTAILS

While two dashes of alcoholic bitters won't get you drunk, many abstainers understandably prefer to keep 45% ABV bitters away from their mocktails, for any number of reasons—religion, recovery, medication, health concerns, etc. It's not necessarily about intoxication, but guest preferences.

The legal definition of "non-alcoholic" is under 0.5% ABV, a threshold that's surprisingly easy to cross with just a few dashes of alcoholic bitters. We don't cook veggie burgers in bacon fat, why would we apply the same treatment to our non-alcoholic drinks?

GIVE BACK WITH US

Every purchase from All The Bitter makes an impact.



In partnership with 1% for the Planet, we donate 1% of our total sales to planting trees and revitalizing small family farms



We're not anti-alcohol, but we are passionate about recovery for those who need it, and 2% of our total sales support recovery from drug and alcohol use disorder

2023 LOW & NO SPIRIT PRODUCER OF THE YEAR

By the International Wine and Spirit Competition



ALL THE BITTIER

AROMATIC BITTERS

CINNAMON NUTMEG CLOVE
GENTIAN ROOT GINGER

Our Aromatic bitters provide balance and depth with bitter, earthy flavors and warm spice. The classic choice for cocktails like a Manhattan, Old Fashioned, or Champagne Cocktail.



INGREDIENTS

Non-GMO vegetable glycerin, purified water, apple cider vinegar*, spices*, gentian root*, dandelion root*, burdock root*, milk thistle seed*, holy basil (tulsi)*, orange peel*, ginger root*, cinchona bark*, yellow dock root*

ORANGE BITTERS

ORANGE PEEL CARDAMOM
CORIANDER LEMON BALM

Add citrus and spice to any cocktail. Our Orange bitters are herbal, spiced, and complex. Makes a wonderful addition to a Negroni or margarita, and is shockingly good in wheat beer.



INGREDIENTS

Non-GMO vegetable glycerin, purified water, apple cider vinegar*, orange peel*, spices*, gentian root*, milk thistle seed*, lemon balm*, dandelion root*, burdock root*, ginger root*, yellow dock root*

NEW ORLEANS-STYLE BITTERS

ANISE CHERRY HIBISCUS ROSEHIPS

Inspired by the recipe of 19th century apothecary Antoine Peychaud, our New Orleans-style bitters add tart fruit and high-toned spice to cocktails, sparkling water, and are a great hack for non-alc red wine.



INGREDIENTS

Non-GMO vegetable glycerin, purified water, apple cider vinegar*, spices*, cherry*, hibiscus flower*, rosehips*, gentian root*, milk thistle seed*, dandelion root*, burdock root*, ginger root*, schisandra*, yellow dock*

LAVENDER BITTERS

LAVENDER CHAMOMILE ROSE PETALS
ASHWAGANDHA PASSIONFLOWER

Bright and floral with undertones of grassy, bitter herbs, our Lavender bitters are packed with calming ingredients and are at home in gin cocktails, tea, or mixed with sparkling water.



INGREDIENTS

Non-GMO vegetable glycerin, purified water, apple cider vinegar*, lavender*, chamomile flowers*, ashwagandha root*, lemon peel*, gentian root*, rosehips*, rose petals*, skullcap*, passionflower*, blue vervain*, spices*, lemon balm*



TRAVEL PACK TRIO

Our 3 classically inspired bitters—Aromatic, Orange, and New Orleans—in a convenient, 1 oz format. Makes a great gift and is purse and airplane friendly. Flavor and function on the go!

*Organic or wild-foraged ingredients



FEATURED COCKTAILS

Full strength or zero-proof with non-alcoholic spirit alternatives



OLD CUBAN

- 6 mint leaves
- 1.5 oz dark rum
- 3/4 oz fresh lime juice
- 3/4 oz simple syrup
- 3 dashes ATB Aromatic bitters
- 2 oz sparkling wine

Shake first five ingredients hard with ice, fine strain into a coupe glass, top with sparkling wine and garnish with fresh mint.

KENTUCKY BUCK

- 1 strawberry
- 2 oz bourbon
- 3/4 oz fresh lemon juice
- 1/2 oz simple syrup
- 3 dashes ATB Aromatic bitters
- 3-4 oz ginger beer

Muddle the strawberry in a shaker tin, add all ingredients except ginger beer and shake with ice. Fine strain into a highball glass over fresh ice, top with ginger beer and stir. Garnish with a fresh strawberry.



AGAVE MARGARITA

- 2 oz tequila
- 3/4 oz fresh lime juice
- 1/2 oz agave nectar
- 5 dashes ATB Orange bitters
- 5 drops saline or pinch of salt (optional)

Shake all ingredients with ice and strain into a rocks glass over fresh ice. Garnish with a lime wedge.



MAPLE OLD FASHIONED

- 2 oz bourbon
- 1/4 oz maple syrup
- 4 dashes ATB Aromatic bitters

Add ingredients to a mixing glass with ice and stir until chilled. Strain into a rocks glass over fresh ice, garnish with an expressed orange peel.

BLACK MANHATTAN

- 2 oz rye whiskey
- 1 oz amaro
- 2 dashes ATB Aromatic bitters
- 1 dash ATB Orange bitters

Add ingredients to a mixing glass with ice and stir until chilled. Strain into a coupe glass, garnish with a brandied cherry.



Make It Zero Proof!

These cocktails can all be made Zero Proof by simply swapping out the spirit for a non-alcoholic alternative. Consider listing the full strength and non-alc versions on your menu and let your guests decide!

Use your favorite spirit alternatives, or reach out to us at ian@allthebitter.com for product recommendations and distribution information for NA spirits.

ZERO PROOF COCKTAILS

Sophisticated, satisfying, easy-to-make, low cost of goods



LEMON, LIME, AND BITTERS

- 1/2 oz fresh lemon juice
- 1/2 oz fresh lime juice
- 3/4 oz simple syrup
- 7 dashes ATB Aromatic bitters
- 3-4 oz sparkling water

Add juice, syrup, and bitters to a highball glass with ice. Top with soda water and stir. Garnish with a lime wedge.

LAVENDER LEMONADE

- 3/4 oz fresh lemon juice
- 1/2 oz simple (or lavender) syrup
- 7 dashes ATB Lavender bitters
- 5 oz sparkling water

Add lemon juice, simple syrup, bitters, and soda to a highball glass with ice and stir. Garnish with a lemon wheel.



APPLE SIDECAR

- 2 oz apple juice
- 3/4 oz fresh lemon juice
- 1/2 oz orange simple syrup
- 1 barpoon apple cider vinegar
- 3 dashes ATB Orange bitters

Add all ingredients to a shaker with ice and shake to chill. Strain into a coupe glass and garnish either with a cinnamon sugar rim, lemon twist, or apple slices.



HIBISCUS SOUR

- 2.5 oz hibiscus tea, chilled
- 3/4 oz fresh grapefruit juice
- 3/4 oz fresh lime juice
- 1/2 oz agave nectar
- 5 dashes ATB New Orleans bitters
- 1 egg white (optional)

Add all ingredients to a shaker tin. Dry shake without ice (if using egg) for 20 seconds, then shake with ice to chill. Fine strain into a coupe glass. Garnish with bitters.



HOUSE RED

- 3.5 oz over-steeped black tea, chilled
- 1.5 oz red verjuys or tart cherry juice
- 3/4 oz blueberry rosemary shrub
- 5 dashes ATB Aromatic or New Orleans

Combine chilled ingredients in a wine glass and stir. (If ingredients aren't already chilled, stir briefly with ice and strain into a wine glass.)



Blueberry Rosemary Shrub: In a jar, combine 2 cups blueberries, 1 cup sugar, 1/2 oz ATB Aromatic bitters, 10 rosemary sprigs, 2 tbsp cracked black peppercorns, and a pinch of salt. Muddle. Add 8 oz apple cider vinegar, 2 oz balsamic vinegar, mix, cover, and refrigerate for 24 hours. Strain and bottle.

Note: Shrub can also be purchased. We like Element Shrub's Blueberry Rosemary, or Sweet's Elderberry.

Orange Syrup: In a saucepan, gently simmer 1 cup water, 1 cup sugar, juice from 1 orange, and peels from 4 oranges for 10 minutes. Cool, strain, and bottle.