



BITTERMILK

HANDCRAFTED
COCKTAIL MIXERS

✧ CHARLESTON, S.C. ✧

MADE IN THE U.S.A.

ABOUT BITTERMILK

BITTERMILK handcrafted cocktail mixer compounds are designed for the modern day cocktail enthusiast. Husband and wife team MariElena and Joe Raya developed Bittermilk to simplify the process of making craft cocktails at home.

The mixers are made and bottled by hand in a small production in Charleston, South Carolina. The products are sourced with all-natural and unique ingredients. Bittermilk allows the customer to mix up unique, quality cocktails following a simple ratio recipe of Bittermilk to spirit. Each of the products use a bittering agent, a sweetener, and an acid to achieve a balanced cocktail.

Bittermilk highlights the ingredients that bring bitterness to the cocktail, an important part of a balanced cocktail, hence the name Bittermilk. Inspired by what goes into making a classic cocktail, we add complimenting botanicals and aromatics to brighten flavor and then use creative techniques to maximize flavors, such as burning, smoking, barrel aging, charring and macerating.

Just months after launching the production in late 2013, *Garden & Gun* magazine selected Bittermilk No. 1 as Drink Category Winner for their prestigious fourth annual "Made in the South" Awards. Since then, Bittermilk has been featured by many national publications for its attention to ingredients and quality cocktails.

BITTERMILK MIXERS ARE

HANDCRAFTED.

We created our own custom manufacturing facility in Charleston, South Carolina, in order to utilize complex flavor creating processes and to have the best quality control over our products – from the sourcing of ingredients to processing and bottling.

SIMPLE TO USE, USING RATIO BASED RECIPES.

We put the suggested recipe on the back of each bottle in ratio form. The consumer may choose to easily make one cocktail or a pitcher or punch bowl using the whole bottle's worth.

ALL-NATURAL.

We use the finest ingredients we can find, always all natural, sourcing organic whenever possible.

NON-ALCOHOLIC.

Just add booze. Or not. Leaving the mixers non-alcoholic allows the consumer to mix according to their preferences in spirit, strength and taste. One mixer can make many different cocktails, non-alcoholic drinks and more!

INTENDED TO BE FUN.

The consumer may mix up their own ratio depending on their tastes, swapping spirits or adding garnishes, or use our website for more suggested recipes.

BALANCED COCKTAIL MIXERS.

Each of the products use a bittering agent, a sweetener, and an acid to achieve a balanced cocktail.

PRODUCT LINE

- NO. 1** BOURBON BARREL AGED OLD FASHIONED
- NO. 2** TOM COLLINS WITH ELDERFLOWER & HOPS
- NO. 3** SMOKED HONEY WHISKEY SOUR
- NO. 4** NEW ORLEANS STYLE OLD FASHIONED ROUGE
- NO. 5** CHARRED GRAPEFRUIT TONIC WITH BULLS BAY SEA SALT
- NO. 6** OAXACAN OLD FASHIONED
- NO. 7** LIMITED EDITION (SEASONAL) GINGERBREAD OLD FASHIONED

GENERAL INSTRUCTIONS ON USE

Choose Bittermilk mixer. Pick your spirit. Build, Shake or Stir using the ratio recipe on the back of the bottle. Enjoy. Repeat.

More recipes and videos are found at bittermilk.com to help guide customers through mixing a variety of Bittermilk cocktails.

THE LABOR IS IN THE BOTTLE. JUST ADD BOOZE.

PRODUCT INFORMATION

Nº1 BOURBON BARREL AGED OLD FASHIONED



STRONG AND BITTERSWEET, PACKED WITH OLD FASHIONED SPICES

We've recreated this gentleman's cocktail by using classic bittering agents like gentian root and cinchona bark, along with burnt sugar, spices and a bit of orange peel. The mixer is aged in freshly emptied bourbon barrels from Willett Distillery to allow the flavors to come together and ramp up the intensity. It is super concentrated, so just a little goes a long way.

INGREDIENTS Florida Golden Cane Sugar, Burnt Florida Golden Cane Sugar, Water, Fresh Orange Peel, Spices, Gentian Root, Cinchona Bark, Tartaric Acid

MIXES BEST WITH Bourbon, Rye Whiskey, or other aged spirits

RECIPE Stir 1 part Bittermilk and 4 parts Bourbon or Rye with ice. Garnish with an orange peel.

8.5 FL OZ / 251 ML *

YIELDS 17 cocktails

RETAIL \$15

SHELF LIFE 2 years

CASE COUNT 12

CASE 13 lb.
10 x 7.625 x 5.75 in.



*Also available in single serving 0.5 fl. oz bottles.

Nº2 TOM COLLINS WITH ELDERFLOWER & HOPS



BRIGHT AND REFRESHING WITH FLORAL NOTES AND A CLEAN BITTER FINISH

Not just your grandma's tom collins, we've made a refreshing collins with floral and citrus notes. Uses centennial hops as the bittering agent, prized for its aggressive floral characteristics. Just add gin or another light spirit and top with soda water. Makes a unique twist on a mimosa or a great alternative for a temperance style soda.

INGREDIENTS Fresh Lemon Juice, Water, Florida Golden Cane Sugar, Natural Extract of Elderflower and Elderberry, Centennial Hops

MIXES BEST WITH Gin or Vodka, but works well with light spirits and champagne

RECIPE Build equal parts Bittermilk, Gin or Vodka, and Soda Water over ice in a tall glass.

17 FL OZ / 502 ML

YIELDS 17 cocktails

SRP \$15

SHELF LIFE 18 months

CASE COUNT 12

CASE 23.4 lb.
12 x 9 x 6.875 in.



Nº3 SMOKED HONEY WHISKEY SOUR



STRONG AND SMOKY WITH NOTES OF HONEY AND CITRUS

We've revived this old classic by slowly smoking honey over bourbon barrel staves from Willett Distillery barrels first used to age our old fashioned. Bitter orange peel and fresh lemon make for a slightly tart and smoky cocktail. Honey, when shaken vigorously, adds a nice frothy head traditional of a classic whiskey sour cocktail.

INGREDIENTS Fresh Lemon Juice, Water, Bourbon Barrel Smoked Honey, Florida Golden Cane Sugar, Fresh Orange Peel

MIXES BEST WITH Bourbon, but swap for Tequila for a smoky margarita

RECIPE Shake vigorously equal parts Bittermilk and Bourbon (or Whiskey of choice) with lots of ice.

17 FL OZ / 502 ML

YIELDS 17 cocktails

RETAIL \$15

SHELF LIFE 18 months

CASE COUNT 12

CASE 23.4 lb.
12 x 9 x 6.875 in.



PRODUCT INFORMATION

Nº 4 NEW ORLEANS STYLE OLD FASHIONED ROUGE



STRONG AND BITTERSWEET WITH LICORICE AND SPICE

Inspired by New Orleans's signature Sazerac cocktail, we've implied flavors of absinthe through wormwood, licorice, and gentian root, and naturally pigmented it with cochineal. Aged in Willett Family Reserve Rye barrels to add depth and complexity.

INGREDIENTS Florida Golden Cane Sugar, Water, Fresh Lemon Peel, Spices, Wormwood, Gentian Root, Tartaric Acid, Cochineal

MIXES BEST WITH Rye Whiskey, or other aged spirits

RECIPE Stir 1 part Bittermilk and 4 parts Rye with ice. Garnish with a lemon peel.

8.5 FL OZ / 251 ML

YIELDS 17 cocktails

RETAIL \$15

SHELF LIFE 2 years

CASE COUNT 12

CASE 13 lb.
10 x 7.625 x 5.75 in.



Nº 5 CHARRED GRAPEFRUIT TONIC WITH BULLS BAY SEA SALT



BITTER AND REFRESHING WITH SATISFYING CITRUS NOTES

Not a typical tonic, No. 5 is made with lime and lemon juices, cane sugar, along with cinchona bark, the source of quinine for tonic. Fresh grapefruit is hand peeled and then torched to extract bitter, yet refreshing citrus notes. Just a hint of local Bulls Bay Saltworks sea salt brings out savory caramel notes and rounds out the flavors.

INGREDIENTS Fresh Lemon and Lime Juice, Florida Golden Cane Sugar, Water, Charred Grapefruit Peel, Cinchona Bark, Bulls Bay Sea Salt

MIXES BEST WITH

Light spirits like Vodka, White Rum, Gin or even Blanco Tequila

RECIPE Build equal parts Bittermilk, Vodka or White Rum, and Soda Water over ice in a tall glass. Garnish with a lime wedge.

17 FL OZ / 502 ML

YIELDS 17 cocktails

RETAIL \$15

SHELF LIFE 18 months

CASE COUNT 12

CASE 23.4 lb.
12 x 9 x 6.875 in.



Nº 6 OAXACAN OLD FASHIONED



STRONG AND BITTERSWEET WITH CHILES AND OLD FASHIONED SPICES

We are weaving together flavors of Oaxaca, Mexico with dried Mexican chiles, the sweetness of organic raisins, and bittering agents like cocoa nibs and cinchona bark. It is finished by aging with cocoa husks from French Broad Chocolate in Asheville, NC. Best mixed with mezcal to give a slightly smoky approach to an old fashioned balanced with dried fruit and chocolate notes.

INGREDIENTS Florida Golden Cane Sugar, Raisin Juice Concentrate, Lemon Peel, French Broad Chocolate Cocoa Nibs & Fines, Dried Chiles, Spices, Cinchona Bark, Tartaric Acid

MIXES BEST WITH

Mezcal or Tequila, but works well with aged spirits.

RECIPE Stir 1 part Bittermilk to 4 parts Mezcal with lots of ice. Garnish with a lime twist.

8.5 FL OZ / 251 ML

YIELDS 17 cocktails

RETAIL \$15

SHELF LIFE 2 years

CASE COUNT 12

CASE 13 lb.
10 x 7.625 x 5.75 in.



LIMITED EDITION NO. 7

BITTERMILK Nº 7 is a seasonal, limited edition cocktail mixer available for short time or season. While Bittermilk No. 1 through 6 are available year-round and permanent parts of the line, No. 7 is an ever-changing flavor, and each edition will be released just for a short season.

SEASONAL RELEASE: BITTERMILK NO. 7 GINGERBREAD OLD FASHIONED

After countless requests for the return of our original holiday limited edition cocktail mixer, our elves bringing back the Gingerbread Old Fashioned for the holiday season!

2018-2021 SEASONAL RELEASE: GINGERBREAD OLD FASHIONED

2017 SEASONAL RELEASE: PEPPERMINT CHOCOLATE JULEP

2016 SEASONAL RELEASE: YULETIDE OLD FASHIONED

2015 SEASONAL RELEASE: GINGERBREAD OLD FASHIONED



Nº 7 SEASONAL RELEASE GINGERBREAD OLD FASHIONED

SWEET SORGHUM, GINGERBREAD SPICE AND EVERYTHING NICE WITH A MERRY PEPPERY FINISH

Bittermilk's original holiday edition, the Gingerbread Old Fashioned is packed with gingerbread spices, sweet sorghum molasses, and fresh orange peel.

Mix with aged rum or bourbon for a holiday inspired old fashioned cocktail, or use the additional recipe on the bottle to make a simple no-egg nog.

MIXES BEST WITH

Aged Rum, Bourbon or other aged spirits

RECIPE

Pour 1 part Bittermilk to 4 parts Aged Rum over crushed ice. Garnish with an orange peel and make your spirits bright!

INGREDIENTS

Florida Golden Cane Sugar, Sorghum Molasses, Ginger Juice, Fresh Orange Peel, Spices, Gentian Root, Cinchona Bark, Tartaric Acid

8.5 FL OZ / 251 ML

YIELDS 17 cocktails

SHELF LIFE 2 yr.

SRP \$15.00-\$20.00

CASE COUNT 12

CASE 13 lb.
10 x 7.625 x 5.75 in.

AVAILABLE

Fall - Winter



AWARDS AND PUBLICATIONS

SOUTHERN LIVING, FOOD AWARDS WINNER



*Southern Living
named Bittermilk No. 6
Oaxacan Old
Fashioned a winner in
its first-ever Food
Awards //
June 2015*



GARDEN & GUN, MADE IN THE SOUTH AWARDS WINNER

*Garden & Gun named Bittermilk No. 1 Bourbon Barrel Aged
Old Fashioned its Drink category winner of the fourth
annual Made in the South Awards. // December 2013*



COOKING LIGHT MAGAZINE

December 2014 : Gift Guide + May 2015 : Cinco de Mayo



SOFI AWARDS SPECIALTY FOOD ASSOCIATION

2015 Outstanding Product Line

Silver Bittermilk

2015 Best Cold Beverage

Silver No.3 Smoked Honey Whiskey Sour

2016 Best Cold Beverage

Gold No.5 Charred Grapefruit Tonic

Silver No.2 Tom Collins with Elderflower & Hops

2017 Best Cold Beverage - Cocktail Mixer

Gold No.3 Smoked Honey Whiskey Sour

Bronze No.2 Tom Collins with Elderflower & Hops

2019 Best Cold Beverage - Cocktail Mixer

Gold No.2 Tom Collins with Elderflower & Hops

WALL STREET JOURNAL

March 2015 + December 2015



BITTERMILK HAS ALSO BEEN FEATURED IN...

IMBIBE MAGAZINE

REAL SIMPLE MAGAZINE

FOOD & WINE MAGAZINE

TOWN & COUNTRY

GQ

THE LOCAL PALATE

MARTHA STEWART LIVING

NATIONAL GEOGRAPHIC

TRAVELER

VANITY FAIR

CHILLED MAGAZINE

ATLANTA JOURNAL

CONSTITUTION

SOUTHWEST: THE

MAGAZINE

THE WASHINGTON POST

COUNTRY LIVING

EATER

MARKET WATCH

POPSUGAR

and more...

MEET THE RAYAS



MARIELENA & JOE RAYA

OWNERS
BITTERMILK,
TIPPLEMAN'S and
BARCOOP BEVY
Charleston, SC

MariElena grew up with cooking in her genes. Her father, Chef Robert Dickson, owned and operated one of Charleston's most popular restaurant institutions – Robert's, where she worked her way up from washing dishes.

Joe and MariElena met while both attending the Culinary Institute of America in Hyde Park, NY. After culinary school, together they traveled and worked in restaurants in Palm Beach, Boca Raton and then back to Charleston where they managed Robert's of Charleston for more than five years.

In 2010, the Rayas opened The Gin Joint, a Charleston cocktail bar, to spread the love of pre-prohibition cocktails and fine hand crafted spirits with Charleston and beyond. Joe developed the beverage program and was the bar's first bartender, and MariElena was chef, developing a menu of sophisticated bar snacks. With countless requests from patrons for The Gin Joint's cocktail recipes that were just too labor heavy and called for ingredients that aren't common in the home, the next step for Joe and MariElena was clear - to help people easily make quality, complex cocktails in their own homes.

After two years of tweaking ideas and testing recipes that combined their beverage and culinary expertise, Bittermilk came to the market in August 2013 with three classic cocktail mixers. Since then, Bittermilk has won several awards from national publications and within the specialty foods industry. The Bittermilk line has been touted for its unique qualities in The Wall Street Journal, Southern Living, and GQ amongst other national media.

In 2015, Joe and MariElena grew their product offerings to include Tippleman's, a line of complex bar syrups developed for bartenders. While Bittermilk was developed as a complete cocktail mixer, Tippleman's is one ingredient, the sweetener, in a cocktail.

In 2017, the couple passed the torch at The Gin Joint, selling the bar to then bar manager. With more time and creativity to grow product lines, Joe and MariElena introduced a third line - Barcoop Bevy, a casual line of all natural cocktail mixers. Barcoop Bevy was created to appeal to both the novice drinker and cocktail enthusiast alike.

As the three lines grow, they continue to be handcrafted by the Rayas and their small team at their Charleston, S.C., warehouse.

Joe and MariElena live on Johns Island with their four children – Hudson, Juniper, Mitzi and Rye – and typically a small farm of animals.

CONTACT

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