

## PRESS RELEASE

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# BITTERMILK

### **Bittermilk Launches Their Next Hand Crafted Cocktail Mixer Product Line: the No. 5 Charred Grapefruit Tonic**

CHARLESTON, SC - August 3, 2014—On the heels of the launch of their last line, Charleston, SC based Bittermilk hand crafted cocktail mixers, has unveiled the next in the line—the No. 5 Charred Grapefruit Tonic. Inspired by fresh citrus, owners Joe and MariElena Raya developed the new line to offer a tonic not available in the market. Featuring another local company—Bulls Bay Sea Salt—the No. 5 is a balance of organic lime and lemon juices, organic cane sugar, along with cinchona bark, the source of quinine for tonic. Fresh grapefruit is peeled and torched to extract a bitter yet refreshing citrus notes in the mixer. The product goes well with white spirits and all that is needed is to add equal part No. 5, booze and soda water for a great summer cocktail.

“Most people might not realize that tonic originated as a remedy for soldiers as a prevention to malaria,” Joe Raya stated when describing his insight into the line. “If people in those days had drank tonic as a cocktail it would have been with citrus. That’s why we made a grapefruit tonic. We also loved partnering with locally made Bulls Bay Sea Salt to really bring out the savory caramel notes and to round out the flavor. We are excited to launch this line in the middle of the summer—a perfect time for the refreshing drink.”

The No. 5 Charred Grapefruit Tonic will be available via their website and in a variety of the retailers across the country already selling the product lines. To learn more about Bittermilk, visit <http://bittermilk.com/> or follow on Twitter @DrinkBittermilk.

**Bittermilk**, hand crafted cocktail mixers, 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. These compounds are the first of their kind, each hand made and hand bottled in a small production in Charleston. The products are sourced with all-natural, organic (when possible) and unique ingredients. Bittermilk Compounded Mixers allow the customer to mix up unique, quality cocktails following a simple ratio of Bittermilk to their choice of spirit. Each of the products use a bittering agent, a sweetener, and an acid to achieve a balanced cocktail, hence the name Bittermilk. Inspired by what goes into making a classic cocktail, they add complimenting botanicals and aromatics to brighten flavor and then use creative techniques to maximize flavors; things like roasting, burning, smoking, barrel aging, percolating and macerating for an amazing end product. They are bottled, packed and shipped by hand in Charleston, South Carolina. A few months after launching the product, *Garden & Gun* magazine selected Bittermilk as **Drink Category Winner** for their prestigious fourth annual Made in the South Awards.

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