

# PLUM & ROOTBEER

## TASTING NOTES

***The 10 second sell:*** The Plum & Rootbeer bitters are recommended with cognac & brandy, world whiskies, tequila & mezcal, oak-matured spirits, chartreuse & bitter liqueurs, tiki cocktails, sherry & vermouths, hot chocolate, coffee, and baking.

## FRUIT

Flavour profile: The fruit is a nuance – the plums are dried, top quality prunes, and used as the “sweetening” agent for this bitters. Bitters themselves must be balanced, before they can attempt to fix mixed drinks. The expert way to balance the incredibly bitter – add a touch of sweetness and body.

### **HOORAY:**

Try in a classic Old Fashioned, Sour or Manhattan

## BITTER

Flavour profile: The character of Plum & Rootbeer’s “masala” is based on an Ayurvedic or Indian style blend of herbs and spices. In this recipe, the bitterness is earthy and round, from a combination of roots and teas.

### **HOORAY:**

Try in a Mai Tai, Boulevardier or El Diablo

## SAVOURY

Flavour profile: The level of savouriness in this bitters is on par with vanilla extract - rich, bitter, floral, pungent – often times, we use this in the same way. Plum & Rootbeer adds life and brightness to otherwise “simple” ingredients like dairy, yogurt, coconut, nuts, proteins and sugars/sweeteners.

### **HOORAY:**

Try in a Egg Nogg/Flip, Hot Buttered Rum, or Coconut Protein Shake

## SPICE

Flavour profile: This is inspired by several regions of Indian cooking and spices, with the addition of sarsaparilla giving us that signature “Rootbeer” flavour.

### **HOORAY:**

Try in a Pisco Sour, Rum & Cola, or Dark & Stormy

## TERROIR STORY

### **Welcome to the Sub-Continent India:**

The “masala” of our Rootbeer is inspired by the four corners of India – from Kolkata to Goa, Puducherry to Mumbai, Bangalore to Delhi, and everywhere in between. Just like making curry (a sauce), the creation of bitters uses the same idea – gather the correct flavours that not only go together in a heating and cooling sensation, but start to weave together the story of these spices’ origins.

### **Be creative:**

We have provided some “HOORAY” moments here, but why not try it for yourself? Remember, a dash is a full distribution of the dropper, and we recommend 2 dashes for EACH serving.

### **The terroir:**

Bittered Sling is celebration of Canada’s diversity in flavour and culture – it’s no surprise that Indian ingredients, tradition and cuisine contribute a portion of our “masala ethos”, and this ideology can be found throughout the line up, as almost an “under current” to our expressions. There’s a signature “Bittered Sling flavour”

