

The Bartender's Guide To

MAKING BITTER CHOICES



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A BITTER START

More than a Negroni.

Like the perfect pair of Italian shoes, MARTINI & ROSSI® Bitter Liqueur goes with just about everything. Dress up your own cocktail inventions or breathe new life into the classics by adding bitter to the mix. You'll discover plenty of inspiration in the pages that follow, but we know you'll find it easy to create a bitter profile all your own.

THE APERITIVO TRADITION

Derived from the Latin word *aperire*, meaning “to open”, the aperitivo ritual is an Italian tradition meant to open the palate and warm the stomach before dinner. But it's more than just a drink. It's a way to embrace the evening, and just like everything else Italian, it never goes out of style.

A RICH HISTORY

To create MARTINI & ROSSI Bitter Liqueur, we went back to our roots. We started with our founder Luigi Rossi's original 1872 recipe and infused it with 21st-century style to appeal to America's evolving cocktail culture.

THE BOTANICALS IN THE BOTTLE

The rich taste of MARTINI & ROSSI Bitter Liqueur starts with hand-selected, 100% natural ingredients. Sweet orange peels, delicate rose and herbal mixtures are fused with a blend of calumba roots, angostura barks and saffron. Cochineal provides rich color, and Artemisia absinthium is added to create unmistakable flavor from the inside out. The liqueur is then rested in Tino casks, allowing the complex bitter taste to reveal itself with each passing day.

THE MAESTROS BEHIND THE BOTTLE

The unique selection of botanicals is based on generations of experience and expertise. Master Blender Beppe Musso and Master Herbalist Ivano Tonutti continue the brand's legacy by crafting a creative vision for new expressions of MARTINI & ROSSI.

THE BITTER POSSIBILITIES ARE ENDLESS

Our bitter liqueur has some bite, but we like it that way! It's an invitation to experiment, so have fun and make it your own. Invent something new, or take an old recipe in an unexpected direction. After all, cocktails don't have to be complicated to be exceptional.



THE BITTERNESS SCALE

How bitter are you?

Not all cocktails are created equally bitter. If you've ever seen "The Sopranos" or set foot into Bay Ridge for a slice, you know that Italians use a silent vocabulary to convey what they mean. It's all about the fine art of the gesture.

To honor our heritage, we'll gauge the level of bitterness in each of the recipes that follow with the most infamous Italian gesture of them all.



TURNED DOWN AT THE BAR



STOOD UP FOR A DATE



LEFT AT THE ALTAR



MARTINI & ROSSI

BEYOND WHAT YOU THOUGHT BITTER COULD BE.

Classic or creative. Understated or over the top. Shaken or stirred. Open yourself up to the bitter possibilities, one delicious cocktail at a time.



MARTINI & ROSSI BITTER LIQUEUR

YOUR COCKTAIL'S PERFECT COMPANION — 



BITTER IN ONE HAND, BACARDÍ IN THE OTHER.

When there is something to celebrate, BACARDÍ is there, and has been for more than 150 years. Mixed with MARTINI & ROSSI Bitter Liqueur, the robust BACARDÍ premium rum lineup creates cocktails that teem with flavor, tantalizing the taste buds as a proper aperitivo should.





MARTINI & ROSSI AND BACARDI SUPERIOR

An air of superiority garnishes every glass.

Both delicate and dry, BACARDI Superior lets the bitter flavor shine through.

FRESCURA



- 1 PART BACARDI SUPERIOR RUM
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 3 PARTS GRAPEFRUIT JUICE

Combine all ingredients in a Collins glass with fresh ice. Garnish with a lime wheel.

MAGIC SUMMER



- 1½ PARTS BACARDI SUPERIOR RUM
- ¾ PART MARTINI & ROSSI BITTER LIQUEUR
- ¾ PART LIME JUICE
- ¾ PART SIMPLE SYRUP

Combine all the ingredients in a Boston shaker with ice, shake it until ice cold and pour over fresh ice. Garnish with a lime wedge.

THE BITTER BAT



- 1½ PARTS BACARDI SUPERIOR RUM
- ¾ PART MARTINI & ROSSI BITTER LIQUEUR
- ½ PART LEMON JUICE
- 4 PARTS GRAPEFRUIT SODA

Combine all the ingredients except the grapefruit soda in a Boston shaker with ice, shake it until ice cold and strain over fresh ice. Top with the grapefruit soda and garnish with blackberries.





MARTINI & ROSSI AND BACARDI OCHO

Some things just get bitter with age.

Aged for a minimum of 8 years, BACARDI Ocho elevates all your occasions to exceptional.

PADRINO



- 2 PARTS BACARDI 8 AÑOS RUM
- 1 PART MARTINI & ROSSI RUBINO VERMOUTH
- ¼ PART MARTINI & ROSSI BITTER LIQUEUR

Combine all the ingredients in a mixing glass, then pour over ice. Garnish with an orange twist.

PINK PINEAPPLE



- 2 PARTS BACARDI 8 AÑOS RUM
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 3 PARTS PINEAPPLE JUICE
- ½ PART GRENADINE

Combine all the ingredients in a Boston shaker with ice, shake it until ice cold and pour over fresh ice. Garnish with a pineapple slice.

8 REASONS TO BE BITTER



- 1½ PARTS BACARDI 8 AÑOS RUM
- 1 PART MARTINI & ROSSI AMBRATO VERMOUTH
- ½ PART MARTINI & ROSSI BITTER LIQUEUR

Combine all of the ingredients in a mixing glass, then strain over ice.





A BRAND NEW CHAPTER IN THE HAVANA CLUB STORY.

Though they hail from two different parts of the world, authenticity and passion are at the heart of both HAVANA CLUB Rum and MARTINI & ROSSI Bitter Liqueur. These tasty spirits complement each other in inventive cocktails that blend vibrant Caribbean culture with the laid-back vibe of Italy's aperitivo tradition.





MARTINI & ROSSI AND HAVANA CLUB BLANCO

With a dash of Latin flair and a twist of bitter, you'll always be the life of the party.

Bitter meets a true Caribbean counterpart in Havana Club Añejo Blanco.

CIELITO



- 2 PARTS HAVANA CLUB AÑEJO BLANCO RUM
- ¾ PART MARTINI & ROSSI BITTER LIQUEUR
- ¾ PART LIME JUICE
- ½ PART SIMPLE SYRUP

Combine all the ingredients in a Boston shaker with ice, shake it until ice cold and pour over fresh ice. Garnish with a lime wheel.

KONNIE COLADA



- 2 PARTS HAVANA CLUB AÑEJO BLANCO RUM
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 3 PARTS PINEAPPLE JUICE
- 1 PART COCONUT CREAM
- 2 STRAWBERRIES
- FLOAT MARTINI & ROSSI BITTER LIQUEUR

Blend all ingredients in a blender with ice. Pour into glass and add a float of Bitter.





A VENEZUELAN RUM AND AN ITALIAN BITTER THAT SPEAK THE SAME LANGUAGE.

Created in the fertile Valley of Aragua, Venezuela, SANTA TERESA is a leader in the premium rum category and a humble, family-run operation. When combined with MARTINI & ROSSI Bitter Liqueur, SANTA TERESA adds a dash of Venezuelan resiliency to aperitivo.





MARTINI & ROSSI AND SANTA TERESA

We bitter get this party started.

Santa Teresa enhances MARTINI & ROSSI Bitter Liqueur with bright, vibrant aromas and potent flavors. Aged for more than 25 years in oak barrels, this premium rum provides an unmatched taste to your bitter creations.

MARACAY



- 2 PARTS SANTA TERESA RUM
- 3 PARTS COLA
- ½ PART MARTINI & ROSSI BITTER LIQUEUR

Build directly in a Collins glass full of ice. Garnish with a lime wheel.

SELFIE IN CARACAS



- 1½ PARTS SANTA TERESA RUM
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART MARTINI & ROSSI SWEET VERMOUTH

Combine all the ingredients in a mixing glass over ice, then pour into a rocks glass.





A SCOTSMAN AND AN ITALIAN WALK INTO A BAR. THE REST IS BITTER HISTORY.

Hailing from Aberfeldy, Scotland, DEWAR'S Blended Scotch Whiskey is world-renowned for premium quality and uncompromised flavor. Adding this heritage brand to MARTINI & ROSSI Bitter Liqueur elevates the aperitivo to new heights. Reach for DEWAR'S to surprise your guests with a combination they won't be able to resist.



MARTINI & ROSSI AND DEWAR'S WHITE LABEL

Savor the smoky sweet satisfaction.

Dewar's White Label Blended Scotch Whiskey softens bitter edges for a subtle, sophisticated finish.

FLAQUITA



- 2 PARTS DEWAR'S WHITE LABEL BLENDED SCOTCH WHISKEY
- ¾ PART LEMON JUICE
- ½ PART SIMPLE SYRUP
- FLOAT MARTINI & ROSSI BITTER LIQUEUR

Combine all the ingredients except the Bitter float in a Boston shaker with ice. Shake until ice cold and pour over fresh ice. Garnish with a lime wheel.

RED CARPET



- 2 PARTS DEWAR'S WHITE LABEL BLENDED SCOTCH WHISKEY
- 4 PARTS GINGER ALE
- FLOAT MARTINI & ROSSI BITTER LIQUEUR

Build directly in a Collins glass full of ice. Add the float of bitter and garnish with a lime wheel.

THE ITALIAN JOB



- ¾ PART DEWAR'S WHITE LABEL BLENDED SCOTCH WHISKEY
- ¾ PART MARTINI & ROSSI BITTER LIQUEUR
- ¾ PART D'USSÉ COGNAC
- ½ PART BENEDICTINE LIQUEUR

Combine all the ingredients in a mixing glass over ice, stir, then pour into a coupe glass. Garnish with a grapefruit wedge.





MARTINI & ROSSI AND DEWAR'S 12

Maturity breeds delicious complexity.

Double aged with rich notes of caramel, Dewar's 12 throws a flavor firestorm into the bitter universe.

HONEY. DON'T BE BITTER



- 2 PARTS DEWAR'S 12 BLENDED SCOTCH WHISKEY
- 1 PART LEMON JUICE
- 1 PART HONEY
- 3/4 PART MARTINI & ROSSI BITTER LIQUEUR

Combine the ingredients in a Boston shaker with ice. Shake until ice cold and pour over fresh ice. Garnish with a lemon wheel.

THE BITTER SCOTSMAN



- 1 1/2 PARTS DEWAR'S 12 BLENDED SCOTCH WHISKEY
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1/2 PART HONEY LIQUEUR

Combine all the ingredients in a mixing glass over ice, then strain into a coupe glass.

BITTER SWEET SYMPHONY



- 1 PART DEWAR'S 12 BLENDED SCOTCH WHISKEY
- 1/2 PART MARTINI & ROSSI BITTER LIQUEUR
- 1/2 PART MARTINI & ROSSI RUBINO VERMOUTH
- 1 PART ORANGE JUICE

Combine all the ingredients in a Boston shaker with ice. Shake until ice cold and pour over fresh ice.





GOING BITTERLY BEYOND THE MARGARITA WITH TEQUILA CAZADORES.

Tequila CAZADORES is inspired by the vitality of the Mexican spirit. Its name translates to “The Hunters”, an homage to the valiant warriors who helped found the town of Arandas. When you pour CAZADORES into an aperitivo, do so with the confidence and pride for which the brand has been known for for nearly a century.

TEQUILA
CAZADORES





MARTINI & ROSSI AND TEQUILA CAZADORES BLANCO

The forecast: spicy with a 100% chance of bitter.

Come out of the cold and heat up the aperitivo tradition with a dose of Tequila Cazadores Blanco.

ORANGE YOU BITTER



- 1 PART TEQUILA CAZADORES BLANCO
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART ORANGE LIQUEUR

Combine all the ingredients in a mixing glass over ice, then pour them into a coupe glass.

BITTER WITH A BITE



- 1 PART TEQUILA CAZADORES BLANCO
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 2 PARTS GRAPEFRUIT JUICE
- 1 PART SODA WATER

Build directly in a Collins glass full of ice. Garnish with a lime wheel.

MEXICAN NEGRONI



- 1 PART TEQUILA CAZADORES BLANCO
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART MARTINI & ROSSI AMBRATO VERMOUTH
- 1 JALAPEÑO

Combine all the ingredients in a mixing glass over ice, then pour into a rocks glass over fresh ice.





MARTINI & ROSSI AND TEQUILA CAZADORES REPOSADO

The thrill of the hunt leads you to a very bitter target.

Capture the untamable combination of Tequila Cazadores Reposado and MARTINI & ROSSI Bitter Liqueur.

RED BALLOON



- 1 PART TEQUILA CAZADORES REPOSADO
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART LEMON LIME SODA

Combine all the ingredients in a mixing glass over ice, then strain into a coupe glass.

MIRAFIORI



- 1 PART TEQUILA CAZADORES REPOSADO
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART ORANGE LIQUEUR

Combine all the ingredients in a mixing glass over ice, then strain into a coupe glass.

STRAWBERRY SQUEEZE



- 1½ PARTS TEQUILA CAZADORES REPOSADO
- ¾ PART MARTINI & ROSSI BITTER LIQUEUR
- 1½ PARTS LIME JUICE
- 1 STRAWBERRY

Combine all the ingredients in a Boston shaker with ice. Shake until ice cold and pour into coupe glass.





**UNAPOLOGETICALLY
EXTRAORDINARY
AND EFFORTLESSLY
ICONIC, ALL IN
ONE GLASS.**

GREY GOOSE Vodka is known as a harbinger of the extraordinary, a gateway to taking in the very best of life. Comprised of just two ingredients, it takes a unique approach to vodka. Dripping with creativity and audacity, this premium spirit opens up a wide world of aperitivo possibilities with MARTINI & ROSSI Bitter Liqueur.

GREY GOOSE
WORLD'S BEST TASTING VODKA

MARTINI & ROSSI



MARTINI & ROSSI AND GREY GOOSE

Morning, noon or night, you can always bet that it's bitter o'clock somewhere.

Wake up your senses no matter the time of day.
There's no wrong time to pair Grey Goose
with MARTINI & ROSSI Bitter Liqueur.

THE BITTER GOOSE



- 1 PART GREY GOOSE VODKA
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 2 PARTS TONIC WATER

Combine all the ingredients
in a Collins glass. Garnish
with a lemon wedge.

WAKE UP AND BE BITTER



- 2 PARTS GREY GOOSE VODKA
- 3/4 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART ESPRESSO

Shake all the ingredients with ice,
then fine strain into a coupe glass.
Garnish with coffee beans.





MARTINI & ROSSI AND GREY GOOSE LE CITRON

Now starring a crisp, fresh cast of flavors just bursting with bitter.

Taste takes center stage when Grey Goose Le Citron plays an role. Infused with essential oils from the world's finest lemons, this bright expression shines a spotlight on your most spirited creations.

MARRIED WITH CITRON



- 2 PARTS** GREY GOOSE LE CITRON FLAVORED VODKA
- 1 PART** MARTINI & ROSSI BITTER LIQUEUR
- ½ PART** LIME JUICE
- ¾ PART** CRANBERRY JUICE

Shake all ingredients with ice, then fine strain into a Collins glass. Garnish with a slice of orange.

COOL AS A CUCUMBER



- 1½ PARTS** GREY GOOSE LE CITRON FLAVORED VODKA
- ½ PART** MARTINI & ROSSI BITTER LIQUEUR
- ½ PART** ST-GERMAIN ELDERFLOWER LIQUEUR
- 1 PART** LEMON JUICE
- 1 PART** SIMPLE SYRUP
- 2 SLICES** CUCUMBER

Muddle cucumber, then add remaining ingredients and shake with ice. Fine strain into a chilled coupe glass.





MARTINI & ROSSI AND GREY GOOSE L'ORANGE

***It took a
Frenchman to
prove that love
can be found
in the most
bitter places.***

Every liter of Grey Goose L'Orange contains the natural essence of one kilogram of fresh oranges, bringing a vibrant zest to every bitter cocktail. Harvested year round and picked at their peak, a little bit of this citrus gem goes a L'Orange way.

LE PARISIEN



- 1 PART GREY GOOSE L'ORANGE FLAVORED VODKA
- 1 PART MARTINI & ROSSI BITTER LIQUEUR
- 1 PART MARTINI & ROSSI SWEET VERMOUTH

Combine all the ingredients in a mixing glass with ice, then strain over fresh ice. Garnish with an orange wedge.



THE BARTENDER'S GUIDE TO **MAKING BITTER CHOICES**

Volume One

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ENJOY RESPONSIBLY

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The (Bitter) End