


# TRU

## ORGANIC SPIRITS

BY MODERN SPIRITS®

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### FOR IMMEDIATE RELEASE

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## TRU ORGANIC SPIRITS ANNOUNCES WINNERS OF BARMADE BITTERS CHALLENGE AT TALES OF THE COCKTAIL

### Winning Aromatic Bitters to be Sold Nationally, Winner to Share Profits!

LOS ANGELES, JULY 14, 2009—This past Sunday at New Orleans' **Tales of the Cocktail**, **TRU Organic Spirits** announced winners of the **Barmade Bitters Challenge**. The three winning aromatic bitters, which act like "seasoning" for cocktails, represent the best examples of a lost craft in classic cocktail making now being revived by bartenders across the United States. The winning bitters will be release by January 2010 and become the **first certified, all-organic collection available**.

The contest and seminar showcased 15 bitters (five each in fruit, herb and spice) for an audience of 100 plus bartenders and fans, along with the judging panel, which included **John Deragon** from PDT, **Allen Katz** from Southern Wine & Spirits and Slow Food, **Livio Lauro** from the U.S. Bartenders' Guild, **Melkon Khosrovian** and **Litty Mathew** from Modern Spirits (the company that produces TRU Organic Spirits). The judges looked for aroma and taste in three simple cocktails (with soda, vodka and whiskey), as well as originality and commercial potential.

"Bitters are a secret passion for bartenders and an important ingredient for well-balanced cocktails," said Melkon Khosrovian, co-founder and maker of **TRU Organic Spirits**. "We're thrilled to work with the winning bartenders to help them share their bitters with the world."

And the winners are....

#### **FRUIT**

**Winner -- Marshall Atlier from New York City with his Baked Big Apple Bitters**

Second -- Blair Reynolds with Grapefruit Bitters

Third -- Kathy Casey with Golden Era Bitters

#### **HERB**

**Winner -- Adam Seger from Chicago with his Swedish Bitters**

Second -- Ron Oliver with Pachamama Bitters

Third -- Ron Oliver with Backhouse Bitters

#### **SPICE**

**Winner -- Tobin Ellis & John Hogan from Las Vegas with English Lavender & Spice Bitters**


Second -- Alex Smith with Anise Bitters

Third -- George Costa with Smoked Ginger Bitters

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### **About Tales of the Cocktail**

Tales of the Cocktail is an internationally acclaimed festival of cocktails, cuisine and culture held annually in New Orleans, Louisiana. The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders, chefs and designers—for a five-day celebration of the history and artistry of making drinks. Each year offers a spirited series of dinners, demos, tastings, competitions, seminars, book signings, tours and parties all perfectly paired with some of the best cocktails ever made. For more information on Tales of the Cocktail, visit the website at [www.TalesoftheCocktail.com](http://www.TalesoftheCocktail.com).

### **About TRU Organic Spirits**

TRU is a sustainable line of vodkas and gin made in Los Angeles by Modern Spirits. The company's collection also includes the recently launched Fruit Lab organic liqueur line. With an innovative and activist approach to their craft, they make spirits without compromise. Ingredients are organic, packaging is recycled or recyclable and for every bottle sold, the company plants a tree. Founded in 2004 by husband-and-wife team Melkon Khosrovian and Litty Mathew, the heart of Modern Spirits' philosophy is based on their passion for flavors, Slow Food ideals and deeply engrained eco-sensibilities.

### **Barmade Bitters Logo**

