

APRIORI

an american classic, resurrected

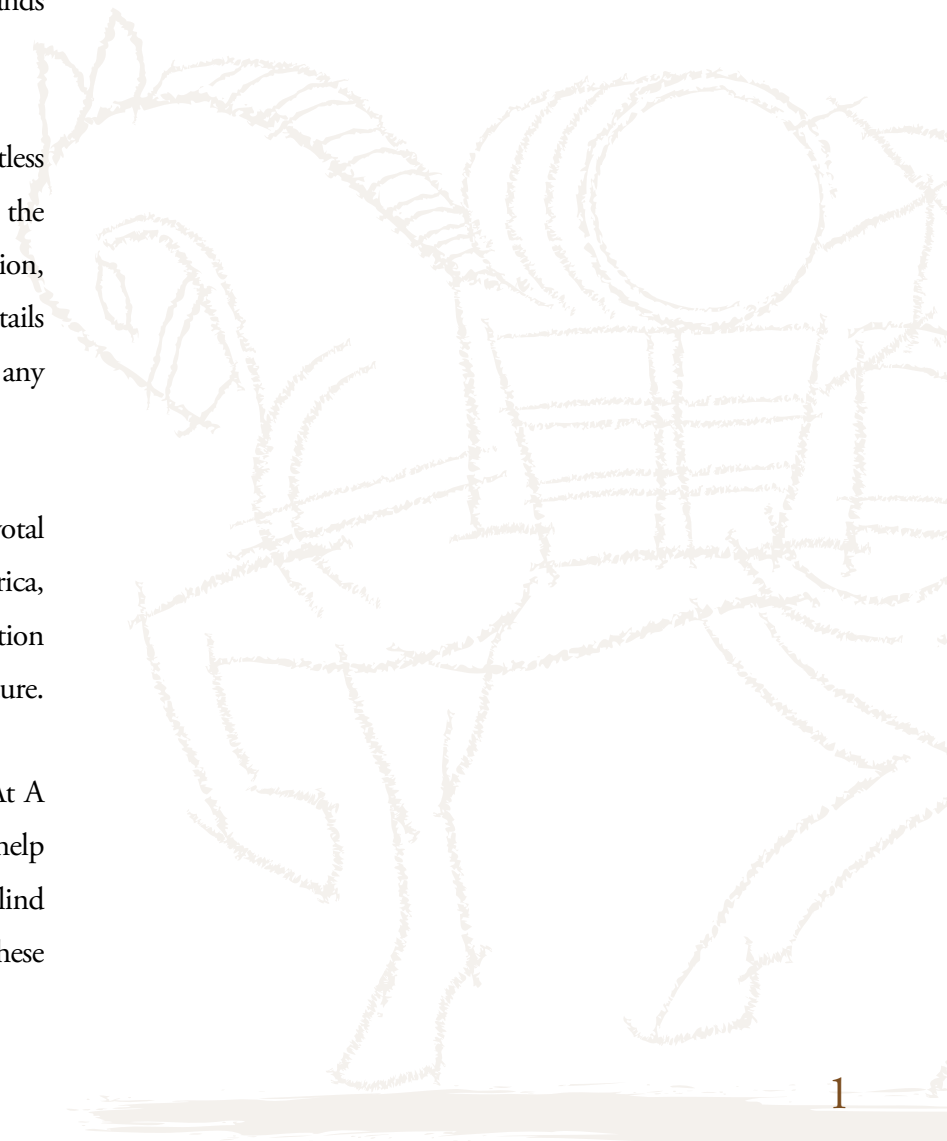
When introduced to the flavors, the history, and, of course, the applications of bitters, we could not help but fall down this new rabbit hole.

With the recent interest in craft cocktails, which has created a resurgence of bitters and an explosion in the number of brands producing them, it's hard to imagine that, as of 2004, there were only three brands of bitters available commercially.

Some 150 years ago, bitters were booming and countless makers offered their concoctions to support the uniquely American cocktail culture. With Prohibition, however, it all came to a screeching halt, and cocktails became sugary to cover up sub-par booze. Not so any longer.

In the same way that A Priori has taken a pivotal role in growing a craft-chocolate culture in America, we also are thrilled to participate in the resurrection of bitters and a dawning of a new era in cocktail culture.

Our selections are not based simply on passion. At A Priori, we value greatness and tradition. With the help of our heavyweight mixologist friends, and lots of blind tasting, we have cultivated our palates to recognize these values in our bitters catalog.



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ALL PRICES ARE SUBJECT TO CHANGE
WITHOUT NOTICE





ADDITION *seattle, washington*

Addition Cocktail Spice is just what the name implies: spice for cocktails. The company's products are similar to bitters in terms of aromatic potency, but have no bittering agents. While most are simply single-ingredient tinctures, try hunting down better ingredients and getting a better extraction than the spice geeks at Addition.

Some of these spices, such as the Pink Pepper and Turmeric, are useful primarily as aromatics, since they have big noses but subtle flavor. Others, such as the Black Pepper and Piri Piri, offer a lot more heat and flavor than they do aromatics. Still more spices, like Cardamom, Garlic, Rosemary, and Thai Chili, have a big impact on both nose and mouth.



Allspice Cocktail Spice
CAN-17332
Size: 4 oz
Units per case: 12



Black Pepper Cocktail Spice
CAN-17333
Size: 4 oz
Units per case: 12



Cardamom Cocktail Spice
CAN-17334
Size: 4 oz
Units per case: 12



Chipotle Cocktail Spice
CAN-17335
Size: 4 oz
Units per case: 12



Cinnamon Cocktail Spice
CAN-17336
Size: 4 oz
Units per case: 12



Clove Cocktail Spice
CAN-17385
Size: 4 oz
Units per case: 12



Cubeb Cocktail Spice
CAN-17386
Size: 4 oz
Units per case: 12



Cumin Cocktail Spice
CAN-17337
Size: 4 oz
Units per case: 12



*Curry Cocktail Spice
Premium Blend*
CAN-17338
Size: 4 oz
Units per case: 12



Fenugreek Cocktail Spice
CAN-17339
Size: 4 oz
Units per case: 12



*Filthy Dirty Cocktail
Spice Premium Blend*
CAN-17340
Size: 4 oz
Units per case: 12



Garlic Cocktail Spice
CAN-17341
Size: 4 oz
Units per case: 12

ADDITION *seattle, washington*



Habanero Cocktail Spice
CAN-17342
Size: 4 oz
Units per case: 12



Horseradish Cocktail Spice
CAN-17387
Size: 4 oz
Units per case: 12



Jalapeño Cocktail Spice
CAN-17388
Size: 4 oz
Units per case: 12



Long Pepper Cocktail Spice
CAN-17343
Size: 4 oz
Units per case: 12



Pink Pepper Cocktail Spice
CAN-17389
Size: 4 oz
Units per case: 12



Piri-Piri Cocktail Spice
CAN-17344
Size: 4 oz
Units per case: 12



Rosemary Cocktail Spice
CAN-17345
Size: 4 oz
Units per case: 12



Sage Cocktail Spice
CAN-17390
Size: 4 oz
Units per case: 12



Star Anise Cocktail Spice
CAN-17346
Size: 4 oz
Units per case: 12



*Szechuan Pepper
Cocktail Spice*
CAN-17347
Size: 4 oz
Units per case: 12



Tarragon Cocktail Spice
CAN-17348
Size: 4 oz
Units per case: 12



*Thai Green Chili
Cocktail Spice*
CAN-17349
Size: 4 oz
Units per case: 12



Thyme Cocktail Spice
CAN-17391
Size: 4 oz
Units per case: 12



Turmeric Cocktail Spice
CAN-17392
Size: 4 oz
Units per case: 12



Beer Sauce, Smoky
CAN-17350
Size: 5 oz
Units per case: 12



Beer Sauce, Extra Spicy
CAN-17351
Size: 5 oz
Units per case: 12



Beer Sauce, Original
CAN-17352
Size: 5 oz
Units per case: 12

BEEHIVE BITTERS

roy, utah

In 2015, cocktail aficionado Mike D'Amico founded Beehive Bitters Company in Roy, Utah (the Beehive State). While it seems as if a new bitters producer hits the market very minute these days, Beehive is not your average homemade bitters—far from it. Each of Mike's bitters calls for multiple tinctures and extractions, which are all handmade separately and mixed together at the end of production to create unique and consistent flavors.

Although Beehive's flavors—Spiced Orange, Lime, and Lemon—sound straightforward, our tasting panels find them surprisingly complex, yet simultaneously clean and clear.



Lemon
CAN-17521
Size: 10 ml
Units per case: 10



Lime
CAN-17519
Size: 10 ml
Units per case: 10



Spiced Orange Bitters
CAN-17518
Size: 10 ml
Units per case: 10



Coffee & Cacao
CAN-17539
Size: 10 ml
Units per case: 10

BITTERMILK

charleston, south carolina

We have always been averse to cocktail mixes. That said, we'll always remember the first time we tried Bittermilk's New Orleans Old Fashioned Rouge. It's basically a complex simple syrup, featuring ingredients like wormwood, gentian root, and cochineal (red beetle). Pour 1 oz. over rocks with 2 oz. Rye and garnish with an orange twist for a damned-near-perfect cocktail, if you ask us.

So, does combining two ingredients make you a mixologist? When one of them is Bittermilk, we certainly think so.



*Bourbon Barrel Aged
Old Fashioned*
CAN-17296
Size: 9 oz
Units per case: 12



Charred Grapefruit Tonic
CAN-17300
Size: 17 oz
Units per case: 12



BITTERMILK

charleston, south carolina



New Orleans Style Old Fashioned Rouge
CAN-17299
Size: 8.5 oz
Units per case: 12



Oaxacan Old Fashioned
CAN-17301
Size: 8.5 oz
Units per case: 12



Smoked Honey Whiskey Sour
CAN-17298
Size: 17 oz
Units per case: 12



Tom Collins w/ Elderflowers & Hops
CAN-17297
Size: 17 oz
Units per case: 12

BITTERS LAB

salt lake city, utah

Salt Lake City's own Bitters Lab produces one-of-a-kind bitters. The Aromatic is even spicier and more feminine than Peychaud's, and the Charred Cedar + Currant mimics peat and nitrous oxide on the nose. Possibly the most impressive, though, is the Habanero Lime, which offers explosive amounts of habanero flavor and almost no heat at all. It's incredible to delve so deeply into the flavor of a pepper whose Scoville scale score normally makes such an exploration all but impossible.



Aromatic
CAN-17515
Size: 4 oz
Units per case: 6



Charred Cedar + Currant
CAN-17514
Size: 4 oz
Units per case: 6



Habanero Lime
CAN-17522
Size: 4 oz
Units per case: 6



Apricot Vanilla (Seasonal)
CAN-17523
Size: 4 oz
Units per case: 6



Apple Ginger (Seasonal)
CAN-17524
Size: 4 oz
Units per case: 6



BITTERMENS

new orleans, louisiana

As bitters makers go, Bittermens has mastered the technical skill needed to perfectly execute consistent, quality bitters. Despite all that precision, however, none of the artistry is lost. In fact, these are some of the most creative concoctions found anywhere, flavors that pay homage to pre-Prohibition-era cocktail culture but have a wide arc all their own. Bittermens is for the barkeep who has mastered the classics and is ready to create.



Boston Bittahs
CAN-17241
Size: 5 oz
Units per case: 12



Burlesque Bitters
CAN-17242
Size: 5 oz
Units per case: 12



Elemakule Tiki Bitters
CAN-17240
Size: 5 oz
Units per case: 12



Hellfire Habanero Shrub
CAN-17245
Size: 5 oz
Units per case: 12



Hopped Grapefruit Bitters
CAN-17239
Size: 5 oz
Units per case: 12



Orange Cream Citrate
CAN-17243
Size: 5 oz
Units per case: 12



Orchard Street Celery Shrub
CAN-17244
Size: 5 oz
Units per case: 12



Xocolatl Mole Bitters
CAN-17238
Size: 5 oz
Units per case: 12

DR. ADAM ELMEGIRAB'S

aberdeen, scotland

Launched in 1828, Boker's Bitters soon became famous as the preferred brand by the best bartenders during the Golden Age of cocktails, but, unfortunately, it did not survive Prohibition.

Referencing receipts dating back to 1853 and original tasting notes, as well as having procured a small remnant sample of the original Boker's, Adam Elmegirab was able to resurrect this classic bitters in July of 2009.

If you ever meet Adam, be sure and give him a high five, because now you can have a historically accurate Martinez, Crusta, and Japanese Cocktail. This same level of zeal and dedication goes into all his other bitters, too.



Aphrodite Bitters
CAN-17379
Size: 100 mL
Units per case: 12



Boker's Bitters
CAN-17380
Size: 100 mL
Units per case: 12



Dandelion & Burdock
CAN-17381
Size: 100 mL
Units per case: 12



*Dead Rabbit
Orinoco Bitters*
CAN-17382
Size: 100 mL
Units per case: 12



Spanish Bitters
CAN-17383
Size: 100 mL
Units per case: 12



Teapot Bitters
CAN-17384
Size: 100 mL
Units per case: 12



FEE BROTHERS

rochester, new york

Fee Brothers began operations in 1864, and it was the only American bitters to make it through Prohibition. In fact, as recently as 2004, there were only three bitters companies in the world: Angostura, Peychaud's, and Fee Brothers!

Highlights of this line include Black Walnut Bitters and Whiskey Barrel-Aged Bitters, yet the line is quite expansive. History and value join forces to make for one great brand.



Aztec Chocolate Bitters
CAN-17353
Size: 5 oz
Units per case: 12



Black Walnut Bitters
CAN-17354
Size: 5 oz
Units per case: 12



*Cardamom Bitters
Boker's Style*
CAN-17355
Size: 5 oz
Units per case: 12

FEE BROTHERS

rochester, new york



Celery Bitters
CAN-17356
Size: 5 oz
Units per case: 12



Cherry Bitters
CAN-17357
Size: 5 oz
Units per case: 12



Cranberry Bitters
CAN-17358
Size: 5 oz
Units per case: 12



*Gin Barrel-Aged
Orange Bitters*
CAN-17359
Size: 5 oz
Units per case: 12



Grapefruit Bitters
CAN-17360
Size: 5 oz
Units per case: 12



Lemon Bitters
CAN-17361
Size: 5 oz
Units per case: 12



Mint Bitters
CAN-17362
Size: 5 oz
Units per case: 12



*Old Fashion Aromatic
Bitters*
CAN-17363
Size: 5 oz
Units per case: 12



Peach Bitters
Size: 5 oz
CAN-17364
Units per case: 12



Plum Bitters
CAN-17365
Size: 5 oz
Units per case: 12



Rhubarb Bitters
CAN-17366
Size: 5 oz
Units per case: 12



*West Indian
Orange Bitters*
CAN-17367
Size: 5 oz
Units per case: 12



*Whiskey Barrel-Aged
Bitters*
CAN-17368
Size: 5 oz
Units per case: 12



Blue Curacao Syrup
CAN-17369
Size: 4 oz
Units per case: 12



Curacao-Triple Sec Syrup
CAN-17370
Size: 4 oz
Units per case: 12



Falernum Syrup
CAN-17371
Size: 4 oz
Units per case: 12



Orgeat Almond Syrup
CAN-17372
Size: 4 oz
Units per case: 12



Sloe Gin Syrup
CAN-17373
Size: 4 oz
Units per case: 12

FEE BROTHERS

rochester, new york



Hibiscus Water
CAN-17374
Size: 5 oz
Units per case: 12



Jasmine Water
CAN-17375
Size: 5 oz
Units per case: 12



Lavender Water
CAN-17376
Size: 5 oz
Units per case: 12



Orange Flower Water
CAN-17377
Size: 5 oz
Units per case: 12



Rose Water
CAN-17378
Size: 5 oz
Units per case: 12

LUXARDO

veneto, italy

Until you've tried them, you may wonder how a small jar of cherries can have a price tag of more than \$20 a jar. But once you've had Luxardo Maraschino Cherries, you'll know you can't run a serious bar program without them. Nothing else comes even close.

Having Luxardo Maraschino Cherries on your shelf will not only boost your street cred with discerning barkeeps, but they will up your game in the kitchen. Try them with salads, pork roasts, baked goods, gelato, and, of course, cheese plates.



Maraschino Cherries

400 oz (approx 56 per jar)
CAN-16528
Units per case: 12

3kg (approx 420 per tin)
CAN-16531
Units per case: 4

5.6kg (approx 790 per tin)
CAN-16551
Units per case: 4

LUXARDO

rochester, new york



Grenadine Syrup
CAN-16552
Size: 750 mL
Units per case: 12



Orgeat Almond Syrup
CAN-16553
Size: 750 mL
Units per case: 12



Sour Cherry Syrup
CAN-16554
Size: 750 mL
Units per case: 12



Apricot Jam
CAN-16533
Size: 400 g
Units per case: 12



Cherry Jam
CAN-16555
Size: 400 g
Units per case: 12



Cherry Jam
CAN-16532
Size: 400 g
Units per case: 12

PEYCHAUD'S

new orleans, louisiana

Peychaud's Bitters was created around 1830 in the New Orleans apothecary of Dr. Antoine Amédée Peychaud. The very word "cocktail" is said to be derived from his service of bitters-spiked cognac.

As a pharmacist, Peychaud was well-versed in the curative powers of botanicals and herbs, and his bitters quickly gained favor in reputable drinking establishments around the city. And to this day, Peychaud's is irreplaceable in many classic cocktails, such as the Sazerac and the Vieux Carré.

Peychaud's Bitters is one of the two most classic gentian-based bitters, but unlike Angostura, Peychaud's has a lighter body and more floral aroma, with notes of anise and spiced cherry. Sometimes, nothing but Peychaud's will do, and that is why it is one of only three brands to have survived Prohibition.

Aromatic Cocktail
Bitters, 5 oz
CAN-17305
Units per case: 12

Aromatic Cocktail
Bitters, 10 oz
CAN-17304
Units per case: 12





POK POK SOM

portland, oregon

This caliber of shrub will kill your DIY spirit, and for good reason. Pok Pok has captured the magic of grandma's garden in a bottle. Just one smell of their Thai Basil will demonstrate how they only use the best ingredients they can find. Sounds clichéd, but they really do it. Go ahead, make one yourself. It won't be better.



Apple Drinking Vinegar
CAN-17208
Size: 16 oz
Units per case: 12



Ginger Drinking Vinegar
CAN-17210
Size: 16 oz
Units per case: 12



Honey Drinking Vinegar
CAN-17206
Size: 16 oz
Units per case: 12



Pineapple Drinking Vinegar
CAN-17212
Size: 16 oz
Units per case: 12



Pomegranate Drinking Vinegar
CAN-17207
Size: 16 oz
Units per case: 12



Tamarind Drinking Vinegar
CAN-17205
Size: 16 oz
Units per case: 12



Thai Basil Drinking Vinegar
CAN-17211
Size: 16 oz
Units per case: 12



*Blood Orange Drinking Vinegar *Seasonal**
CAN-17293
Size: 16 oz
Units per case: 12



Turmeric Drinking Vinegar
CAN-17291
Size: 16 oz
Units per case: 12

*Blood Orange Drinking Vinegar *Seasonal**
CAN-17293
Size: 16 oz
Units per case: 12

*Pinot Noir Drinking Vinegar Seasonal**
CAN-17294
Size: 16 oz
Units per case: 12

Strawberry Drinking Vinegar
CAN-17155
Size: 16 oz
Units per case: 12

REGANS'

new orleans, louisiana

Released in 2005, Regans' Orange Bitters No. 6 was the first commercial bitters of the modern-day bitters boom. Before Regans', it had been 50 years since the last bitters were introduced by Fee Brothers.

Self-described "cocktail freaks" Gary and Mardee Regan began work on their orange bitters in the late 1990s. After considerable research of the out-of-print 1939 book, *The Gentleman's Companion*, and many other trials and tribulations, a modern-day classic was born, and the "bitters boom" officially was kicked off. Whether it will be your favorite orange bitters or not, it's certainly hard to beat for the price.

Orange Bitters No. 6



CAN-17303

Size: 5 oz

Units per case: 12

CAN-17302

Size: 10 oz

Units per case: 12

SCRAPPY'S

seattle, washington

In 2008, Scrappy's launched some of the first of the New American bitters to be commercially bottled. History in the making. Scrappy's was created by bartender Miles "Scrappy" Thomas of Tavern Law fame. This is a legendary mixologist, folks—all serious discussions of bitters soon mention Scrappy's. The line is about straightforward flavors, such as Aromatic, Cardamom, Celery, Chocolate, Grapefruit, Lime, Orange, and more—bitters that are clean, clear, and simple.



Aromatic

CAN-17273

Size: 5 oz

Units per case: 12



Black Lemon (Seasonal)

CAN-17328

Size: 5 oz

Units per case: 12



Cardamom

CAN-17272

Size: 5 oz

Units per case: 12



Celery

CAN-17266

Size: 5 oz

Units per case: 12



Chocolate

CAN-17267

Size: 5 oz

Units per case: 12



Firewater

CAN-17270

Size: 5 oz

Units per case: 12

SCRAPPY'S

seattle, washington



Grapefruit
CAN-17268
Size: 5 oz
Units per case: 12



Lavender
CAN-17271
Size: 5 oz
Units per case: 12



Lime (Seasonal)
CAN-17329
Size: 5 oz
Units per case: 12



Orange
CAN-17269
Size: 5 oz
Units per case: 12



Orleans
CAN-17330
Size: 5 oz
Units per case: 12



Seville Orange (Seasonal)
CAN-17331
Size: 5 oz
Units per case: 12



Classic (Gift Box)
CAN-17289
Size: 4 ct
Units per case: 40



Exotic (Gift Box)
CAN-17290
Size: 4 ct
Units per case: 40

SMALL HAND FOODS

oakland, california

Who exactly has sung the praises of Small Hand Foods? The New York Magazine, Forbes, The Wall Street Journal, Wired, and Playboy, to name a few. Created by legendary bartender Jennifer Colliau, Small Hand doesn't merely make syrups; it makes the necessary ingredients for pre-Prohibition-era cocktails. In 2014, The San Francisco Chronicle wrote an article titled, "Who's Who in 2014: Six People Who Changed the Way We Eat," and Jennifer, for good reason, was one of the six.

Who else is obsessive enough to release two tonic syrups? The Yeoman Tonic Syrup is specifically tailored for Beefeater Gin. If that level of specificity and obsessiveness doesn't give you an idea of how great these products are, what other commercially produced syrups can boast being on the menu at PDT (Please Don't Tell) in New York City?!

Grenadine



CAN-17526
Size: 8.5 oz
Units per case: 12

CAN-17525
Size: 17.5 oz
Units per case: 12

Gum Syrup



CAN-17528
Size: 8.5 oz
Units per case: 12

CAN-17527
Size: 17.5 oz
Units per case: 12

SMALL HAND FOODS

oakland, california

Orgeat Syrup



CAN-17530
Size: 8.5 oz
Units per case: 12

CAN-17529
Size: 17.5 oz
Units per case: 12

Pineapple Gum Syrup



CAN-17532
Size: 8.5 oz
Units per case: 12

CAN-17531
Size: 17.5 oz
Units per case: 12

Raspberry Gum Syrup



CAN-17534
Size: 8.5 oz
Units per case: 12

CAN-17533
Size: 17.5 oz
Units per case: 12

Tonic Syrup



CAN-17536
Size: 8.5 oz
Units per case: 12

CAN-17535
Size: 17.5 oz
Units per case: 12

Yeoman Tonic Syrup



CAN-17538
Size: 8.5 oz
Units per case: 12

CAN-17537
Size: 17.5 oz
Units per case: 12



SPEED CRAFT

new orleans, louisiana

Speed Craft Cocktail Syrups is the brainchild of Avery and Janet Glasser of Bittermens fame. While their bitters are fit for the best bars in the world, they understand that the Speed Craft line will not be used alongside them, because the best bars make their own syrups.

Speed Craft is for the neighborhood bar without much kitchen space or the small chain lacking the bandwidth for creating killer syrups. Speed Craft uses all-natural ingredients and no preservatives in creating its classic flavors, which make them far better than common bar syrups.



Bitter Lemon
CAN-17405
Size: 16 oz
Units per case: 12



Grenadine
CAN-17395
Size: 16 oz
Units per case: 12



Lime Cordial
CAN-17406
Size: 16 oz
Units per case: 12



Tonic Syrup
CAN-17394
Size: 16 oz
Units per case: 12

UNDERBERG

rheinberg, germany

Underberg is a gentian-based digestive bitters aged in Slovenian Oak. When trying to describe its flavor to friends who are not hip to Amari, Fernet, or herbal liquors, one might describe it as similar to Jägermeister, with the herbs and bitterness amped up and the sweetness all but gone.

However, while that description may help novice imbibers get the gist, it is painfully over-simplified and does not do justice to the nuances of Underberg. This digestive uses herbs and botanicals from 43 different countries—complex flavors and aromas, to say the least. When taken after a large meal, it has magical digestive powers.

3 Pack

CAN-17227

Size: 20 mL

Units per case: 10

30 Pack Case

CAN-17228

Size: 20 mL

Units per case: 30



WORKHORSE RYE

san francisco, california

For the food and/or beverage geek, Workhorse Rye's bitters are glorious. Whether it be Passionflower, Salted Cacao, Aromatic Coffee Bitters, or one of the ever-changing seasonal varieties, each Workhorse Rye bitters is crafted with unrivaled skill. Each recipe creates an immersive experience whose transcendental effects are hard to shake off.

For example, the Passionflower Bitters—made with soothing botanicals passionflower, hops, echinacea, chamomile, violet leaf, blackberry leaf, and valerian root—lulls the imbiber into a dreamlike state, where they are transported to a warm and friendly Eastern European apothecary from the mid-1800s. Luckily, you won't want to wake up from this dream.

Aromatic Coffee



CAN-17545
Size: 1 oz
Units per case: 6

CAN-17542
Size: 4 oz
Units per case: 6

Passionflower



CAN-17546
Size: 1 oz
Units per case: 6

CAN-17543
Size: 4 oz
Units per case: 6

Salted Cacao



CAN-17547
Size: 1 oz
Units per case: 6

CAN-17544
Size: 4 oz
Units per case: 6

India Pear (Seasonal)



CAN-17550
Size: 1 oz
Units per case: 6

CAN-17543
Size: 4 oz
Units per case: 6

Pumpkin (Seasonal)



CAN-17551
Size: 1 oz
Units per case: 6

CAN-17549
Size: 4 oz
Units per case: 6

