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MEYER'S-BITTER

GERMAN HERBAL LIQUEUR — THE GENUINE BITTER

MEYER'S BITTER

ANCIENT, YET NOT A BIT OUTDATED

MEYER'S BITTER has been crafted for six generations according to an unchanged recipe. Over forty selected herbs and roots form the basis for the bitter spirit of the Meyer family, who developed this specialty as far back as the 18th century. MEYER'S BITTER has been awarded multiple gold medals in international spirits competitions.



Awarded
the Gold Medal
at the ISW!

PIQUANT DIVERSITY

INIMITABLE TASTE WITH 40 HANDPICKED HERBS

MEYER'S BITTER Wald- und Feld-Kräuter (Forest and Meadow Herbs) or MEYER'S BITTER Alpenkräuter (Alpine Herbs) provide a spicy variation with over 40 herbs and roots after meals or in social gatherings as a shot. The almost black color of the digestive bitter is as characteristic as its taste. This combination is highly appreciated by connoisseurs.

MEYER'S-BITTER



What are the flavor-determining herbs?

Bitter orange peel,
cinnamon, ginger root,
cloves, gentian,
sweet and bitter orange peel



What are the flavor-determining herbs?

Angelica root, calamus,
bitter thistle, bitter clover,
gentian, caraway, anise

DEUTSCHER WALD- UND
FELD-KRÄUTERLIKÖR
— GERMAN FOREST AND
FIELD HERBAL LIQUEUR —



HERBACEOUS SPIRIT
FULL OF FLAVOR

HANDPICKED

40

With over 40 handpicked
herbs and notes.

TRADITION

1747

MEYER'S BITTER
has consistently been crafted
according to an unchanged
recipe.

INTENSIVE

35%

Intense flavor with an alcohol
content of 35% ABV.

DEUTSCHER
ALPENKRÄUTER BITTER
— GERMAN
ALPINE HERB BITTER —



FULL-BODIED
HERBAL SPIRIT

FLAVOR DUEL

WHERE JÄGER MEETS ITS MASTER

MEYER'S BITTER: Tradition and authenticity since 1747. With its two varieties, it offers an intense, less sweet tasting experience. MEYER'S BITTER is a true bitter that pleasantly stands out from the mainstream. In the supposed shadow of the famous Jägermeister, it distinguishes itself with strength of character and unique specialty. An underdog for lovers of *genuine bitterness* and the *premium alternative* to Jägermeister.



MEYER'S-BITTER

Since 1747 +

Two varieties:
Forest and
Alpine Herbs +

Less sweetness:
a *genuine* bitter +

The Underdog:
little known, making it
the specialty in the
herbal segment +

Jägermeister

Since 1934 -

Only one variety -

Very high
sugar content,
very sweet -

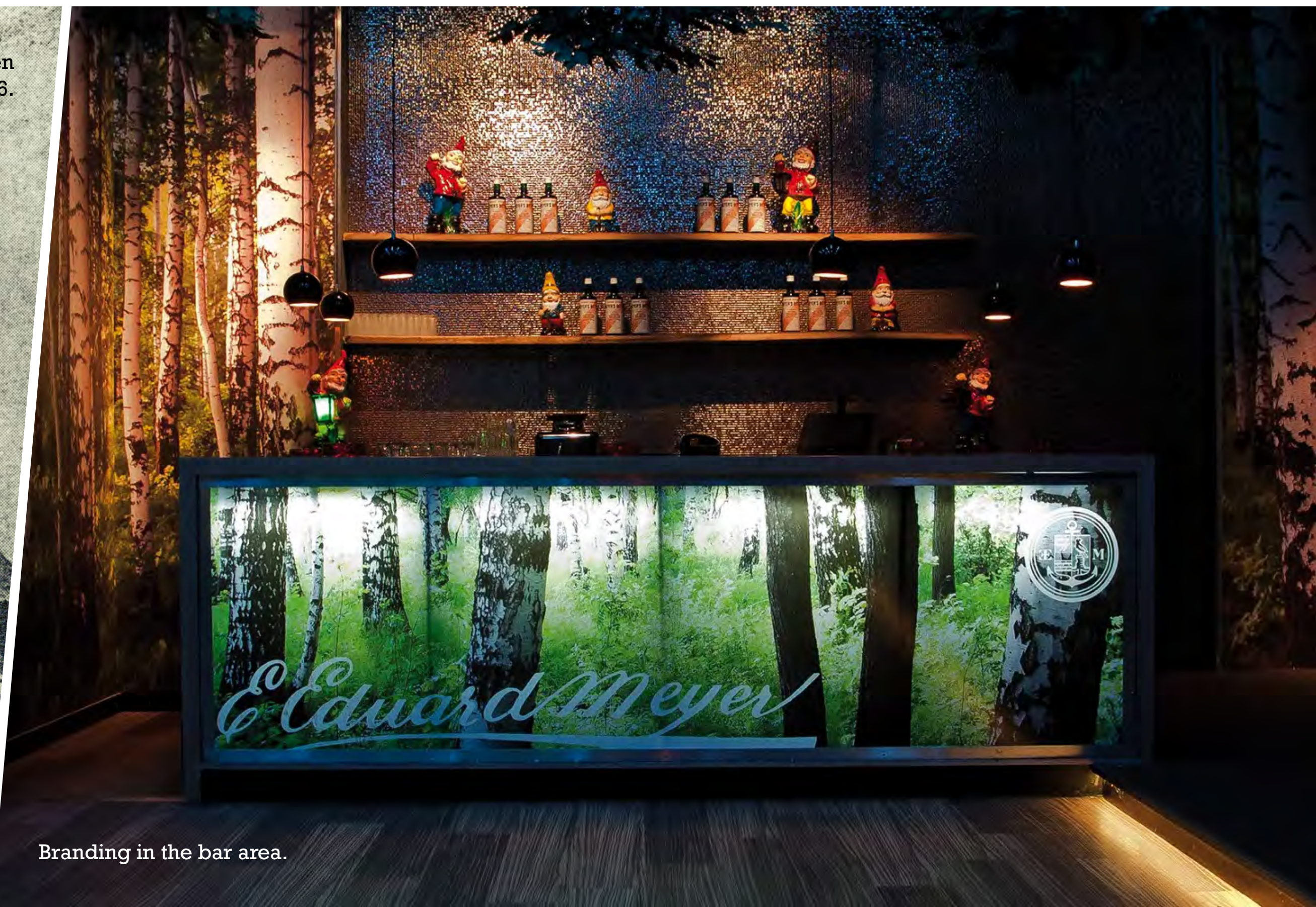
World-renowned,
in every gastronomy
(no sensationalism) -

MEYER'S-BITTER

TRADITION MEETS MODERNITY



The old factory building on Obernstrasse has been in the family's possession since 1686.



Branding in the bar area.