

## **Bitter & Sweet UK – bio**

The idea to start making Vermouth came from my love of Martinis, its defining yet almost silent partner, often over looked, Vermouth became something of a fascination for me. The backbone of many drinks, a silent partner or rowdy best friend, an aide to appetite and like our proclivity for flavoured alcoholic drinks, a history as long.

With nearly 20 years experience working in the food and drinks industry I decided it was time to do something for myself, something which I was passionate about and would put my all into, something I was starting to understand and discover more of each day. The name Bitter & Sweet came from the love of the two composite profiles in Vermouth, bitterness and its hunger inducing properties, and sweetness, the balancing factor in any Aperitif.

I use Mugwort sourced from the Lea Valley just on the edge of East London (I have been asked why I am picking lots of weeds a few times) to bitter the Vermouth for both dry and sweet, hand picked bay leaf from the Brittany coast for the dry and the other botanicals sourced from organic suppliers. The botanicals are steeped in high abv spirit and then used to fortify the dry white wine base. This is sweetened using sugar syrup or caramel, although my aim has been to keep the use of sugar as minimal as possible, relying on sweetness coming from some of the botanicals used. The finished products represent their styles paying respect to the past while creating a refreshing approach to the Vermouth style.