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[King Floyd's Bar Provisions](#)

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**SETTING OUT TO PRODUCE THE BEST COCKTAIL BITTERS ON THE MARKET, A LOCAL ENTREPRENEUR INFUSES QUALITY INTO EVERYTHING HE DOES AT KING FLOYD'S BAR PROVISIONS**

NOVATO, CA (June, 2022) — Not satisfied with the quality of the cocktail bitters that were already on shelves and behind bars, Lawrence Batterton used his 25 years of experience in the medicinal herbal extract business to start making his own. Batterton insists on using the freshest organic herbs and spices — some even sourced from his San Anselmo home garden like Wild Plum and Poblano and Jalapeño chilies — and uses a hands-on, small-batch approach.

And so after months of experimenting, all the while getting real-time feedback from professional mixologists, Batterton joined with talented local musician and artist Darren Nelson — who is also known for designing posters for acts like Primus and Grateful Dead's Mickey Hart — to launch [King Floyd's Bar Provisions](#) in Novato in 2017. Others soon came aboard including well-known Peri's Bar bartender Josh Burks, who has created many of the tempting recipes and colorfully presents them on the brand's [YouTube channel](#).

"We're obsessed with procuring the best ingredients on the market," Batterton says, who has seen the business grow dramatically year after year. "Our bitters are handmade in small batches to insure flavor, quality and potency."

Cocktail enthusiasts and bartenders agree, King Floyd's products have changed the game when it comes to mixing up the most sophisticated and complex-tasting drinks possible. The company now offers 10 types of handcrafted bitters that range from the traditional to more inspired flavors not found anywhere else, including Scorched Pear, Green Chili, Cherry Cacao, Wild Plum, and Grapefruit and Rosemary. Williams-Sonoma and Sother Teague have taken notice and now offer private-label King Floyd's bitters.

"People like to get creative with something that they love, like cocktails, and experiment with the endless variations that are possible," Batterton says, adding that there are dozens of different [cocktail recipes](#) on the King Floyd's website, with more to come.

Determined to be libation lovers' one-stop cocktail accessory shop, King Floyd's Bar Provisions also makes rim salts and sugars, syrups and a line of insanely addictive peanuts and snack mixes with flavors like Dill Pickle and Spicy Bloody Mary — all with the same commitment to using

only the highest-quality ingredients. Everything is meticulously made in-house at the Novato headquarters using refined techniques Batterton learned in his decades in the business like the Barrel Aged Aromatic that took years to develop and doesn't find its way into shakers until it has been aged in French oak for over a year.

King Floyd's products — all featuring Nelson's vintage Barbary Coast graphics and a playful logo with an image of "Floyd" that was found at a Fairfax flea market — make one-of-a-kind gifts for any cocktail lover. Popular products include the [Sampler 5-Pack](#) complete with delicious recipes, the [Bar Tool Kit](#), which includes a branded shaker and everything else you need to get started, and the [Original Craft Bitters Set](#), offering three of the most popular varieties (Orange, Aromatic and Cardamom) and includes recipes in a collectible wooden box.

You can taste the bitters locally in drinks made at Mac's at 19 Broadway, Pete's 881 Club and the Papermill Creek Saloon and find them at retailers like Nugget Markets, Ludwig's Liquor & Smoke Shop, Palace Market, Mill Valley Market and more. The flavored peanuts can be found at Mollie Stone's and Woodacre Country Market & Deli.

## RECIPE

### King Floyd's Barrel-Aged Manhattan

- Fill your Manhattan glass with ice to chill
- Pour into a separate mixing glass:
  - 2 ounces bourbon
  - 1 ounce Italian sweet vermouth
  - 3 dashes [King Floyd's Barrel Aged Aromatic Bitters](#)
- Add ice to the mixing glass
- Stir until chilled
- Dump ice from the Manhattan glass
- Strain cocktail into the Manhattan glass
- Garnish with an orange peel and a Luxardo cherry

