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[King Floyd's Bar Provisions](#)

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**THESE HIGH-QUALITY NORTHERN CALIFORNIA–MADE BITTERS AND BAR PROVISIONS ARE  
SHAKING UP THE COCKTAIL INDUSTRY ONE DRINK AT A TIME**

NOVATO, CA (June, 2022) — Cocktail enthusiasts and bartenders agree, King Floyd's Bar Provisions products have changed the game when it comes to mixing up the most sophisticated and complex-tasting libations possible.

Not satisfied with the quality of what was already on shelves and behind bars when it came to cocktail bitters, Lawrence Batterton used his 25 years of experience in the medicinal herbal extract business to start making his own. But Batterton wasn't after the ordinary, instead insisting on using the freshest organic herbs and spices, a hands-on, small-batch approach and never cutting corners. In 2017 he and a partner launched [King Floyd's Bar Provisions](#) in The San Francisco Bay Area and have watched the company take off as more and more people have rediscovered classic cocktails at their favorite watering holes or the joys of making their own libations at home.

"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."

The company launched with three types of handcrafted bitters and now offers 10 types that range from the traditional to inspired flavors not found anywhere else including Scorched Pear, Green Chili, Cherry Cacao, Wild Plum, and Grapefruit and Rosemary. Also available are rim salts and sugars, syrups and a line of addictive peanuts and snack mixes with flavors like Dill Pickle and Spicy Bloody Mary. Williams-Sonoma and Sother Teague have taken notice and now King Floyd's produces private-label bitters for those brands. 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.

Everything is meticulously made in-house at King Floyd's headquarters using refined techniques Batterton learned in the herbal extract business. For example, it doesn't matter how long it takes — the Barrel Aged Aromatic doesn't find its way into shakers until it has been in French oak for more than a year. The team sources only the finest local organic ingredients and grinds

and processes everything themselves to create the complex and potent mixtures — some have up to 15 different flavor notes, and all are double the strength of other bitters brands.

King Floyd's products — all featuring vintage Barbary Coast graphics and a playful logo with an image of "Floyd" that was found in a box of old photos — make one-of-a-kind gifts for any cocktail lover and are a mixologist's best friend behind the bar.

## RECIPE

### King Floyd's Cardamom Martini

- Add ice to your martini glass to chill
- Add ice to your mixing glass
- Pour ¼ ounce dry vermouth into the mixing glass
- Stir to coat the ice
- Remove remaining vermouth from the mixing glass
- Pour 2 ounces vodka or gin of choice into mixing glass
- Pour ½ ounce elderberry liqueur into mixing glass
- 3 dashes [\*King Floyd's Cardamom Bitters\*](#)
- Stir until frosty
- Empty martini glass
- Strain cocktail into martini glass
- Garnish with a lemon twist

