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[King Floyd's Bar Provisions](#)

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TWO NORTHERN CALIFORNIA ENTREPRENEURS CONTINUE TO INTRODUCE INNOVATIVE NEW TASTES, BRINGING A REFINED LEVEL OF QUALITY AND CREATIVITY TO THE SPIRITS INDUSTRY

NOVATO, CA (June, 2022) — What do you get when you combine decades of experience in the medicinal herbal extract business with decades behind the bar? The answer is a line of bitters and bar provisions of exceptional quality that exceed the high standards demanded by the most discerning bartenders and home cocktail enthusiasts.

To raise his products to that high quality level CEO and founder of [King Floyd's Bar Provisions](#), Lawrence Batterton, spent months experimenting at home — all the while getting feedback from trusted mixologists — until he came up with the perfect formulas. He invited those same bartenders and a talented artist to join the company that he launched in 2017 with the goal of disrupting the bar provisions industry. And the group — that made sure to include a hand-built tasting room resembling your favorite dive bar in their Northern California warehouse — has done just that, experiencing record growth every year since launching, even producing private-label bitters for Williams-Sonoma and Sother Teague.

The secret to their success is in the science-based approach and relentless pursuit of quality. It all starts with the freshest organic herbs and spices — some even harvested from Batterton's home garden — that are ground and processed by the crew at the King Floyd's warehouse. The herbs are then macerated in extremely high-proof ethanol (the team never uses *glycerin*) and the extracted flavors are combined after aging. The result is "bartender approved" bitters that exude complex flavor profiles, are double-strength potent and last "forever." No corner is cut in this small batch production system.

"We're obsessed with procuring the best ingredients on the market," Batterton says. "Our bitters are handmade in small batches to insure flavor, quality and potency."

The company now offers 10 types of handcrafted bitters 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. All of it is smartly packaged using eye-catching vintage Barbary Coast graphics and a playful logo with an image of "Floyd" that was found in a box of old photos at a local flea market.

Popular products include the [Sampler 5-Pack](#) complete with delicious recipes 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. And of course, no bar is complete without the full line of King Floyd's Bar Provisions bitters, salts, syrups and snacks.

RECIPE

King Floyd's Chocolate Martini

- Dip the Rim of the glass in simple syrup or Crème de Cacao
- Coat the rim with [King Floyd's Chocolate Cinn Rimming Sugar](#)
- Drizzle chocolate syrup onto the edges of the glass
- In a shaker filled with ice combine the following
 - 2 ounces vodka
 - ½ ounce crème liqueur
 - ½ ounce Crème de Menthe
 - ½ ounce Crème de Cacao
 - 3–5 dashes of [King Floyd's Chocolate](#) or [King Floyd's Cherry Cacao Bitters](#)
- Shake and strain into the [Chocolate Cinn](#) rimmed martini glass

