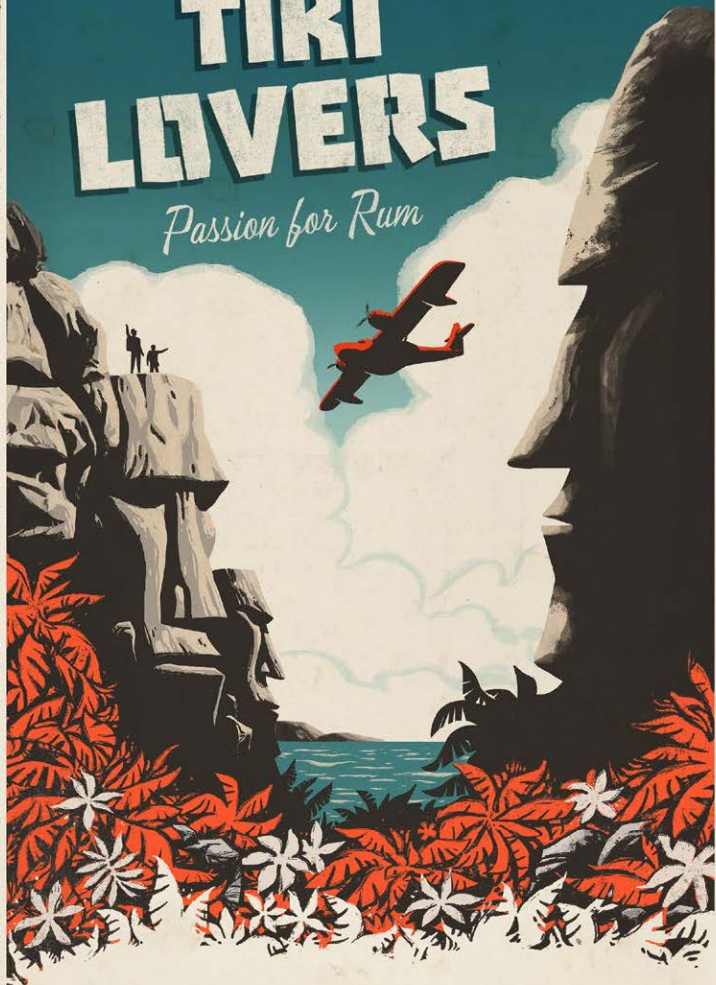


# TIKI LOVERS

*Passion for Rum*



## THE EVOLUTION OF POLYNESIAN POP

by  
*Sven Kirsten*

"I drew this evolution chart, adding cut & paste graphics, in 1992 for my 1st book proposal for the BOOK OF TIKI. It took 8 years until the book was published in September 2000, (with a cleaner version of the chart).

The sequence of formative events and influential personalities holds true to this day. Back then, before the book put them on the map, Don, Vic & and Steve had been all but forgotten. Today, thanks to the diligent digging of dedicated Tiki brethren, their names stand for the golden age of Tiki.

This chart is a quick "Tiki history at-a-glance" guide for Tiki lovers. It does not include the Tiki Revival, as it had yet to be inspired by such research."



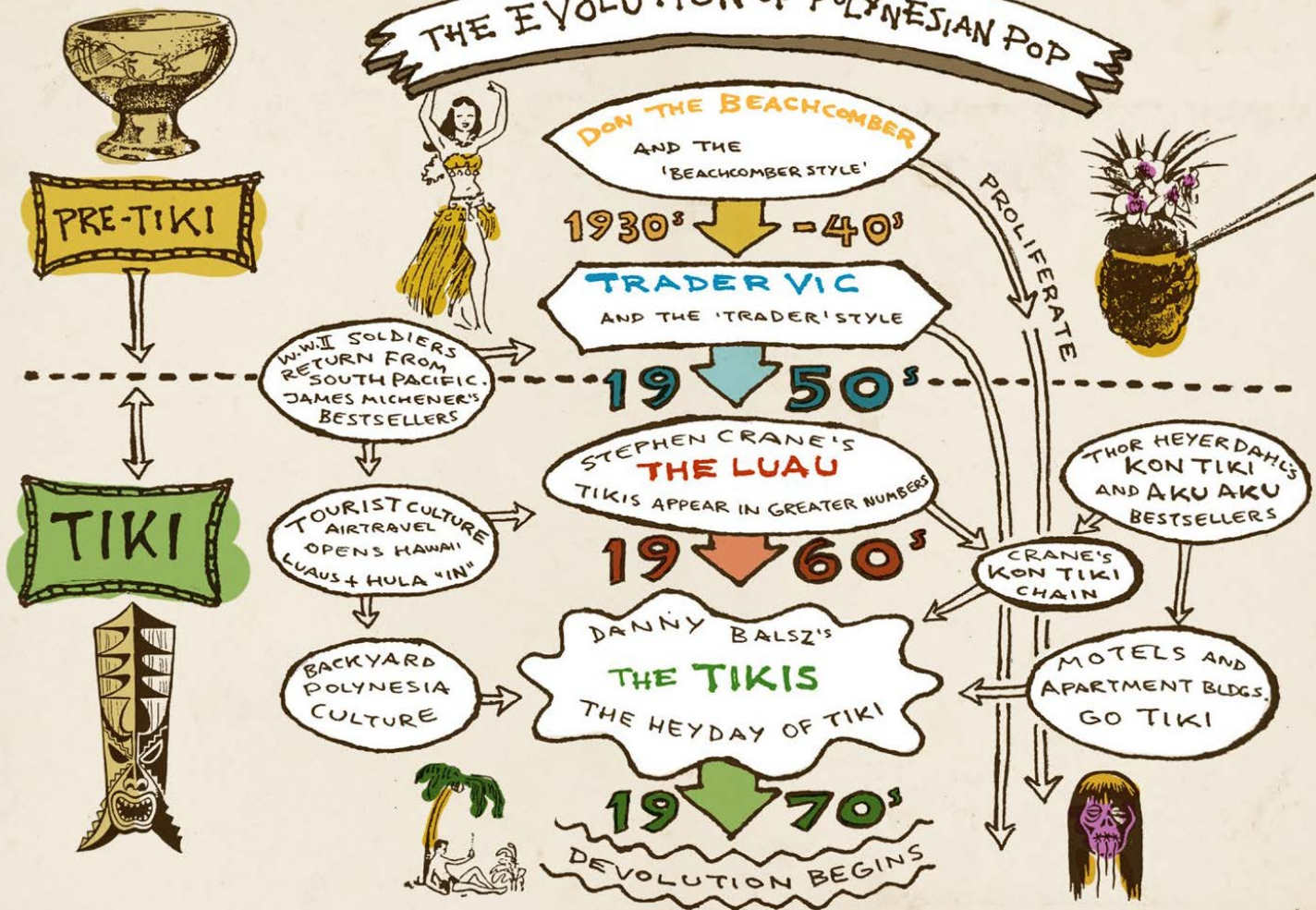
# TIKI LOVERS



*Passion for Rum*



# THE EVOLUTION OF POLYNESIAN POP





## TIKI LOVERS RUM

About Tiki Lovers - 6

### OUR RUMS

TIKI LOVERS Pineapple Rum - 10

TIKI LOVERS Banana Rum - 12

TIKI LOVERS Coffee Rum - 14

TIKI LOVERS White Rum - 16

TIKI LOVERS Dark Rum - 18

### TIKI 101

The Evolution of Polynesian Pop  
*(inside front cover)*

The Circle of Tiki  
*(inside back cover)*

Introduction Sven Kirsten - 22

The Story of Tiki - 24

How to Tiki in the 21st century - 26

### RUM RHAPSODIES

Espresso Rumtini - 30

Planter's Punch - 32

Bajan Milk Punch - 34

Van Hagen Punch - 36

Nui Nui - 38

Banana Bread Old Fashioned - 40

Brain Driller - 42

Rum & Cola - 44

West Indian Punch - 46

Creole Swizzle - 48

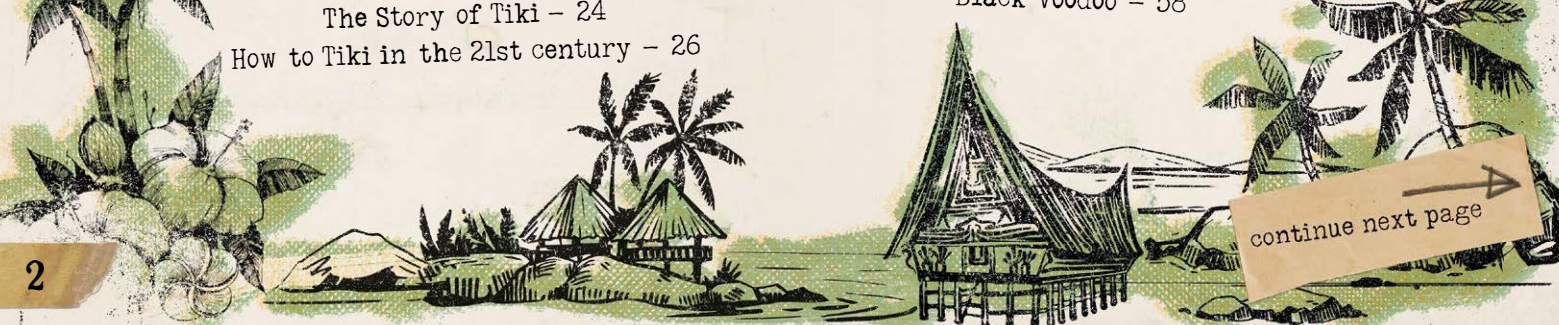
Golden Negroni - 50

Dirty Banana Colada - 52

Daiquiri - 54

Black & White - 56

Black Voodoo - 58



continue next page →





## RUM RHAPSODIES

- Jungle Bird - 60
- Pineapple Sour - 62
- Banana Highball - 64
- Three Dots & a Dash - 66
- Banana Daiquiri - 68
- Negroni Scuro - 70
- Come fly with Me - 72
- Lovers Julep - 74
- Set the Sails - 76
- Murder by the Sea - 78
- Mojito - 80
- Jet Pilot - 82
- Rum Barrel - 84
- Mai Tai - 86
- Missionary's Downfall - 88
- Scorpion - 90
- Fog Cutter - 92
- Navy Grog - 94
- Hurricane - 96
- Dark & Spicy - 98

Piña Colada - 100

Zombie - 102

The Naked Van Hagen - 104

## HOT STUFF

Hot Buttered Rum - 108

Flaming Coffee Grog - 110

Hot Toddy - 112

There's more from  
The Bitter Truth Company - 116  
Imprint - 118

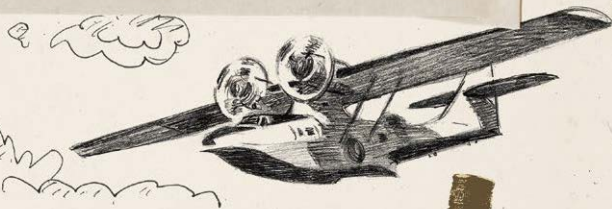




# TIKI LOVERS



is the Rum brand created by Stephan Berg and Alexander Hauck who are also the masterminds behind The Bitter Truth products.



We had already successfully branched out into the tropical category with liqueurs like Falernum and Pimento Dram - but it was time to travel further...

*We love Rum - you will taste it.*

While being on the road as ambassadors for our brand, we often experienced Tiki cocktails that were only so-so.

We realized that the rums used in the drinks were lacking character. It was then that the idea was born to create blended rums that are ideal for the use in Tiki/Tropical cocktails.



Throughout Stephan's earlier years as a seafarer, he traveled the tropics and experienced rum-making first hand in the Caribbean islands of Jamaica, Trinidad, Cuba and Barbados. It was there he learned about the heritage of rum-making, blending and ... drinking.



Alexander, a designer, bartender and passionate Rum aficionado, was an early admirer of Polynesian art & pop culture - even more so after his first visit at the »Mai-Kai« in Fort Lauderdale, a Tiki temple built in 1956 which is still in existence.



It was there that he - intoxicated by Polynesian dance performances and Tiki drinks - scribbled down his first idea for the label of their new rum brand: Tiki Lovers Rum!

*Better Rum. Better Cocktails.*

**TIKI LOVERS** Rums are all natural and at higher proof for more intensity, flavor and taste!







## Our Rums



# TIKI LOVERS

## Pineapple



has its roots in the past, when Caribbean distillers were macerating fresh pineapples in high proof sugar cane spirit, thereby adding an extra dimension of fruity layers to the rum.

Created in 2015, TIKI LOVERS Pineapple is based on all-natural extracts of tropical pineapples sourced from South America. The fruits are harvested at the peak of ripeness and their sweet and seductive juice extracted by pressing. The unfermented juice is then stripped of some of its water content to emerge as a complex pineapple extract that does not water down the blend of rums.



The rum blend is composed of aged & unaged Jamaican pot-still rum from Hampden Estate and Worthy Park, 3-year-old Barbados Rum from Foursquare Distillery, aged in former Bourbon Whiskey barrels, and some young column still rums from both Trinidad and Guyana.





# TIKI LOVERS

## Banana

For TIKI LOVERS Banana, superior Caribbean pot still and column still rums, craftily made in Jamaica, Barbados and Trinidad, are blended with the all-natural flavors of sun-ripened bananas.



Fresh, fruity, and crisp, TIKI LOVERS Banana offers complex aromas of ripe and dried bananas, that blend exceptionally well with the rum base, creating a spirit, which is light but bursting of flavors.



Perfectly balanced, with the rum shining through beautifully, TIKI LOVERS Banana is the ideal base for tropical drinks such as the Banana Daiquiri and rum-based drinks that need a fruity twist.



# TIKI LOVERS

## Coffee



... unites a bold blend of well-matured rums, sourced from famous distilleries in Jamaica, Barbados, Trinidad, and Guyana, with rich flavors of roasted all-natural coffee beans.

With clear notes of chocolate, vanilla, and roasted nuts, the coffee proves to be an ideal companion to the rum blend, without overpowering the character of the rum.

Even though TIKI LOVERS Coffee is eminently tasty on its own, it also enriches many mixed drinks, such as the Daiquiri or Right Hand Cocktail. Or why not try it with your favorite Cola?





# TIKI LOVERS

## White Rum



is a delicious blend composed of aged and unaged Rums from the Caribbean, with the backbone of TIKI LOVERS White Rum coming from the lush and fragrant shores of Jamaica.

Our chosen unaged rums are pot-still distilled at Monymusk and Worthy Park and are heavy with esters, creating the impression of rich banana flavor and cooked fruits.



The blending process, a fine art for centuries, includes rum, aged up to 5 years, from Trinidad's most famous distillery. The Rum is stripped of color by charcoal filtration, but maintains its full flavor.

In a final flourish, a crisp, fresh and crystal-clear column still rum from Trinidad is added, creating a premium white rum, at a sumptuous 50% Vol. with complex fruit and floral notes.





# TIKI LOVERS

## Dark Rum



is bottled at a hefty English proof. At 57% Vol. it is the perfect marriage between unaged Jamaican pot-still rum from the famous Hampden Estate and rum from Barbados, aged between 2 and 3 years, distilled at Foursquare Distillery.

The barrels of the chosen Barbados Rum age on tropical shores, exposed to the sea breeze, warm climate and are high on evaporation rate, leading to a more complex and balanced spirit.

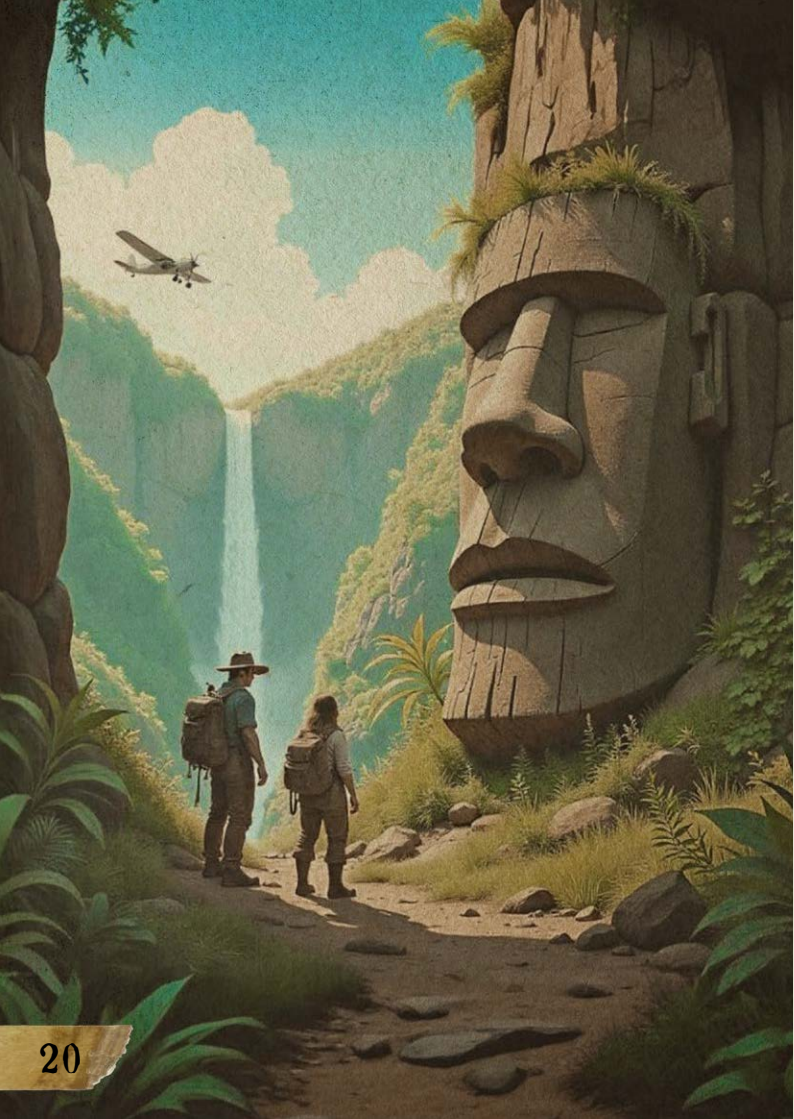
The final touch is a small blend of fresh column-still rums from Trinidad and Guyana for ultimate complexity, rounded-off with 3-5 years-old Trinidadian Rum.



TIKI LOVERS Dark Rum was created in 2011. It is a complex and rich rum with hints of vanilla, dark fruit, molasses and spice.



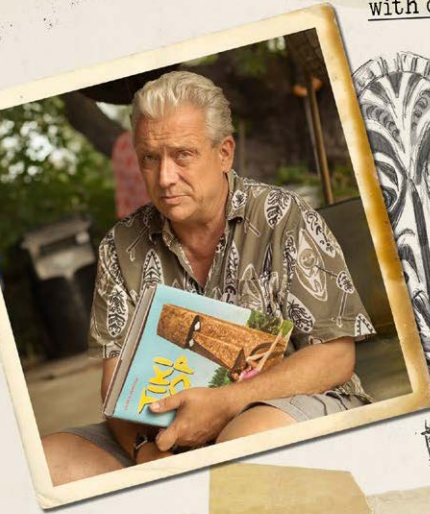




Tiki 101

# TIKI 101

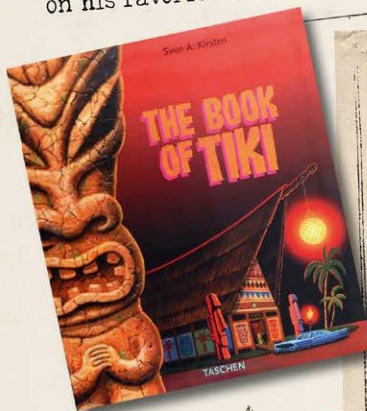
with our expert Sven Kirsten



"Sven Kirsten was conceived on a freighter of his grandfather's Hamburg-Chicago Line. Following the call of the big world, he moved to California at the age of 25. Kirsten studied at the American Film Institute in Los Angeles and began shooting music videos in the late 1980s for The Cramps, Tom Waits, Sergio Mendes and others. After years of hunting down pieces of the puzzle of Polynesian Pop, Kirsten has developed a singular insight into the Cult of Tiki and has become the country's most eminent Tiki archeologist."

... as Taschen Books beautifully introduced the man.

Cinematographer Sven Kirsten is the author of the "Book of Tiki" (widely acknowledged as the bible of Tiki) and several other publications deepening the research on his favorite subject of Polynesian Pop culture.



"Tiki Modern" explores Tiki style's relation to mid-century modernism and "Tiki Pop" is the complete chronicle of the America's obsession with Polynesia.

His most recent book, "The Art of Tiki", is a passionate study of the Tiki idol as an art form. For the first time, contemporary Tiki art is united and presented equally with what inspired it, original mid-century Polynesian Pop.

Dear Tiki Lovers, please follow our urban archeologist into an exciting world of adventure. Let's set the sails and embark to the South Seas in search of the mythical island of Bali Ha'i. Your captain Mr. Kirsten will get you sea-legs instantly. Ahoy!



Sven Kirsten describes Tiki as an art form.



# THE STORY OF TIKI

by *Sven Kirsten*

"Anyone who has ever seen them is thereafter haunted as if by a feverish dream."

Karl Woermann

(Venerable Art Historian,  
about Oceanic Statuary)

Such are the words of a true Tiki lover. Little did Karl know that 50 years later his love would be shared by a whole generation of Americans who worshipped the Tiki as their god of recreation.

While bamboo bars and tropical watering holes had been popular in American cities from the 1930s on, it was not until the mid-50s that the Polynesian idol commonly called the Tiki became the ambassador of South Sea escapism.

The post-war public's taste had evolved into a fascination with exotic cultures, and as Hawaii was about to become a member of the United States, its art and sculpture was utilized to decorate Polynesian-style bars and restaurants.

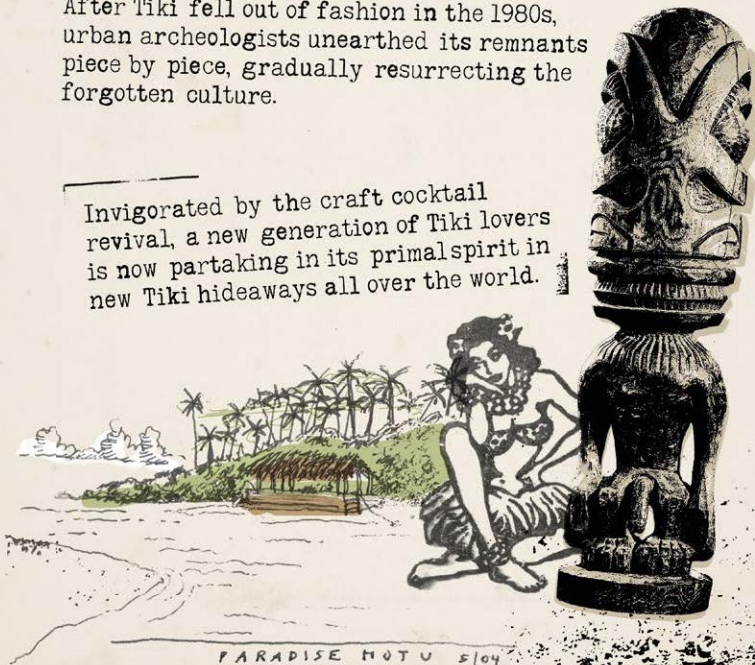


In doing so, American proprietors and their designers used their own imagination to embellish the traditional tribal models, and a new pop culture was born. The whimsical Tiki image proliferated in the form of statues, motel signs, menu covers and cocktail mugs.

The contrast of primitive-looking Tiki carvings with mid-century modernism provided a unique esthetic friction unlike any design style before it.

After Tiki fell out of fashion in the 1980s, urban archeologists unearthed its remnants piece by piece, gradually resurrecting the forgotten culture.

Invigorated by the craft cocktail revival, a new generation of Tiki lovers is now partaking in its primal spirit in new Tiki hideaways all over the world.



PARADISE MOTU 5/04



# HOW TO TIKI

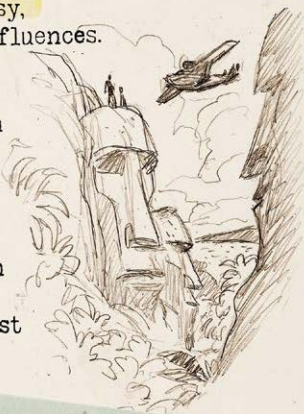
in the 21st Century

by Søren Kirsten

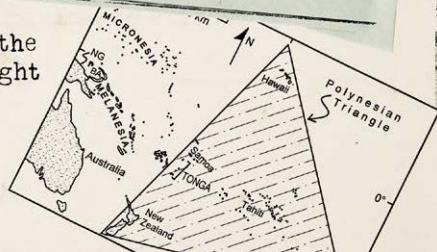
While Tikistyle is based on a fantasy, it is not a free-for-all of exotic influences.

Modern Tiki has a lot of leeway to play with pop culture ideas, but an authentic Tiki environment should always be recognizable as such.

This means first of all that the figure of the Tiki, in carved and in rendered form, should be present. A bar does not become a Tiki bar just because it serves Tiki cocktails.



The different islands of the Polynesian triangle brought forth different forms of Tikis.



Ultimately, the goal of the Tiki lover is to create the romantic atmosphere of exotic ports of call on remote tropical islands.

These bars were decorated with souvenirs and mementos that sailors brought back from their travels in the South Seas, from mythical lands of strange rituals and beautiful wahines.

For this, nautical props like ships models, puffer fish and beachcomber lamps are a helpful addition. Maps and travel posters, weapons, shrunken heads and images of island maidens flesh out the mood.



Even the occasional Asian or African souvenir is not out of place – as long as the predominant theme is that of the South Sea island paradise. This is where Tiki and the Tiki lover feel at home.





# Rum Rhapsodies

---

## ESPRESSO RUMTINI

50 ml (1 2/3 oz)  
30 ml (1 oz)  
2 dashes  
2 dashes  
1 barspoon

Tiki Lovers-Coffee  
freshly brewed Espresso  
The Bitter Truth-Chocolate Bitters  
The Bitter Truth-Orange Bitters  
Sugar Syrup (1:1 Sugar : Water)

Shake ingredients with ice and strain into a chilled cocktail glass.





## PLANTER'S PUNCH



30 ml (1 oz)	Tiki Lovers-Dark Rum
30 ml (1 oz)	Tiki Lovers-Pineapple
25 ml (3/4 oz)	fresh Orange Juice
20 ml (2/3 oz)	fresh Lime Juice
10 ml (1/3 oz)	Grenadine Syrup

Shake with ice, then strain into a glass full with ice. Garnish to taste.

## BAJA MILK PUNCH

50 ml (2 oz) Tiki Lovers-Pineapple  
20 ml (1 oz) The Bitter Truth-Golden Falernum  
70 ml (2 1/2 oz) cold Almond Milk

Blend all the ingredients. Strain into a  
long drink glass, filled with ice.  
Grate nutmeg on top.

P.28





*The 'Award Winning'*  
**VAN HAGEN PUNCH**

30 ml (1 oz) Tiki Lovers-White Rum  
30 ml (1 oz) Tiki Lovers-Pineapple  
15 ml (1/2 oz) Tiki Lovers-Dark Rum  
15 ml (1/2 oz) The Bitter Truth-Golden Falernum  
30 ml (1 oz) fresh Lime-Lemon Juice Mix (1:1)  
30 ml (1 oz) fresh Orange Juice  
30 ml (1 oz) Pineapple Juice  
30 ml (1 oz) Passionfruit Juice  
30 ml (1 oz) Guava Juice  
15 ml (1/2 oz) homemade Honey-Cinnamon-Mix  
2-4 dashes The Bitter Truth-Aromatic Bitters

Prepare honey syrup: Add 500 ml (1 pint) honey to same amount of hot water with 3 tablespoons of ground cinnamon. Stir and let cool down. Multiply recipe to your needs. Mix all ingredients and refrigerate. Present in punch bowl and serve on ice cubes. Sprinkle with some nutmeg if you like. // Cheers!

"BEST COCKTAIL AT TIKI OASIS ARIZONA 2019"



## NUI NUI

MORE IS MORE!

45 ml (1 1/2 oz) Tiki Lovers-White Rum  
15 ml (1/2 oz) Tiki Lovers-Dark Rum  
1 tsp The Bitter Truth-Pimento Dram  
2 dashes The Bitter Truth-Aromatic Bitters  
15 ml (1/2 oz) fresh Lime Juice  
15 ml (1/2 oz) fresh Orange Juice  
8 ml (1/4 oz) Cinnamon Syrup  
1 tsp Vanilla Syrup

Pour all ingredients into a blender and blend at high speed for a few seconds. Pour into a tall glass and add crushed ice to fill.





## BANANA BREAD OLD FASHIONED

60 ml (2 oz)  
2 dashes

10 ml (1/3 oz)

Tiki Lover-Banana  
The Bitter Truth-  
Black Cherry Bitters  
Maple Syrup

Build in rock glass over ice and stir.  
Garnish with cherry and crispy  
banana chip.



## BRAIN DRILLER

60 ml (2 oz) Tiki Lovers-Dark Rum  
120 ml (4 oz) Pineapple Juice  
30 ml (1 oz) fresh Orange Juice  
30 ml (1 oz) Cream of Coconut  
ground Nutmeg

Shake with ice, then strain into a glass full with ice and dust nutmeg on top. Garnish to taste.





## RUM & COLA

50 ml (1 2/3 oz) Tiki Lovers-Coffee  
fill up with  
your favorite Cola

Build in highball glass over ice.  
Garnish with orange slice.





## WEST INDIAN PUNCH

60 ml (2 oz)	Tiki Lovers-White Rum
25 ml (3/4 oz)	Banana Liqueur
25 ml (3/4 oz)	Pineapple Juice
25 ml (3/4 oz)	fresh Orange Juice
25 ml (3/4 oz)	fresh Lemon Juice
10 ml (1/3 oz)	Sugar Syrup (1:1 Sugar:Water)
pinch of	freshly grated Nutmeg
pinch of	ground Cinnamon

Shake with ice, then strain  
into a glass full with ice.



## CREOLE SWIZZLE

by Simon Köster

30 ml (1 oz)	Tiki Lovers-Dark Rum
30 ml (1 oz)	Tiki Lovers-White Rum
30 ml (1 oz)	fresh Lime Juice
20 ml (2/3 oz)	The Bitter Truth-Golden Falernum
10 ml (1/3 oz)	Sugar Syrup (1:1 Sugar:Water)
7-8 large dashes	The Bitter Truth-Creole Bitters
a handful	Mint Sprigs

Place the mint at the bottom of a tall glass and carefully break the leaves and stems to release the oils. Add crushed ice and add all other ingredients (except bitters) and swizzle well. Sprinkle the bitters on top to create a 3 layer experience and garnish fancy.



## GOLDEN NEGRONI

45 ml (1 1/2 oz) Tiki Lovers-Pineapple  
30 ml (1 oz) Aperitif Bitter Liqueur  
30 ml (1 oz) Sweet Red Vermouth

Build in rock glass filled with ice  
and garnish with an orange peel.





## DIRTY BANANA COLADA

60 ml (2 oz)  
20 ml (2/3 oz)  
60 ml (2 oz)  
1  
20 ml (2/3 oz)

Tiki Lovers-Banana  
Cream of Coconut  
Pineapple Juice  
ripe Banana  
Tiki Lovers-  
Coffee



Blend all ingredients, except coffee rum,  
with crushed ice and pour into a tall glass.  
Float Tiki Lovers Coffee on top and garnish.



## DAIQUIRI

50 ml (1 2/3 oz) Tiki Lovers-White Rum  
30 ml (1 oz) fresh Lime Juice  
20 ml (2/3 oz) Sugar Syrup (1:1 Sugar:Water)

Shake all the ingredients with ice  
and strain into a cocktail glass.

CLASSIC!





## BLACK & WHITE

60 ml (2 oz) Tiki Lovers-Coffee  
10 ml (1/3 oz) Sugar Syrup (1:1 Sugar:Water)  
30 ml (1 oz) slightly whipped (vegan) Cream

---

Pour Tiki Lovers Coffee and sugar syrup  
into a rock glass filled with ice and stir.  
Float fresh cream on top.





## BLACK VOODOO

by Mr. Van Hagen

20 ml (2/3 oz)	Tiki Lovers-White Rum
10 ml (1/3 oz)	Tiki Lovers-Dark Rum
10 ml (1/3 oz)	Wray & Nephew-Overproof White Rum
10 ml (1/3 oz)	The Bitter Truth-Golden Falernum
2 dashes	The Bitter Truth-Chocolate Bitters
20 ml (2/3 oz)	fresh Lime Juice
40 ml (1 1/3 oz)	Pineapple Juice
10 ml (1/3 oz)	Agave Syrup
10 ml (1/3 oz)	Espresso

Shake all ingredients over ice and strain into a fancy container. Garnish with mint sprig and grated nutmeg.



## JUNGLE BIRD

- 45 ml (1 1/2 oz) Tiki Lovers-White Rum  
or Tiki Lovers-Pineapple  
25 ml (3/4 oz) Aperitif Bitter Liqueur  
60 ml (2 oz) Pineapple Juice  
15 ml (1/2 oz) fresh Lime Juice  
15 ml (1/2 oz) Demerara Sugar Syrup (1:1 Sugar:Water)

Shake all ingredients with ice and pour unstrained  
into a stemmed glass over ice. Garnish to taste.



## PINEAPPLE SOUR



50 ml (1 2/3 oz) Tiki Lovers-Pineapple  
30 ml (1 oz) fresh Lemon Juice  
20 ml (2/3 oz) Sugar Syrup (1:1 Sugar:Water)

Shake all the ingredients with ice  
and strain into a tall glass  
filled with ice.







## BANANA HIGHBALL

60 ml (2 oz) Tiki Lovers-Banana  
2 dashes The Bitter Truth-  
fill up with Aromatic Bitters  
Ginger Ale

---

Build in tall glass over  
ice and garnish with  
orange peel.



### THREE DOTS AND A DASH

*Morse code for the letter "V" (Victory)*

45 ml (1 1/2 oz)	Tiki Lovers-White Rum
15 ml (1/2 oz)	Tiki Lovers-Dark Rum
8 ml (1/4 oz)	The Bitter Truth-Golden Falernum
8 ml (1/4 oz)	The Bitter Truth-Pimento Dram
1 dash	The Bitter Truth-Aromatic Bitters
15 ml (1/2 oz)	fresh Lime Juice
15 ml (1/2 oz)	fresh Orange Juice
15 ml (1/2 oz)	Honey Syrup (1:1 Honey:Water)

Shake with crushed ice and pour into a stemmed glass or mug. Garnish to taste.





## BANANA DAIQUIRI

60 ml (2 oz) Tiki Lovers-Banana  
30 ml (1 oz) fresh Lime Juice  
20 ml (2/3 oz) Maple Syrup

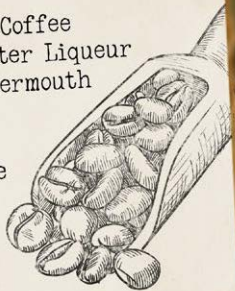
Shake ingredients with ice  
and strain into a chilled  
cocktail glass.



## NEGRONI SCURO

20 ml (2/3 oz) Tiki Lovers-Coffee  
30 ml (1 oz) Aperitif Bitter Liqueur  
30 ml (1 oz) Sweet Red Vermouth

Build in rock glass over ice  
and stir. Squeeze orange  
peel on top.







## COME FLY WITH ME

by Simon Köster

40 ml (1 1/3 oz) The Bitter Truth-Elderflower Liqueur  
20 ml (2/3 oz) Amaro Montenegro  
20 ml (2/3 oz) Tiki Lovers-Dark Rum  
15 ml (1/2 oz) fresh Lemon Juice  
1/2 barspoon The Bitter Truth-Bogart's Bitters

Shake all the ingredients. Strain into  
a chilled rock glass over a big ice cube.  
Garnish to taste and enjoy.



## LOVERS JULEP

50 ml (1 2/3 oz)	Tiki Lovers-White Rum
10 ml (1/3 oz)	Tiki Lovers-Dark Rum
30 ml (1 oz)	fresh Lime Juice
20 ml (2/3 oz)	Sugar Syrup (1:1 Sugar:Water)
3 dashes	The Bitter Truth-Orange Bitters
about 20	Mint Leaves

Place mint and sugar in a tin cup or tall glass and carefully crush the mint. Add crushed ice and all other ingredients and swizzle well until the container catches frost on the outside. Garnish with a mint sprig and powdered sugar.





## SET THE SAILS

by Simon Köster

45 ml (1 1/2 oz) Tiki Lovers-Pineapple  
10 ml (1/3 oz) Mezcal  
30 ml (1 oz) fresh Lime Juice  
20 ml (2/3 oz) Pandan Syrup  
20 ml (2/3 oz) The Bitter Truth-Golden Falernum  
6 dashes The Bitter Truth-Olive Bitters

Shake all the ingredients.  
Strain into a cocktail glass.  
Garnish to taste.





## MURDER BY THE SEA

by Mr. Van Hagen



50 ml (1 2/3 oz) Tiki Lovers-White Rum  
30 ml (1 oz) fresh Lemon Juice  
20 ml (2/3 oz) Sugar Syrup (1:1 Sugar:Water)  
1 barspoon The Bitter Truth-Creole Bitters  
pinch of Salt  
8 ml (1/4 oz) Beetroot Juice  
1/3 fresh Egg White

Blend all the ingredients except from the beetroot. Strain into a tall glass, fill with crushed ice and float the beetroot juice. Garnish with seaweed and salt.



## MOJITO

*Tastes like more!*

50 ml (1 2/3 oz) Tiki Lovers-White Rum  
1/2 Lime  
2 barspoons Cane Sugar  
2 Mint Sprigs  
50 ml (1 2/3 oz) Plain Soda Water

In a tall glass muddle mint and lime with sugar, add rum and ice and stir. Fill up with plain soda water and stir again. Garnish with a mint sprig.



## JET PILOT



- |                |                                   |
|----------------|-----------------------------------|
| 30 ml (1 oz)   | Tiki Lovers-White Rum             |
| 30 ml (1 oz)   | Tiki Lovers-Dark Rum              |
| 15 ml (1/2 oz) | The Bitter Truth-Golden Falernum  |
| 2 dashes       | The Bitter Truth-Aromatic Bitters |
| 2 dashes       | Absinthe/Pastis                   |
| 15 ml (1/2 oz) | fresh Pink Grapefruit Juice       |
| 15 ml (1/2 oz) | fresh Lime Juice                  |
| 15 ml (1/2 oz) | Cinnamon Syrup                    |

Blend all ingredients with ice in a blender and pour into a mug. Garnish and enjoy!





## RUM BARREL

60 ml (2 oz)	Tiki Lovers-White Rum
30 ml (1 oz)	Tiki Lovers-Dark Rum
30 ml (1 oz)	Tiki Lovers-Pineapple
8 ml (1/4 oz)	The Bitter Truth-Pimento Dram
8 ml (1/4 oz)	The Bitter Truth-Golden Falernum
4 ml (1/8 oz)	Absinthe
1 dash	The Bitter Truth-Aromatic Bitters
30 ml (1 oz)	fresh Orange Juice
30 ml (1 oz)	Pineapple Juice
30 ml (1 oz)	fresh Pink Grapefruit Juice
20 ml (2/3 oz)	fresh Lime Juice
15 ml (1/2 oz)	Honey Mix (1:1 Honey : Water)
8 ml (1/4 oz)	Grenadine Syrup

Shake with ice and give unstrained  
into barrel mug.

TIKI CLASSIC!





## MAI TAI

*Tiki Royalty!*

30 ml (1 oz)	Tiki Lovers-White Rum
30 ml (1 oz)	Tiki Lovers-Dark Rum
15 ml (1/2 oz)	Orange Curacao Liqueur
30 ml (1 oz)	Fresh Lime Juice
15 ml (1/2 oz)	Orgeat Syrup
8 ml (1/4 oz)	Sugar Syrup (1:1 Sugar:Water)
2 cups	Crushed Ice

Shake over ice and pour unstrained  
into a double rock glass.  
Garnish with mint.

*Cheers!*





## MISSIONARY'S DOWNEALL

45 ml (1 1/2 oz)	Tiki Lovers-White Rum
15 ml (1/2 oz)	The Bitter Truth-Peach Bitters
15 ml (1/2 oz)	Honey Mix (1:1 Honey:Water)
15 ml (1/2 oz)	fresh Lemon Juice
1 large	Pineapple Chunk
6-10	Mint Leaves
2 cups	Crushed Ice

Combine all ingredients in a blender, blend for 10 seconds and serve in a cocktail or snifter glass. Garnish with mint, powdered sugar and tropical flower.



## SCORPION

25 ml (3/4 oz)	Tiki Lovers-White Rum
25 ml (3/4 oz)	The Bitter Truth-Pink Gin
10 ml (1/3 oz)	Brandy or Cognac
25 ml (3/4 oz)	fresh Lemon Juice
40 ml (1 1/3 oz)	fresh Orange Juice
10 ml (1/3 oz)	Orgeat Syrup
10 ml (1/3 oz)	Demerara Syrup

Shake with ice and pour unstrained into a double old fashioned glass or wide brandy snifter.  
Garnish as desired.

*Tiki Classic!*





## FOG CUTTER

60 ml (2 oz)	Tiki Lovers-White Rum
30 ml (1 oz)	Brandy
15 ml (1/2 oz)	Gin
60 ml (2 oz)	fresh Lemon Juice
30 ml (1 oz)	fresh Orange Juice
15 ml (1/2 oz)	Orgeat Syrup
15 ml (1/2 oz)	Cream Sherry (float)

Shake all ingredients, except cream sherry,  
with crushed ice and pour into a tall glass.  
Add ice to fill and float sherry on top.





## NAVY GROG

30 ml (1 oz)	Tiki Lover-White Rum
30 ml (1 oz)	Tiki Lovers-Dark Rum
30 ml (1 oz)	gold Demerara Rum
25 ml (3/4 oz)	fresh Lime Juice
25 ml (3/4 oz)	white Grapefruit Juice
25 ml (3/4 oz)	Club Soda
30 ml (1 oz)	Honey Mix (1:1 Honey:Water)

Shake with ice, then strain into a rock glass containing your ice cone.





## HURRICANE

80 ml (2 2/3 oz) Tiki Lovers-Dark Rum  
40 ml (1 1/3 oz) fresh Lemon Juice  
30 ml (1 oz) Passionfruit Syrup

Shake with crushed and regular ice, pour  
into a tall glass over crushed ice and  
garnish to taste.



## DARK & SPICY

60 ml (2 oz) Tiki Lovers-Dark Rum  
15 ml (1/2 oz) The Bitter Truth-Golden Falernum  
15 ml (1/2 oz) fresh Lime Juice  
120 ml (4 oz) spicy Ginger Beer

→ Build in a tall glass over ice.  
Garnish with lime.

CHEERS!





## PIÑA COLADA

25 ml (3/4 oz) Tiki Lovers-White Rum  
30 ml (1 oz) Tiki Lovers-Pineapple  
8 ml (1/4 oz) Cream Sherry or PX  
30 ml (1 oz) Cream of Coconut  
60 ml (2 oz) Pineapple Juice  
pinch of cracked Coffee Beans

*delicious!*

Blend with ice for 10 seconds (without the sherry).  
Pour unstrained into tall glass. Float sherry on top.  
Garnish to taste.

*Inspired by "Sweet Liberty", Miami Beach.*

## ZOMBIE

45 ml (1 1/2 oz) Tiki Lovers-White Rum  
45 ml (1 1/2 oz) Tiki Lovers-Dark Rum  
15 ml (1/2 oz) The Bitter Truth-Golden Falernum  
2 dashes The Bitter Truth-Aromatic Bitters  
2 dashes Absinthe/Pastis  
25 ml (3/4 oz) fresh Lime Juice  
2 tsp fresh Pink Grapefruit Juice  
8 ml (1/4 oz) Grenadine Syrup  
1 tsp Cinnamon Syrup

Shake all ingredients well with lots  
of ice and pour into a fancy tiki mug.

*Tiki Royalty*





## THE NAKED VAN HAGEN

(An island showstopper stripped  
down to its bare essentials)

- 20 ml (2/3 oz) Tiki Lovers-White Rum
- 10 ml (1/3 oz) Tiki Lovers-Dark Rum
- 10 ml (1/3 oz) Tiki Lovers-Pineapple
- 10 ml (1/3 oz) The Bitter Truth-Golden Falernum
- 30 ml (1 oz) fresh Lime Juice
- 20 ml (2/3 oz) Honey Syrup (1:1 Honey:Water)
- 3 dashes The Bitter Truth-Aromatic Bitters

Shake all ingredients with ice and pour  
into a rocks glass filled with ice.  
Garnish with lime peel.





Meanwhile at the  
**TIKI LOVERS RUM CAMP**



06:00 am  
exploring the island

11:00 am  
setting up camp



05:00 pm  
"Van Hagen Punch" ceremony



08:00 pm - bonfire serenades  
by King Kukulele





## HOT BUTTERED RUM

50 ml (1 3/4 oz) Tiki Lovers-Dark Rum  
1 tsp Brown Sugar  
150 ml (5 oz) Hot Water  
2 dashes The Bitter Truth-Chocolate Bitters  
1 small slice Butter (soft)

Blend all the ingredients in a heat safe glass without butter. Garnish with a cinnamon stick, add the butter and grate nutmeg on top.



## FLAMING COFFEE GROG

15 ml (1/2 oz)	Tiki Lovers-Dark Rum
15 ml (1/2 oz)	151-proof Demerara Rum
1 tsp	Tiki Lovers-Grog Batter
180 ml (6 oz)	freshly brewed hot Coffee
3 strips	Orange Peel
1	Sugar Cube
pinch of	ground Nutmeg
pinch of	ground Clove
pinch of	ground Cinnamon

Hot!

Put the sugar, batter, spices and orange peels in a preheated, heat-proof glass or mug, add the coffee, and stir it until the batter dissolves. Place the rums in a fireproof ladle, carefully ignite with a match. Then pour the flaming rum into the glass. Garnish with a cinnamon stick.

### Tiki Lovers Grog Batter:

Combine 30 ml (1 oz.) of softened sweet unsalted butter, 1 ounce of honey with a teaspoon of vanilla syrup, a teaspoon of The Bitter Truth - Pimento Dram and 1 teaspoon of cinnamon syrup. Makes 18 servings.





## HOT TODDY

60 ml (2 oz) Tiki Lovers-Dark Rum  
60 ml (2 oz) Water  
20 ml (2/3 oz) fresh Lemon Juice  
2-3 dashes The Bitter Truth-Aromatic Bitters  
1 small piece of Ginger, peeled and sliced  
1 strip of Lemon Peel  
2 tsp Honey  
Cinnamon Stick  
ground Nutmeg

Heat the water over a low heat with the spices, peel and bitters. Bring to a gentle simmer. Pour the rum into a heat save glass and pour over hot water and spices. Stir in the honey and lemon juice and adjust sweetness to your liking. Grate nutmeg on top.

HOT! HOT! HOT!







There's more from The Bitter Truth Company ...

# The BITTER TRUTH

## COCKTAIL BITTERS AND LIQUEURS



Innovating the cocktail since 2006.

[WWW.THE-BITTER-TRUTH.COM](http://WWW.THE-BITTER-TRUTH.COM)



@thebittertruthcompany



@thebittertruthcompany/

Our Product Range

Aromatic Bitters

Fruit Bitters

Savory Bitters

Cocktail Bitters  
Traveler's Set

Cocktail Bitters  
Bar Pack

Cocktail Liqueurs

116



Bogart's



Old Time Aromatic



Chocolate



Creole



Jerry Thomas



Black Cherry



Grapefruit



Lemon



Orange



Peach



Celery



Cucumber



Olive



Aromatic

Celery

Creole

Jerry Thomas

Orange



Chocolate

Peach

Olive

Cucumber

Grapefruit



Apricot



Elderflower



Golden Falernum



Pimento Dram



Violet

# IMPRINT

Special thanks to our mentor Sven Kirsten

\* TIKI LOVERS brand created by Stephan Berg and Alexander Hauck and produced by The Bitter Truth GmbH

\* Layout and Design by Jochen Hirschfeld, Alexander Hauck and Stephan Berg

\* Art Direction by Jochen Hirschfeld

Illustrations by Anthony Carpenter,  
Michael Uhlenkott, Tanja Hirschfeld  
and Rudi Skukalek.

\* Photography by Jochen Hirschfeld

\* Charts by Sven Kirsten

Thank you for your support ...

Marie King  
Anthony Carpenter  
Simon Köster  
Ivan Castro  
PJ Pesce  
King Kukulele



Copyright 2025

**WWW.TIKI-LOVERS.COM**

all rights reserved



Details "Circle of Tiki" chart:

### Main Tiki Bar Elements (around 50 %)

Carvings and art from Polynesia like Tiki statues, posts, mugs, weapons, masks, Tiki utensils, ashtrays, Tiki lighters, menus, matches and other objects and art that depict Tiki (Polynesian ancestor figures). Also: Artefacts from Melanesia (Papua New Guinea) and Micronesia. Architecture like A-Frame meeting houses.

All these elements can show influences of three additional stylistic forces. In the pie chart you see three triangles that influence original mid-century Tiki art as well as today's revival Tiki style.  
Original Pacific art / Modernism & Picasso / Cartoons

### Supporting Tiki Elements

(10 - 20 % each, depending on your preferences)  
These are split into four categories.  
Exotica, Pre-Tiki, Nautical and Mid-Century Pop.

**EXOTICA** - Explorers, Headhunters, Voodoo, African and Asian souvenirs.

**PRE-TIKI** - Hawaiiana, South Sea movies, Hula girls, Luau imagery, Palm trees, rattan, and tapa.

**NAUTICAL** - Trader and Beachcomber style, ship models, ship wheels, anchors, fishnet floats, shells, puffer fish, nets, travel and adventure objects and Kon-Tiki related stuff.

**MID-CENTURY POP** - Surf, Beach, Lounge and Bar elements, Rumpus Room items.

*Passion for Tiki. Passion for Rum.*

### THE CIRCLE OF TIKI

*by Sven Kirsten*

"A guide for those who want to know which elements make a bar into a Tiki bar. Very simply put, a Tiki bar distinguishes itself from generic tropical bars by using the Tiki figure as its main theme. This is the main fact that makes it unique among 20th Century décor concepts.

The focus on the main elements is important with a nice mix of the supporting ideas. Even though the Tiki genre is very creative, open and playful it does have its heritage and history."





10%-20% EACH



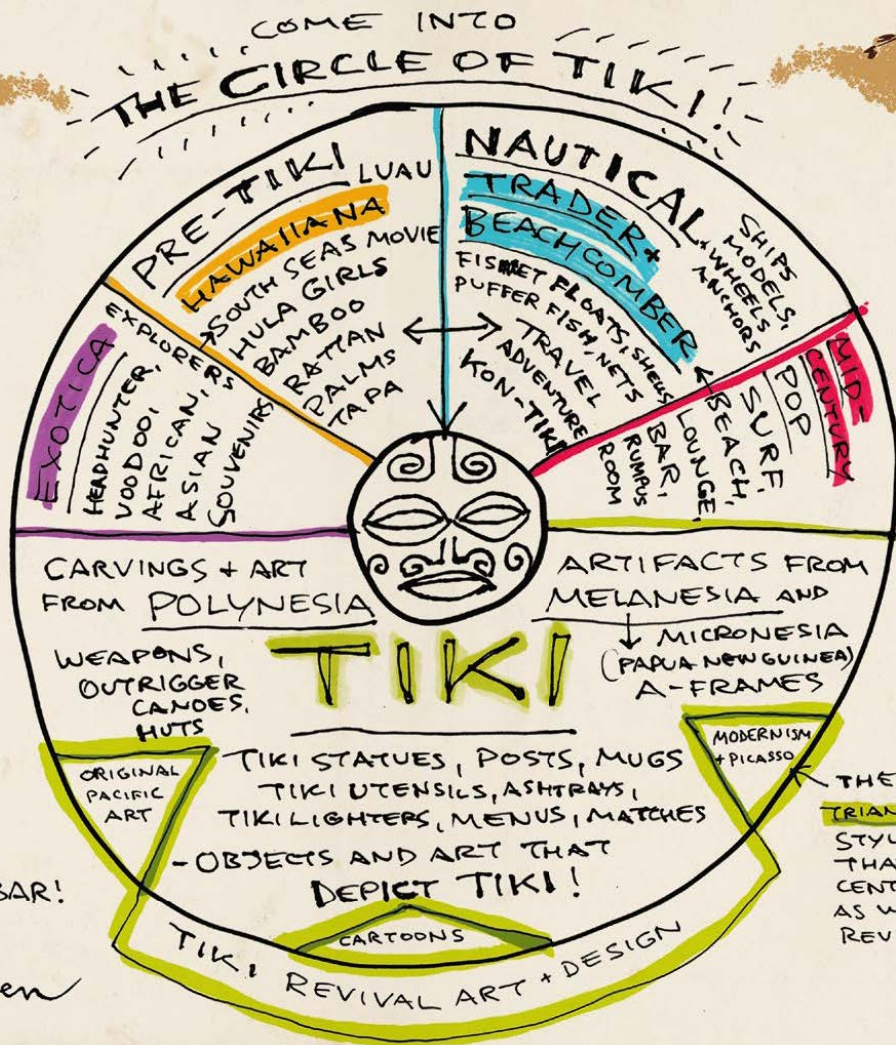
RECOMMENDED  
PERCENTAGES!  
NOT CAST  
IN STONE!

50%



THE MANY  
ELEMENTS  
THAT MAKE  
A TIKI BAR  
INTO A TIKI BAR!

by  
Sven  
Kirsten



A GUIDE FOR  
THOSE WHO  
WANT TO  
KNOW...

THE THREE  
TRIANGLES  
DEPICT  
STYLISTIC INFLUENCES  
THAT INFORM MID-  
CENTURY TIKI ART  
AS WELL AS MODERN  
REVIVAL TIKI STYLE





**WWW.TIKI-LOVERS.COM**

instagram: @tikiloversrum

facebook: tikiloversrum