

FOR IMMEDIATE RELEASE

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Did you know the best cocktail bitters are made right here in Marin?

One local entrepreneur set out to do just that when he founded King Floyd's Bar Provisions.

SAN FRANCISCO, CA (September 4, 2024) Unsatisfied with the quality of the cocktail bitters on shelves and behind the bar, Lawrence Batterton used his 25 years of experience in the medicinal herbal extract business to begin crafting his own. Batterton only uses the finest organic herbs and spices — some even sourced from his San Anselmo home garden like poblano, scorpion, cayenne, ghost, and jalapeño chilies, as well as wild plums, — and uses a hands-on, small-batch approach.

After months of experimentation, and with real-time feedback from professional mixologists, Batterton joined with talented local musician and artist Darren Nelson — also known for his design of rock posters for musical acts like Primus and The Grateful Dead's Mickey Hart — to launch King Floyd's Bar Provisions in Novato in 2017.

"I think what's made us successful is that 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 ensure flavor, quality and potency."

Cocktail enthusiasts and bartenders agree, King Floyd's products have changed the game when it comes to mixing the most sophisticated and complex-tasting drinks possible. The company now offers 12+ flavors 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, Tempus Fugit and Sother Teague have taken notice and now offer private-label King Floyd's bitters.

“People like to get creative with something they love, like cocktails, and experiment with the endless variations that are possible,” Batterton says, adding that there are dozens of 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 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.

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 and find them at retailers like Nugget Markets, Mollie Stone’s Markets, Ludwig’s Liquor & Smoke Shop, Mill Valley Market and more. The flavored peanuts can be found at Mollie Stone’s and Woodacre Country Market & Deli.

If you’re interested in learning more you can contact King Floyd’s at lawrence@kingfloyds.com or by calling 415-475-7811.

RECIPE

King Floyd’s [Barrel Aged Manhattan](#)

In a mixing glass, combine-

- 2 ounces rye or bourbon
- 1 ounce Italian sweet vermouth
- 3 dashes ***King Floyd’s Barrel Aged Aromatic Bitters***

Stir with ice until chilled. Strain your Manhattan into a chilled cocktail glass. Garnish with an orange peel and a Maraschino cherry. Cheers!

About King Floyd's Bar Provisions:

King Floyd's is the secret to a great cocktail. Inspired by San Francisco's legendary Barbary Coast, founder and CEO Lawrence Batterton set out in 2017 to create the finest cocktail bitters. What began as a passion project for friends, family, and the mixology community has grown into a legendary brand known for its artisanal quality. Today, King Floyd's offers 16 flavors of award-winning small batch bitters crafted from the freshest organic herbs and spices, many of which are unique to King Floyd's. Our line also includes a variety of flavored salts, sugars, and savory bar snacks. Headquartered in Novato, California, King Floyd's continues to elevate the cocktail experience. For more information, visit kingfloyds.com or follow us on social media:

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