



JSOTTA BITTER

Swiss Aperitivo

Jsotta Bitter is the house's bitter expression — launched in 2020 as a serious Swiss alternative to the Italian aperitivo bitters that dominate the category. 23% volume. BOTANICALS: built around natural bitter orange (the structural backbone of every quality bitter) and a confidential blend of Swiss Alpine herbs hand-foraged at altitude. Sugar level is restrained — the controlled bitterness reads cleanly without sweetness needing to mask the herbal extracts. The brand stays true to Latelting's century-long discipline: natural ingredients, no synthetic flavour compounds, no shortcut bittering agents. SERVING: the Italian aperitivo way — chilled with tonic in a balloon glass, an orange wheel, a generous ice fill. For a Negroni, build with Jsotta Bitter, Jsotta Vermouth Rosso, and a FiGee dry gin (Gilpins or Wessex Black). Equally a Spritz with Prosecco and soda, or a Boulevardier with bourbon and sweet vermouth. The 23% volume keeps it light enough for the long evening rather than the single round.

Tasting notes

Color

Vibrant amber-red, clear and bright.

Aroma

Fresh natural bitter orange, Alpine herbs.

Taste

Precise and balanced — controlled bitterness that never overwhelms.

Finish

Clean, long, persistent on bitter orange and herbaceous freshness.

JSOTTA The Swiss aperitif house of Latelting AG — Winterthur, 1899. Latelting began as a wine trading firm and grew across generations into one of Switzerland's most rooted spirits producers. The Jsotta line is the in-house Swiss aperitivo programme — vermouth, bitter, all built around Swiss base ingredients and locally-foraged Alpine herbs in answer to the great Italian aperitif tradition.