

PRESS RELEASE

Monday 6 June 2016

A new perfume of flowers

Launch Cocktail Spirits 2016



Joseph Cartron Liqueur de Violette

A very feminine absolute



Imperial and soft in its purple robe, the Liqueur de Violette, latest creation of the Liquorist Joseph Cartron – Distiller liquorist at Nuits-Saint-Georges – Burgundy, France – since 1882 brings to mouth a bouquet of fresh flowers that lingers like an original perfume.

Like the most precious perfumes and according to a very innovating process, the Joseph Cartron Liqueur de Violette is elaborated from a Violet absolute. The distiller imports the Violets from Egypt where all the care brought to their growth guarantees a product of very great quality. From their leaves is extracted all the essential oil. After evaporation remains a paste with a very powerful aroma diluted in alcohol, which is then filtered and concentrated by very low pressure distillation. This incomparable concentrate, called Violet absolute is then added to pure alcohol. The slow incorporation of crystallized sugar then lowers naturally the alcohol content and develops the flavour of the Violet.

« By its originality and subtlety our Liqueur de Violette will surprise the bar world and become the muse like its big sister the Liqueur de Sureau. Its delicacy and freshness evokes the floral, powdery and very slightly sugary perfume of the sweets of our childhood. It invites us to dream and to softness in order to elaborate refined and very flowery cocktails » adds *Judith Cartron, President of Joseph Cartron.*

To the eye : lovely brilliant light garnet robe tinted with violet.

To the nose : fine, subtle and elegant, beautiful, floral and fresh of the Violet, enhanced by little noble herbal hints.

In the mouth : supple and round quickly upheld by fruity flavours. Floral bouquet of wild violets in retro-olfaction. The texture is airy, the mouth well balanced and of a great finesse. Good persistence of 6 to 7 caudalies.

For the launch of the Liqueur de Violette at Cocktail Spirit 2016, Joseph Cartron invites you to discover 6 novelty cocktails made by Joseph Akhavan and Rory Shepherd*, ambassadors of the brand.*

(Photos Image & Associés)



V&T

45ml of Gin
15ml of fresh Lemon juice
10ml of **Joseph Cartron Liqueur de Violette**
100ml of Tonic Water

RECIPE: Pour all the ingredients directly in a Highball type glass full of ice. Stir slightly and serve immediately.

DECORATION: A sprig of Rosemary and 2 slices of cucumber.

JOSEPH AKHAVAN'S TASTING TIP :

Floral variation of a Gin & Tonic with the freshness of t Cucumber that blends perfectly with the Violet.

*Joseph Akhavan – Mabel - 58 rue d'Aboukir – 75002 Paris



MADAME MAYAHUEL

40ml of Mezcal
15ml of Cynar
15ml of Amontillado
5ml of **Joseph Cartron Liqueur de Violette**

RECIPE : Pour all the ingredients directly in a cocktail glass full of ice. Stir slightly and serve immediately.

DECORATION: Orange or lemon zest.

RORY SHEPHERD'S TASTING TIP :

Soft, bitter sweet and herbal, this cocktail for Madam or Mister is perfect for the evening.

* Rory Shepherd - Little Red Door - Rue Charlot, 75003 Paris



VIOLET STORM

40ml of **Joseph Cartron Eau-de-Vie de Framboise Sauvage**
15ml of fresh Lemon juice
10ml of **Joseph Cartron Liqueur de Violette**
100ml of Ginger Beer

RECIPE : Pour all the ingredients in an old fashioned cup or a Highball glass full of ice. Stir slightly and serve immediately.

DECORATION : Lemon zest and raspberries.

JOSEPH AKHAVAN'S TASTING TIP :

Cocktail just as fruity as spicy. The Ginger brings punch and a contrast to the more soft association of Raspberry-Violet. Fresh and very tasty.



LAST BLOOM

40ml of Gin
20ml of fresh Lemon juice
15ml of **Joseph Cartron Maraschino Liqueur**
10ml of **Joseph Cartron Liqueur de Violette**
2 dashes of Absinthe

RECIPE : Pour all the ingredients directly in a shaker. Shake then serve in a Champagne glass full of ice. Stir slightly and serve immediately.

DECORATION : A sprig of dill.

RORY SHEPHERD'S TASTING TIP :

Refreshing, herbal, and slightly sharp cocktail ideal early in the evening.



ODIN'S GARDEN

50ml of Aquavit
20ml of Dry Vermouth
15ml of **Joseph Cartron Liqueur de Violette**
10ml of fresh Lemon juice

RECIPE : Pour all the ingredients in a shaker. Shake then serve in a Highball type glass full of crushed ice. Top up with sparkling water. Serve immediately.

DECORATION : Lemon zest.

RORY SHEPHERD'S TASTING TIP :

A cocktail both dry, floral, herbal to be enjoyed at all hours.



TRINITY

45ml of JM White Rum
15ml of fresh Lime juice
10ml of **Joseph Cartron Maraschino Liqueur**
5ml of **Joseph Cartron Liqueur de Violette**

RECIPE : Pour all the ingredients in a shaker. Shake then serve in a stainless steel cup or a silver mug on crushed ice.

DECORATION : Violet sweets and a sprig of mint.

JOSEPH AKHAVAN'S TASTING TIP :

Cocktail both fresh and powerful with slight acidity. The Violet is more discreet but is well revealed by the Maraschino.

The Joseph Cartron Liqueur de Violette 20% can be served in cocktails or pure on ice. Essential in the preparation of numerous cocktails, ideal to enhance desserts, it is available in the wine stores and delicatessens.

Come and discover the Joseph Cartron Liqueur de Violette in Paris :

On 19th and 20th June 2016 from 12h00 to 20h00 at Cocktail Spirits, the European Show for the new bar trends – Maison Rouge -10 Bd de la Bastille – 75012 Paris France.

Further information on Joseph CARTRON: www.cartron.fr / www.facebook.com/

Joseph CARTRON, Distiller and Liquorist since 1882 in Nuits-Saint-Georges, (Burgundy - France) has built its exceptional reputation on its values: authenticity, the richness of Burgundy, the passion and love of the land and its treasures transmitted from father to son.

Joseph CARTRON produces and distributes a large range of products, combining tradition and modernity with its Crèmes de Cassis de Bourgogne, its Crèmes de Fruits et Liqueurs de Création, its « T » de CARTRON, its Apéritifs de Tradition, its Marc and Fine de Bourgogne, its Eaux-de-Vie de Tradition.

Distributed in France and in 45 countries around the world, the Joseph CARTRON Company is one of Burgundy's best Ambassadors of savours and riches.

For further information, picture requests or samples, please contact :

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