



PRESS RELEASE

Nuits-Saint-Georges, February 18th, 2014.

A FAMILY JEWEL
A REAL 'MUST' TO BE DISCOVERED

CARTRON N°7 SUBTLE AND UNIQUE

Once upon a time... a family creation, a remarkable, secret and mysterious alliance:
CARTRON N°7 Liqueur.

This jewel jealously guarded for over 3 generations by the Cartron family, is now, today, unveiled by Judith Cartron, first lady to manage the famous company of distillor liquorists, creator of flavours, located at Nuits-Saint-Georges in Burgundy since 1882.

CARTRON N°7,

A unique liqueur, with a generous bouquet of over 15 harmonious flavours of which countless exceptional Burgundy red fruits, such as the bitter Montmorency Cherry, the Black Chalonaise Cherry, the Lloyd George Raspberry or the Noir de Bourgogne Blackcurrant.

CARTRON N°7,

A liqueur with a vivid and subtle nose, a ruby-coloured and brilliant robe, that associates in the mouth notes of cherry stone and freshly, picked raspberries.

CARTRON N°7,

A fine liqueur with perfect harmonies, full of emotions. Seductive and elegant, on ice or in cocktails, it tickles the curiosity of barmen the world over.

CARTRON N°7,

On the front of the bar, come and discover this family jewel during Cocktails Spirits 2014* around 8 novelty cocktails:

SUN 7
ROYAL 7
SEVEN WONDER
SPICED BERRY MULE

BRAMBLE N°7
SATHEEN N°7
MADEMOISELLE N°7
FRENCH N°7



The Joseph Cartron **CARTRON N°7 Liqueur** is sold in wine and delicatessen shops in 700ml bottles at an average price of 20 euros VAT.

*** Joseph CARTRON will be present at COCKTAILS SPIRITS 2014 on 1st and 2nd June - Maison Rouge - Paris**

Further information on Joseph CARTRON: www.cartron.fr

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 Rouges (Red Fruit Brandies), its Marc and Fine de Bourgogne, its Eaux-de-Vie de fruits (Fruit Brandies), the variety of its 'Grande Tradition Liqueurs', its Burgundy aperitifs and its Crémant de Bourgogne.

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.

Cocktail photos taken for Cartron by Image & Associés (available on white background or in setting)

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

Equilibre : Florence Dapoigny : Press Attachée : +33 (0)1 39 25 00 33 – +33 (0)6 60 49 83 95
equilibre.dapoigny@club-internet.fr