



PRESS RELEASE
2013 Summer Trends

Nuits-Saint-Georges, June 21st 2013

COCKTAILS AND SUNNY TERRACES BY JOSEPH CARTRON

Summer 2013 - Craving for sunshine and thrills, pleasures and simple moments, party time and original notes ? Two taste architects, Joseph Cartron - distiller liquorist - and Joseph Akhavan – barman at La Conserverie (Paris) - invite you to share five fresh cocktails, passionately summery.



FIGRANAGA

45ml Reposado Tequila, 100% Agave
15ml Joseph Cartron Triple Sec
10ml Joseph Cartron Pomegranate Liqueur
15ml Malbec
20ml fresh lime juice
1 small spoonful of Fig jam

Recipe: Energetically shake all the ingredients together then pour in a glass – a Margarita cocktail glass for example.

Decoration: Previously frost the glass and rim with chili peppered salt

Joseph Akhavan's tasting tip: The wine adds a round note to this Margarita alternative. Fresh and sharp, this summer cocktail, slightly fruity due to the Pomegranate Liqueur, is most pleasant as an apéritif or an early evening drink.

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SUMMER PUNCH

For 10 (in a Punchbowl)

1 bottle of Riesling
5cl Joseph Cartron Maraschino Liqueur
10cl Limoncello di Sorrento Strega
5 mandarines cut in slices (or 3 oranges)
A few cubes of fresh pineapple
20 fresh raspberries

Recipe: Prepare directly in a Punchbowl, store in a cool place, then serve this cocktail very cold in small cups.

Decoration: Fruits from the Punchbowl

Joseph Akhavan's tasting tip: Ideal to share with friends in the evening, this soft cocktail delivers very fresh ginger peppery notes.



FRESH PINK COOLER

70ml fresh Rosé wine
 15ml Joseph Cartron Pink Grapefruit Liqueur
 10ml Joseph Cartron Crème de Cassis Double Crème
 A few drops of Tabasco
 10ml Campari
 10ml fresh lemon juice

Recipe: In a small stainless steel cup, on crushed ice, pour the ingredients one after the other then stir with a spoon.

Decoration: A tip of mint, a small red chili pepper, a slice of lemon and a few season's red berries.

Joseph Akhavan's tasting tip: Ideal as an apéritif when the sun is shining, this cocktail is altogether very fresh and fruity thanks to the bitterness of the citrus fruits yet slightly spicy.



IMPERIAL FIZ

45ml Gin
 10ml Joseph Cartron Imperial Triple Orange with Cognac
 20ml fresh lemon juice
 5ml sugar syrup
 2 small slices of Ginger
 15ml Syrah
 5 ground Caraway seeds
 Fill up with very fresh IPA (Indian Pale Ale) Beer

Recipe: Prepare in a shaker (except the Beer and the Wine) then serve in a Highball type glass or a Beer glass on ice.

Decoration: Ground Caraway seeds and crystallized Ginger

Joseph Akhavan's tasting tip: This cocktail, with salty notes brought by the Caraway seeds, is original by its freshness and slight peppery alliances - sharpness of the Ginger and slight bitterness of the Beer.



BLUEBERRY SUMMER CRUSH

50ml Pimm's
10ml Joseph Cartron Crème de Myrtille de Montagne
10 Mint leaves
15ml fresh lemon juice
Fill up with fresh White Beer

Recipe: Shake up all the ingredients (except the Beer)
Pour in a Highball type glass or a Beer glass on ice. Fill up with White Beer.

Decoration: a tip of Mint, a slice of lemon and a few Blueberries

Joseph Akhavan's tasting tip: Fresh and slightly lemony, this is a perfect end of day cocktail with its delicious edge of bitterness due to the Beer.

Further information on Joseph CARTRON: www.cartron.fr



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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- florence.dapoigny@sfr.fr