

Press Release
Wednesday 27th June, 2018



Cartron Innovation

Les Cerises de Monsieur Joseph



It's the cherry season, time for a stroll full of tasty surprises.

It's full of memories that Joseph Cartron Distiller Liquorist since 1882 innovates and unveils its unique creation « *Les Cerises de Monsieur Joseph* ». This tasty recipe, of artisanal manufacture will seduce even the most greedy. Thanks to the quality of the fruits and the perfect balance of the liqueur were developed these delicious Mister Joseph's Cherries, whose flavours reconstitute all the crunchiness, the taste and the authenticity of the fruit so valued by the Joseph Cartron Company. You will be happy to share them all the year round.

The distiller appreciates maintaining the artisanal processes of our ancestors both very scrupulous about the quality of the products and best taste. The bitter cherries of the Montmorency variety are thus harvested when fully mature in the Lorraine orchards (North East France). Exclusively hand-picked so that the stems of each small fleshy, crunchy, tender fruit, with a slightly tart juice, be preserved. The cherries are immediately plunged – and for at least 6 months - into vats full of a mixture of pure alcohol and water. The proportions of the mixture are very specific. It is due to this condition that the cherries will remain fleshy and tasty. The cherries are then carefully prepared manually before the final step of bottling. The fruits are delicately arranged and covered with a liqueur made from the mixture having served for the maceration, the infusion of the black cherries and the crystallized sugar.

Irresistible and greedy *Les Cerises de Monsieur Joseph* – a tribute to Joseph Cartron – will remind you of the cherries of our childhood, those convivial times shared with our grandparents always so keen on those eau-de-vie cherries preciously brought out of the cupboard.

To be enjoyed and savoured with moderation !



JOSEPH CARTRON'S TOP TIPS FOR TASTING

To the nose : a well-rounded nose with notes of the cherry flowers and stones, accompanied by a beautiful freshness.

In the mouth : texture on crunchiness and firmness of the fruit with a good harmony between sweetness and savour of the fruit. The mouth is suave and greedy with a very long final.

For the launch of *Les Cerises de Monsieur Joseph*
Please be the first to discover hereunder, 4 of our C collection recipes by 4 barmen



MARGOT LECARPENTIER – LE COMBAT – PARIS

Ma Cherry

Ingredients:

40ml of **Joseph Cartron Liqueur de Cherry Brandy**
10ml of yellow Lemon juice
1 bar spoon of **Joseph Cartron Eau-de-Vie de Poire Williams**
3 drops of Scrappy's Chocolate Bitters
Crémant de Bourgogne (Burgundy Sparkling Wine)

Recipe:

Shake all the ingredients except the Crémant. Double filter on ice cubes or a bloc of ice in a Highball glass. Fill up with the Crémant de Bourgogne.

Decoration:

A slice of cucumber, Cerise de Monsieur Joseph and straw.

Top tip:

This long drink, fruity and lemony delivers greedy notes of chocolaty cherries. The cucumber and the pear bring freshness and softness to this sparkling cocktail.



JOSEPH AKHAVAN – MABEL PARIS

Duc de Bourgogne

Ingredients:

50ml of Admiral Rodney Rum
15ml of Red Vermouth
5ml of **Joseph Cartron Guignolet de Bourgogne**
5ml of **Joseph Cartron Liqueur Thé Noir Fumé**
3 drops of Absinth
3 drops of Aromatic Bitters

Recipe:

Pour all the ingredients in a mixing glass, fill with ice cubes and mix with a spoon. Filter over ice cubes or a bloc of ice in an old-fashioned glass, then squeeze a zest of orange on top.

Decoration:

Cerise de Monsieur Joseph on a little skewer.

Top tip:

The Guignolet brings a little softness and depth that balances the woody notes of this strong and slightly smoky aperitif cocktail.



EMILY REYNOLDS – LITTLE RED DOOR – PARIS

Noche a Borgoña

Ingredients:

15ml of **Joseph Cartron Crème de Cerise de Bourgogne**
45ml of red Wine (young Burgundy Pinot Noir)
1 spray of Rose Water
Tonic water

Recipe:

Pour the Crème de Cerise, the red wine and the spray of Rose Water in a Highball glass full of ice cubes, then add the Tonic water and mix gently.

Decoration:

Red berries

Top tip:

This holiday aperitif, very fresh, delivers notes of red berries and spices with a touch of bitterness.



BENOIT BOUILLARD – LE VERTIGO – DIJON

NSG 1882

Ingredients:

40ml of **Joseph Cartron Liqueur de Cherry Brandy**
40ml of Cranberry juice
10ml of Joven Mezcal
50ml of Ginger Beer
20ml of yellow Lemon juice

Recipe:

Pour all the ingredients (except the Ginger Beer) in a shaker. Shake, filter and serve in a wine glass full of ice cubes. Fill up with the Ginger Beer.

Decoration:

Slice of Ginger, tip of a mint sprig, Cerise de Monsieur Joseph.

Top tip:

The roundness of the Cherry Brandy combined with the notes of fresh fruits and vanilla reveal spicy, smoky and slightly full bodied savours.



For more information about Joseph CARTRON:

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 savors and riches.

A propos de Joseph CARTRON:

www.cartron.fr

Find all our liqueurs, eaux-de-vie and recipes.

Photo Image & Associés

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

benoitdet@cartron.fr or chloe.thetiot@cartron.fr

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