

# LIQUEUR DE MIEL JOSEPH CARTRON



In the Greek mythology, honey is the food of the Olympian Gods and grants immortality. Honey is known since over 40.000 years and symbolizes sweetness, prosperity, pleasure and fertility. Naturally sweet and aromatic like the honey with which it is produced, our liqueur is exclusively elaborated with pure alcohol and heather honey from the Landes region in South West France. Heather is a hardy plant that requires a lot of sunshine in order to produce the little pink flowers the bees forage between July and the Autumn. Patiently awaiting the natural production of the delicious elixir, 300 beehives are installed in the Landes. Powerful and rich, the hints of both spices and smoked peat are remarkably restored in the Joseph Cartron Honey Liqueur.

## JOSEPH CARTRON'S TIP-TOP KNOW-HOW

The Heather Honey is mixed with pure alcohol in strict proportions and no other ingredient is added. The alcohol used is neutral in order to avoid undesirable parasite tastes: and therefore all the flavour and complexity of the honey taste can develop. The liqueur is then perfectly balanced and ideally expresses the sweetness of the honey. The process used is totally artisanal and respects a recipe jealously kept secret.

## JOSEPH CARTRON'S TOP TIPS FOR TASTING

To the eye: a pale mahogany robe, with a real fluidity, luminous, brilliant and limpid.

To the nose: the nose, delicate and expressive, reveals a dense aromatic intensity with hints of smoked peat and vanilla. A mineral fragrance of beeswax reinforces the olfactory pallet.

To the mouth: the attack in mouth is generous and fresh with spicy hints. The taste of smoked peat is light. The finish is well balanced between sweetness and freshness, and the length in mouth is remarkable.

Delicious straight on ice  
Essential in the making of cocktails

Alcohol content: 18%  
Size: 700ml, 500ml and 30ml miniature  
Store away from light and heat

