

# JOSEPH CARTRON ROOIBOS TEA LIQUEUR



Rooibos Tea is indifferent to 'appellations' and plays with its real identity. In fact, this «Tea», theine free, is only a far-off botanical cousin of the traditional tea shrubs cultivated for their precious leaves. In fact it concerns a shrub that grows exclusively in South Africa and more precisely in the area north of Cape Town. Its playing ground is so particular that all the efforts to grow it elsewhere have failed. The Rooibos confuses the issue because it is also called Red Tea, with reference to the colour of its bark. Only this part of the shrub is used to make the tea. The quality selected for the production of the Joseph Cartron Rooibos Tea Liqueur is only the best of the bark, that is slightly fermented as it is the case for a traditional tea. Its round and generous flavour combines with a beautifully sunny fruitiness and a soft vanilla flavour. Thus Joseph Cartron restitutes all the taste qualities of the Rooibos Tea in a liqueur both noble and original.

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

The process used is totally artisanal and reveals the ancestral know-how of the Joseph Cartron Company. The Rooibos bark and the pure alcohol are poured into the pot-still then heated up to 80°C. This hot maceration lasts only a few minutes, requiring rigour and precision. The alcohol then ideally penetrates right to the core of the bark, reveals all its aromas and develops a beautiful reddish colour. The crystallized sugar then incorporated naturally lowers the alcohol content and develops all the generous flavours of this very special Tea. The mixture is now ideally balanced and reveals all its amplitude. Both the know-how and the modernity of the Joseph Cartron Company express themselves perfectly here and enable this Liqueur to be in top position for the creation of most original cocktails.

## JOSEPH CARTRON'S TOP TIPS FOR TASTING

To the eye: a pale oak robe with mahogany hues. The rim is a slightly green with copper hints.

To the nose: subtle and delicate. The caramel and salty butter notes combine with a good fruitiness reminding of a very ripe 'Curé' Pear.

In the mouth: the first wave is full, round, generous and upheld by a suave and unctuous texture. The finale brings spicy, lengthy notes. Globally very balanced it develops full maturity tea flavours.

Delicious straight on ice

Essential in the making of numerous cocktails

Alcohol content: 18%

Size: 70cl, 50cl and 3cl miniature

Store away from light and heat



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