

NEW PRODUCT



*Amazing flower perfume
Joseph Cartron Elderflower Liqueur*

To be discovered with its novelty cocktail card



Often, a little nothing can add a little floral note to a cocktail which makes all the difference. The Elderflower liqueur, last creation of Joseph Cartron Liquorist – Distiller Liquorist at Nuits-Saint-Georges, France, since 1882 – will surprise you once again with its aromatic subtlety. Bartenders and mixologists underline the authenticity and length in mouth of this very different liqueur – a real must!

Indeed it is the flowers that enter into the composition of the extract used to obtain the Joseph Cartron Elderflower Liqueur. Selected in Austria and Hungary where the quality of their production is optimum, the delicate flowers confer their quintessence to the liqueur, as well as its soft, floral, agreeably tart and fresh character.

When in contact with the freshly picked elderberry flowers, the water absorbs their delicate perfume; it is then racked. Crystallized sugar is added before heating the mixture in order to obtain, by the natural evaporation of the water, a very aromatic concentrated nectar. To this extract is added pure alcohol in specific proportions. The slow incorporation of the crystallized sugar then naturally lowers the alcohol content and develops the elderflower flavour. The liqueur is then perfectly well-balanced revealing all its amplitude and delivers its flowery and greedy notes.

JOSEPH CARTRON's top tips for tasting:

To the eye: the robe is crystal-clear with yellow hues. The brilliance announces a lovely aromatic freshness in the mouth.

To the nose: the nose is of a remarkable elegance, delicate, subtle and very expressive. The aromatic finesse of the white flowers comes forward.

In the mouth: the first wave is soft and round. The finale is subtly floral with notes of tart fruits. Very good length in the mouth.

For the launch of the Elderflower Liqueur, Joseph Cartron invites you to discover a card of 5 novelty cocktails elaborated by Joseph Akhavan and Anthony Bannier**, international Barmen and Embassadors of the brand.*



GREEN NIGHTS

35ml Gin
20ml **Joseph Cartron Elderflower Liqueur**
15ml fresh lemon juice
2 slices of cucumber
3 basil leaves
½ barspoon of white sugar

Recipe:

Shake all the ingredients without crushing them then, filter into a rock glass on ice with a strainer.

Decoration:

Basil leaf and slices of cucumber.

Tasting tip by Joseph Akhavan:

Fresh, light and tart cocktail (an alliance of elderflower and vegetal notes).



SUREAU DE VIE! (ELDERFLOWER FOR LIFE!)

40ml **Joseph Cartron Elderflower Liqueur**
20ml Vodka (option for a better kick)
100ml non clarified apple juice
15ml fresh lemon juice
Sparkling water

Recipe:

Mix all the ingredients in a highball glass full of ice cubes and mix with a spoon.

Decoration :

A slice of cucumber cut diagonally.
A big bunch of mint.

Tasting tip by Anthony Bannier:

Fresh summer cocktail, refreshing and easy to make. The mint aromas mix beautifully with the apple, the cucumber and the elderflower alliance.

ELDERFLOWER DAIQUIRI

35ml dark rum
20ml **Joseph Cartron Elderflower Liqueur**
5ml **Joseph Cartron Orange Curacao Liqueur**
2-3 drops of pimento extract (or tabasco)
15 ml fresh lime juice
½ barspoon white sugar
Pulp of ½ passion fruit

Recipe:

Shake all the ingredients together then filter into a cocktail glass with a strainer.

Decoration:

Half a passion fruit sprinkled with pimento.

Tasting tip of Joseph Akhavan :

Fresh, fruity, tart, spicy (elderflower delicacy spiced by the heat of the Pimento).



PINK SANGRIA

Individual recipe or as a punch for 6/10 persons

For 1 cocktail:

1 portion of **Joseph Cartron Elderflower Liqueur**
1 portion of Provence Rosé wine
1 portion of sparkling water
1/8 peach - 1 strawberry - a wedge of both orange and lemon

For 6/10 persons:

1 bottle of **Joseph Cartron Elderflower Liqueur**
1 bottle of Provence Rosé wine
1/2 bottle of sparkling water
1 peach – 8 strawberries – 1/2 orange and a sliced lemon

Recipe:

Mix the elderflower liqueur, the wine and the fruits and leave to macerate for 1/2 hour. Add the sparkling water before serving.

Tasting tip of Anthony Bannier :

This summer apéritif, to be prepared in advance, is fruity, light and well-balanced.





THE MARTINIQUEAISE

20ml JM white rum 50%
20ml Joseph Cartron Elderflower Liqueur
10ml Aperol
10ml Joseph Cartron Ratafia de Bourgogne
2 drops of Absinthe

Recipe :

Mix all the ingredients together in an old fashioned glass on a block of ice.

Decoration:

Orange peel and/or an edible flower.

Tasting tip of Joseph Akhavan :

Bitter, full-bodied, aromatic (soft freshness of the elderflower amplified by the Absinthe and the Ratafia, contrasting with the power of the rum and the tartness of the bitter).

The Joseph Carton Elderflower Liqueur 20% can be served in cocktails or on ice.

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.



2013: Joseph Cartron wins the Grand Master Liqueur 2013

2014 : Joseph Cartron enters the Top 10 world's best trending brands (Drinks International)

* Joseph Akhavan globe-trotter barman opens in October 2014 Mabel – Paris – Cocktail and Rum Bar – a much awaited opening – 58 rue d'Aboukir – 75002 Paris - France

** Anthony Bannier – Bar Spirit – London – England.

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

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