

PRESS RELEASE

Winter 2013/2014

Bar Trend by Joseph Cartron

Nuits-Saint-Georges, October 21<sup>st</sup>, 2013.

*To Share ...*  
*Warm Cocktails for Winter Evenings*  
*For each specific atmosphere its Cosy Cocktail*

Joseph Cartron, creator of Burgundian flavours is forever audacious.... With the new « T » liqueurs, Cartron invites us to discover and share 3 Warm Cocktails, 3 elegant winter antidotes, with simple and refined tones for evenings with good friends.

New and atypical, these warm alliances will be specially delightful in front of a good fire.

« Real hymns to conviviality the spirit of these warm cocktails, to be drunk with friends and family, reveal the originality of the Cartron « T's ». They also underline the creativity of the very trendy cocktail bars, their novelty recipes, evermore greedy and seducing » explains Joseph Akhavan, globe trotter cocktail creator, ambassador of the Joseph Cartron Company.



**T TIME**

For 4 to 5

- 25cl **Joseph Cartron Thé Vert Maté Liqueur**
- 1 coffee spoon of sugar
- A few mint leaves and a cinnamon stick

*Recipe:*

Boil up 35cl water and pour into the teapot.

Add the **Joseph Cartron Thé Vert Maté Liqueur**, the sugar, the mint leaves, the cinnamon stick and infuse for 3 to 4 minutes.

Stir and serve in small tea glasses together with a few toasted pine nuts and honey biscuits.

*Decoration :*

Mint leaves.

*Tasting tip :*

This mint tea, revisited with Moroccan notes is delicious to share with friends at the end of the afternoon.



## OUT CIDER

For 4

- 1 bottle of raw cider (75cl)
- 100g muscovado sugar
- a pinch of grated nutmeg
- 50cl of pear purée
- 30cl **Joseph Cartron Thé Rooibos Liqueur**
- 10cl **Joseph Cartron Ginger Liqueur**

### *Recipe:*

Warm on a low heat half the cider, the sugar and the grated nutmeg.

Add the rest of the cider and the pear purée, mix to obtain a smooth mixture.

After cooking, add the liqueurs, mix and serve this warm aromatic cocktail in large mugs.

### *Decoration :*

Add a pinch of grated nutmeg in each mug.

### *Tasting tip :*

The spirit of this hot mulled wine revisited cocktail is remindful of Christmas evenings with the family or after-skiing evenings with friends.



## hoT - PUNCH

For 10

- 50cl JM Gold Rum
- 15cl Fino Sherry
- orange and lemon peel
- an orange and a lemon juice
- ¼ pineapple, cut into sticks
- a soup spoon of flower honey
- 15cl **Joseph Cartron Amaretto Liqueur**
- 20cl **Joseph Cartron Thé Noir Fumé Liqueur**

### *Recipe:*

Pour all the ingredients except the liqueurs in a flared pan and heat very softly.

As soon as steam forms, mix, then leave to rest at low temperature for about 20mn.

Add the liqueurs.

Mix and serve in a big opaque mug.

### *Decoration :*

Stick of pineapple and toasted almonds.

### *Tasting tip :*

This punch with fruity and smoky notes is ideal for winter evenings spent with friends.

Further information on Joseph CARTRON: [www.cartron.fr](http://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.



## Joseph Cartron « T » Liqueurs

The original novelty of the 2013 Bar World  
launched at Vinexpo 2013.

*(Photos Image & associés)*

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

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