



PRESS RELEASE

New collection / New products

Nuits-Saint-Georges, June 12th, 2013.

NEW

The Joseph Cartron «T» Liqueurs

Audacity and Art of Taste

Joseph Cartron, the famous distiller liquorist and creator of flavours, based at Nuits-Saint-Georges, France is just amazing. Joseph Cartron presents a prestigious, subtle and complex pairing with a real authentic voyage with this new «T» collection.



Thé Rooibos Liqueur
(Rooibos Tea Liqueur)



Thé Noir Fumé Liqueur
(Black Smoked Tea Liqueur)



Thé Vert Maté Liqueur
(Green Mate Tea Liqueur)

«Very new, these three Tea liqueurs offer pure organoleptic emotions. They have required long months of research in our flavour laboratory. The result is a range of refined Teas, with very different sophisticated combinations that enchant the papilla of the greatest of the tea amateurs, Barmen and Chefs. These Joseph Cartron Tea Liqueurs, with powerful and balanced architectures, will be presented at 'Cocktail Spirit' and 'Vinexpo 2013', together with a Cocktail Card of 6 cocktails with unusual and elegant notes created by the globetrotter mixologist Joseph Akhavan» explains Judith Cartron, President of the Joseph Cartron Company.

Joseph Cartron Thé Rooibos Liqueur (Rooibos Tea Liqueur)

A selection of the best bark from the Rooibos shrub, slightly fermented and exclusively from South Africa, signs the suave, unctuous and spicy personality of the Joseph Cartron Rooibos Tea Liqueur, with a pale oak colour with mahogany hues. Unique, the Liqueur delivers vanilla, caramel and marshmallow aromas. Its spicy notes – long in mouth – evoke ‘in fine’ the flower of a very ripe tea shrub



Joseph Cartron Thé Noir Fumé Liqueur (Black Smoked Tea Liqueur)

The Gold Imperial variety, one of the most tasty Chinese Black smoked Teas, selected by Joseph Cartron, is made from Lapsang Souchong whole unblemished young leaves, picked late in season, smoked with Spruce then very subtly mixed when drying with Jasmin flowers. New, typical and authentic, the very noble Joseph Cartron Black smoked Tea Liqueur is copper coloured with powerful Tea notes, slightly tannic; it is an invitation to creativity.



Joseph Cartron Thé Vert Maté Liqueur (Green Mate Tea Liqueur)

Also called Yerba Mate or Jesuists' Tea, the Mate Tea selected by Joseph Cartron, has stimulating virtues. It comes from the frontiers of Brazil and Argentina from shrubs planted by the Indian Guaranis. The intensely fresh body of the Joseph Cartron Green Mate Tea Liqueur, with a bronze green colour both brilliant and luminous, delivers both roundness, and suave and velvety notes. Quickly overwhelmed by a fresh feeling of chlorophyll, the Joseph Cartron Green Mate Tea Liqueur leaves in the mouth a fine bitterness, balanced by spicy notes.



A traditional method of production:

The modernity and authenticity of the Joseph Cartron Tea Liqueurs are based on a method of production requiring both rigour and precision. The Tea and the pure alcohol are poured in a pot-still and heated to 80°C. This short hot maceration allows the alcohol to penetrate right to the core of the Tea, revealing the aromas and colours of the infusion. The added crystallized sugar lowers the alcohol content and develops the flavour of each Tea Liqueur. The mixture by then ideally saturated reveals all its amplitude.

The «T» Labels:

Off-beat and very new for the Bar world, the new Joseph Cartron «T» collection is adorned with the Cartron excellence. Joseph Cartron's graphic and coloured labels, designed by Jean-Marc Larhantec, BiggerBand Agency, recall the singularity and the technicity of each of these liqueurs with such audacious savours. The Cartron «T» underlines both the Joseph Cartron brand image, but also, the balance and authenticity of the tasty trip offered by these Teas of excellence.

The new range of Joseph Cartron «T» Liqueur, an invitation to mixology:

A new influence for the Bar world searching for originality, modernity and exactness, the character and intense flavours of the Joseph Cartron range of three Tea Liqueurs incite the Mixologists the world over to be creative and inspired.

The Joseph Cartron Tea Liqueurs can be drunk pure or in cocktails. They are sold in wine shops or delicatessens in bottles of 70cl

Joseph Cartron 2013 Events

Cocktails Spirits, June 2nd & 3rd 2013 - La Maison Rouge - 10, bd de la Bastille - 75012 Paris - France

VINEXPO 2013, Bordeaux - France – from June 16th to 20th, 2013 – hall 3 – R 328

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.

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

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