



## PRESS RELEASE

Nuits-Saint-Georges, December 19<sup>th</sup>, 2013

*International Awards and Recognition*

*Our French flavours on the highest step of the Podium at The Liqueurs Masters 2013*



## *Joseph Cartron wins the Grand Liqueur Master 2013*

The 5th edition of the 2013 Spirit Business attracted 700 contenders, in all categories of which 52 in the liquorist distiller category.

The Jury, chaired by Becky Paskin, editor of The Spirit Business and Jim Wrigley, consultant, awarded Joseph Cartron, Distillor Liquorist since 1882 at Nuits Saint Georges (Burgundy – France) **the Title of Grand Liqueur Master 2013**.

« The excellence of each liqueur is noted according to several criteria, appearance, nose, palate, balance in mouth but also packaging and creativity. In the « Herbal & Bitters » category the very new Joseph Cartron « T » Liqueurs won over the Jury and were awarded three of the main medals. The intense Joseph Cartron Crème de Cassis, Double Crème, much appreciated by the bartenders, won the The SPIRITS BUSINESS GOLD 2013 in its category. In this 2013 edition, Joseph Cartron has excelled and we are happy to reward this company with the title of GRAND LIQUEUR MASTER, which underlines the authenticity and the quality of the range of the Joseph Cartron Liqueurs on the international market » explains Daisy Jones, Associate Publisher.

« We are proud of the GRAND LIQUEUR MASTER 2013 award we have received. We wish to share this trophy with our production team led by Olivier Beutin, guardian of our quality, both on the choice and the quality of the products distilled as well as the company process preciously treasured by the past 5 generations. This international rendezvous in the Bar universe, with its recognised exacting demands, certifies the authenticity and creativity of our liqueurs. It underlines for the trade the dynamism of our French SME, both for the most recent flavours full of promise : the Carton T collection liqueurs, as well as the consistency and quality of our fruit brandies and traditional liqueurs » explains Benoit de Truchis – Export manager of Joseph Cartron. Who adds: « The new Joseph Cartron « T » Liqueurs have conquered bartenders the world over ; launched at Vinexpo 2013, we already export them to 16 countries ».

Find all the 2013 results on: [www. thespiritsbusiness.com](http://www.thespiritsbusiness.com)

Joseph CARTRON Thé Vert Maté Liqueur  
MASTER 2013



*Best in its category*

Joseph CARTRON Thé Rooibos Liqueur  
MASTER 2013



*Best in its category*

Joseph CARTRON Thé Noir Fumé Liqueur  
GOLD 2013



Joseph CARTRON Crème de cassis de  
Bourgogne double crème  
GOLD 2013



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.

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