



PRESS RELEASE – 09/09/2014

ABF Awards –2014 French Championship

## Cocktails and creativity

### *3 podiums for 3 young talents and the liquorist Joseph Cartron*

Three awards piloted by ABF (Association des Barmen de France - French Bartender Association)- The Scott Cup - The National Classical Cocktails Competition and the Flairtending Championship - selected and brought together the 30 french most talented bartenders members of the association for this 2014 French Championship. A must on the eve of the professional World Championship piloted by IBA (International Bartender Association). The Joseph Cartron Liqueurs won 3 podiums. Judith Carton, 5<sup>th</sup> generation of this famous distiller liquorist family based at Nuits-Saint-Georges, Burgundy, France, wishes to congratulate the winners and share their creations with you.

#### 61ST SCOTT CUP

« For this cup, which to me is the most important in our profession, the theme is – it is 4 p.m.! Liqueur, Cartron N°7 and timing: 10 mns were imposed. Now it was up to us to make the jury dream by creating an easy to work with. Thanks to this liqueur I am the third lady to win the Scott Cup” - **Aurélie Pezet (24 years old) - N°1 -** Bartender, Hotel Le Bristol – Paris - France



#### NUMBER 7

1 cl fresh lime juice  
2 cl Caraïbos raspberry nectar  
3 cl Caraïbos cranberry nectar  
3 cl Plymouth Gin  
**3 cl Joseph Cartron N°7 Liqueur**

#### Recipe :

Fill the upper part of the shaker with 10 ice cubes..

In the lower part gradually pour all the ingredients: the lime juice, then the 2 nectars, the Plymouth Gin and et finish with the **Joseph Cartron N°7 Liqueur** . Shake energetically, filter and pour into a tumbler glass full of ice.

#### Decoration :

Edible pansies, fresh raspberries and a bunch of mint.

#### Aurélie Pezet's tasting tip:

Very refreshing and light cocktail with notes of red berries. Ideal for an apéritif!

THE NATIONAL CLASSICAL COCKTAILS COMPETITION

«For my third participation to the National Competition, I really wanted to represent the Touraine-Poitiers region. The Monin and Jacquart products were drawn out of the hat but I was free to choose my liqueurs. By opting for quality products such as the Joseph Cartron liqueurs, I optimized my chances to rank well up on the podium. »

**Ludovic Lorillard (34 ans) - N°2**- Chief assistant bartender, Les Jardins de Beauval - Beauval Zoo- 41110 Saint-Aignan-sur-Cher.



## KEBAYA

2cl Monin strawberry fruit mix  
3cl Caraibos cranberry juice  
5cl Caraibos guava nectar  
1cl **Joseph Cartron Ginger Liqueur**  
1cl 7 year old Havana Club rum  
8cl Jacquart Brut Champagne

### Recipe:

Fill a shaker with about 10 ice cubes. Gradually pour all the ingredients starting with the most alcoholic, except the Champagne, then shake energetically. Filter and pour into a swimming pool style glass. Top up with the Champagne and stir gently with a mixing spoon to preserve the sparkle.

### Decoration:

A skewer on pineapple leaves, a stawberry millefeuille and a small piece of ginger sliced with a cookie cutter.

### Ludovic Lorillard tasting tip:

This sparkling early evening cocktail is very fresh, soft, fruity and slightly spicy thanks to the ginger and the dash of old rum.

## THE FLAIRTENDING CHAMPIONSHIP

« Flair is very trendy in the Anglo-Saxon countries but very recent in France. This flair championship piloted by ABF allows to be qualified for the World Championships. After drawing out of a hat the brand to be mixed - Joseph Cartron for me - the note obtained was as follows: 40% for the cocktail and 60% for the figures. The choice of the Joseph Cartron Grapefruit Liqueur was a real astonishing revelation to me. The perfect balance of the cocktail, the harmony of the figures enabled me rank Number One for the second year running. » **Jeoffroy Verquin (23 years old)**  
- N°1 – Independent Barman – Paris.



## EUPHORIA

2cl **Joseph Cartron Maraschino Liqueur**  
2cl **Joseph Cartron Pink Grapefruit Liqueur**  
2cl fresh grapefruit juice  
2cl Beefeater Gin

### Recipe :

Gradually pour all the ingredients finishing with the fresh grapefruit juice. Add a few ice cubes and shake energetically. Filter and pour into a Martini glass.

### Decoration :

Grapefruit peel.

### Jeoffroy Verquin's tasting tip :

A light cocktail with a good balance of citrus fruit and bitter notes.

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.



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

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

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

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

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