

BURGUNDY AS AN INHERITANCE

BURGUNDY HAS BEEN PART AND PARCEL OF THE CARTRON FAMILY HISTORY FOR OVER THREE CENTURIES

Jean Cartron left the west of France, precisely the Vendée, during the French Revolution, to settle in Burgundy, at Argilly, a few kilometers from Nuits-Saint-Georges. He soon became a landowner after a marriage with a Burgundian lady. Then his grandson, Pierre Cartron, father of Joseph, settles in Nuits-Saint-Georges in the early 1870's. It is in this town that Joseph creates the family business named after himself in 1882 and where it is still established. It is also Burgundy who inspired his coat of arms with the unicorns as also the wish to achieve taste excellence. Since 1882, Nuits-Saint-Georges and Burgundy have always been the cradle of the Cartron family.

BURGUNDY IS THE HEART AND THE INSPIRATION OF THE JOSEPH CARTRON COMPANY

The Joseph Cartron products are real traditional Burgundian products: the close and lasting relationships created with the producers and distillers of the terroir over several generations are at the origin of the real partnerships developed by the Joseph Cartron Company as well as the intimate knowledge of the fruit. All this has favoured the production of Joseph Cartron's creations thanks both to the most aromatic fruit varieties and to the respect of the original recipes.

Today, the Joseph Cartron Company still buys 70% of its fruits in Burgundy, which means the Company can choose the exact time for the harvest and work on the fruits at an optimum point of maturity.

The use of these local fruit varieties, often with low yield like the Noir de Bourgogne Blackcurrant, favours the elaboration of typical Burgundian creations absolutely incomparable in terms of taste, such as:

- The Crème de Cassis de Bourgogne, that has always been the spearhead of the Company
- The Crème de Pêche de Vigne, Crème de Framboise, Crème de Cerise de Bourgogne
- The Ratafia and the Guignolet de Bourgogne
- The Poire Williams des Monts de la Côte d'Or
- The Marc and the Fine de Bourgogne...

In order to protect this taste, so specific to Burgundy, the Joseph Cartron Company follows the same processes, comparable to that of the A.O.C. (Appellation d'Origine Contrôlée) in which the terroir, the climate, the exposure of the land, the choice of the varieties and the know-how of the whole business are all intricately linked.

For the blackcurrant and namely the "Noir de Bourgogne" variety, the Company is affiliated to the regional network that has been set up between the fruit producers and transformers since the middle of the 19th century. Indeed, it is in Burgundy, at the beginning of the 20th century that the drink mixing Burgundy wine with the Crème de Cassis was invented and made famous by the Chanoine Kir who had it tasted in Parliament. Burgundy gastronomy holds an important position in French gastronomy. Wine, Crème de Cassis, cheese, mustard and gingerbread are all well-known the world over and many starred chefs have settled in the area. A real "Art de Vivre" and art of entertaining exist in Burgundy and the Joseph Cartron Company is one of its Ambassadors.

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THE CONFRERIE DES CHEVALIERS DU TASTEVIN, A FAMILY TRADITION

Created in 1934 by 7 gentlemen, of which Camille Rodier and Georges Faiveley, and also Henri Cartron, great grandfather to Judith, the Confrérie des Chevaliers du Tastevin has for aim in this crisis period to promote Burgundy wines. Very few members are knighted every year.

Every new demand of a member must be presented by two sponsors and the new Knight must confirm, in front of all the Knights her/his attachment to Burgundy, as also to the values of the terroir as a connoisseur and defender of Burgundy wine.

Judith Cartron, 40 years old, fifth generation of the famous Burgundian distiller family, is thus the first lady of the Cartron family to enter the very select Order of the Chevaliers du Tastevin, as did previously her elders, managers of the Company:

- Henri Cartron, co-founder of the order in 1934
- Armand Cartron, elected Grand Argentier of the Order and Member of the Great Council
- Xavier Cartron, elected Knight of the the Order

Judith Cartron was elected Knight of the Order in 2008 by the Grand Maître of the Confrérie des Chevaliers du Tastevin in the Chateau Clos Vougeot during the Arts Chapter: "By Noah, father of the vine, by Bacchus, God of the wine and by Saint Vincent, patron of all the wine growers".

By this knighthood, Judith Cartron underlines her pride, her attachment, her engagement and her recognition of the treasures of her terroir, of her roots. She spares no effort, like all her predecessors, to promote Burgundy.