

*On the SUNNY side of the Summer
2014 Summer trends*

At a Terrace The Tiki Trendy Atmosphere

Joseph Cartron - part of the most trendy 2014 top 10 world liqueur brands (Drinks International), and Joseph Akhavan - barman, cocktail creator, Cartron's flavour ambassador in France and worldwide -, ensure tempo and trend in cocktail bars during all this summer.

At the front of the bar counter, wide angle on the Tiki* cocktails' trend, the summer tonality will be very colourful, with tonic combinations. A zest of sun, a touch of citrus fruits and rum, exotic notes, grained and fruity effects, Joseph Cartron offers you a selection of novelty Tiki cocktails to be enjoyed on the terrace.

**All through the summer, the Tiki cocktails, inspired by Polynesian and Caribbean sunshine will cross the ocean. Tiki's astonishing universe conveys both exotic and fruity seductive notes. Source of evasion, relaxation, hot sand decor and feelings, they invite you to share conviviality and good humour on the terrace and at home.*



BANANA - DRAMA

45ml Jamaican Rum
15ml **Joseph Cartron Banane Liqueur**
10ml Fino Sherry
5ml **Joseph Cartron Vanille Liqueur**
20ml fresh lime juice
1 coffee spoon of white caster sugar

Recipe :

Pour all the ingredients in a shaker.
Filter into a stemmed cocktail glass.

Decoration :

Coloured straw and decorations or a star anise.

Joseph Akhavan's tasting tip :

A fresh and slightly tart cocktail, associating the softness of the banana and the vanilla treat with the slight acidity of the lime.



CHERRY ON TOP

45ml of JM White Rum
 10ml **Joseph Cartron Cherry Brandy Liqueur**
 10ml **Joseph Cartron Imperial Liqueur**
 5ml of Barley Water
 15ml fresh lime juice
 15ml fresh lemon juice

Recipe :

Shake all the ingredients together.
 Pour into a Highball type glass on crushed ice.

Decoration :

Slices of lemon and crystallized cherries

Joseph Akhavan's tasting tip :

A greedy cocktail with notes of cherries and citrus fruits, smooth and slightly tart to be enjoyed early in the evening.



FROZEN FIELDS

20ml JM 50% White Rum
 15ml Cachaca
 10ml **Joseph Cartron Crème de Pêche de Vigne Liqueur**
 10ml **Joseph Cartron Ananas Liqueur**
 5ml **Joseph Cartron Marasquin Liqueur**
 5ml honey
 15ml fresh lime juice
 60ml fresh pineapple juice
 4 mint leaves
 2 coriander leaves

Recipe :

Place all the ingredients in a blender with a few ice cubes, and then pour into a Hurricane glass.

Decoration :

A wedge of pineapple, a coloured straw and mint leaves (optional).

Joseph Akhavan's tasting tip :

A slightly tart and frozen cocktail, ideal when the weather is hot, underlining a beautiful and soft association of fruity flavours and minty textures.



BURGUNDY SWIZZLE

45ml JM VSOP Rum
 15ml **Joseph Cartron Abricot Brandy Liqueur**
 15ml fresh lime juice
 15ml fresh grapefruit juice
 1 dash Angostura Bitters (optional)
 1 dash Peychaud's Bitters (optional)

Recipe :

On crushed ice, mix in a Tumbler type glass.

Decoration :

Colour, colour Plus a sprig of mint, a dried apricot, a cinnamon stick and an edible flower.

Joseph Akhavan's tasting tip :

Slightly tart due to the cinnamon stick this fresh and fruity cocktail with smooth and savourous notes of apricot will be enjoyed on the terrace.

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.



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)

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