



## PRESS RELEASE

*In short: DRINKS INTERNATIONAL*

Nuits-Saint-Georges, March 5<sup>th</sup> 2014.

# JOSEPH CARTRON ENTERS THE TOP 10 WORLD'S BEST TRENDING BRANDS OF LIQUEURS

### Which brands are the most trendy and the most used in cocktails ?

Drinks International polled 100 of the 250 best world barmen for its 2014 World's 50 Best Bars annual survey.

Joseph CARTRON, the famous distiller liquorist from Burgundy, France, classifies for the first time in this international competition and ranks 6<sup>th</sup> in the TOP 10 World's Best Trending Brands in the liqueur category.

*«We congratulate Joseph Cartron, this inventive family business, launched in 1882 in Nuits Saint George, in the heart of the Burgundy vineyards. The company classifies for the first time in our competition. Barmen appreciate Cartron for the authenticity of their products but also for the creativity and capacity to detect market trends. Amongst their flavours one can mention their new 'T' liqueur range, the Litchi.... ». Drinks International*

*«We are proud to have classified in the Top 10 competition of Drinks International 2014 for the 10 World's Best Trending Brands in the liqueur market category. The Art of cocktails, a convivial and frontier free success, is, we must underline, greatly due to the creativity of barmen. Always looking for original, generous and quality products they create cocktails with tasty and subtle alliances that make all the difference thanks to top quality products. Joseph Cartron, present in 45 countries, has conquered mixologists the world over by the prestige of its range of liqueurs and fruit brandies and its permanent search for novelty tastes» adds Benoit de Truchis – Joseph Cartron Export Manager.*



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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