



PRESS RELEASE

Nuits-Saint-Georges, December 9th, 2014.

International Recognition & Contest
The Liqueur Masters

Joseph Cartron named Liqueur Grand Master 2014
For the second consecutive year
A first in the history of these Trophies



Joseph Cartron
Liqueurs Grand Master 2014

The 7th Edition of the Liqueur Master has just been held in London at the Red Lemon – Notting Hill, with 4 of the most largest and prestigious Liqueur and Spirit companies of the world.

It is the first time ever that for this blind tasting contest recognized the world over, Joseph Cartron, Distiller Liqueurist since 1882 in Nuits-Saint-Georges (Burgundy, France), for the second consecutive year wins **the title of LIQUEURS GRAND MASTER 2014** and 5 other medals for its Cherry Brandy, Crème de Cassis de Bourgogne Double Crème, Abricot Brandy, Elderflower and Thé Noir Fumé liqueurs.

Chaired by Daisy Jones, Manager of the Spirits Business together with Matt Armitage, co-founder of Craft Cocktail Co.; Harry Bellenberg, head bartender at The Cadogan Arms; and Pritesh Mody, founder of World of Zing, the jury focused on highlighting the excellence of the product and packaging of each of the exceptional liqueurs contending. The liqueurs, full of flavours, rich and long in mouth, using traditional production methods stood out during this 2014 challenge.

« The French Master Liqueurist Joseph Cartron, all along this 2014 competition, performed both through authenticity, the flavour and the originality of its traditional liqueurs as also with its novelty products such as the Elderflower and the Tea.

The whole set of its liqueurs was judged very up range by the jury who elected them once again LIQUEURS GRAND MASTER 2014. We are very happy about this » says Daisy Jones.

« This new prize of Liqueur Grand Master 2014 is a pride for our Company and especially for our production, research and development team. It rewards the authenticity of our Liqueurs but also the quality of our last novelties such as the Tea Liqueurs and our very last Elderflower Liqueur. Launched on the market last September

and already adopted by bartenders the world over, the Joseph Cartron Elderflower Liqueur and its audacious perfume is already present in over ten countries of which Australia, Great Britain, Ireland, Norway, Sweden, Switzerland, Germany and Italy » adds Benoit de Truchis, Joseph Cartron Export manager.

All the results available on: www.thespiritsbusiness.com



Cherry Brandy Liqueur
Joseph CARTRON
MASTER 2014



Best in its category



Crème de Cassis de Bourgogne
Double Crème
Joseph CARTRON
MASTER 2014



Best in its category



Abricot Brandy Liqueur
Joseph CARTRON
GOLD 2014





Elderflower Liqueur
Joseph CARTRON
SILVER 2014
(new product 2014)



Thé Noir Fumé Liqueur
Joseph CARTRON
SILVER 2014
(new product 2013)



More about Joseph CARTRON : www.cartron.fr

Joseph CARTRON, Distiller and Liqueurist 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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