



PRESS RELEASE

Nuits-Saint-Georges, November 3th, 2015.

Style, style, style ... the flavours of Joseph Cartron...

The famous liquorist distillator unveils the new design of the Eaux-de-Vie and Tradition collections.

Joseph Cartron – 1882 – Nuits-Saint-Georges (Burgundy) is a must signature in France, as it is at the international, for the quality and excellence of its exceptional Eaux-de-Vie matured in the purest of tradition. Its know-how together with a touch of innovation, impulsed by Judith Cartron, 5th generation of this great family, enables this liquorist distillator to further its development and unveil the new design of the Eaux-de-Vie collection. Elegance, modernity, authenticity, tradition and refinement ... the distillator underlines its difference!



«Since 2011, we have been working with Jean-Marc Larhantec of the Biggerband Agency, on the DNA of our brand. We have redesigned, step by step, all our graphic chart, our packagings, our website and associated material. The new design of our two ranges of Eaux-de-Vie completes this great overall designing. It reflects both the print of our terroir, the heritage of excellence, the strength and singularity of our brand image» explains Judith Cartron.

«The unique and incomparable know-how of the distillator Joseph Cartron is now registered and recognizable by the coherence of each of its bottles and caskets of all the collections combined. With this elegant and powerful line of products, Cartron reinforces its visual identity for the customer. The refinement of its bottles, their robe and caskets characterize its values, its upscale positioning and its reputation » underlines Jean-Marc Larhantec.



Fleurons Eaux-de-Vie

- Très Vieille Fine de Bourgogne (brown/red wax)
- Poire Williams des Monts de la Côte d'Or (spring green wax)
- Très Vieux Marc de Bourgogne - 8 years old - AOC (brown wax)
- Marc de Bourgogne hors d'âge - 15 years old - AOC (dark green wax)

Each traditional bottle with autumn colours, is dressed with:

- a tie and a brightly coloured Joseph Cartron wax seal, underlining the traditional production process, its quality, its refinement, the unicity and typicity of these exceptional Eaux-de-Vie
- a label in the shape of a drop bring modernity, singularity and greediness
- a cork stamped with the Cartron Unicorn

Bottles and flavours are packed in cases decorated with a majestic silver hot foil unicorn at the angle and a band of the colour of the robe of the Eaux-de-Vie.



Tradition Fruit Eaux-de-Vie

- Vieille Prune (blue)
- Mirabelle (yellow)
- Framboise Sauvage (raspberry)
- Poire Williams (spring green)
- Quetsche (plum)
- Kirsch (red)

The transparency and elegance of each bottle sublimates and valorizes the 'dressed' Eaux-de-Vie :

- with a tie underlining the refinement and magnificence of each fruit Eau-de-Vie and
- coloured labels both sober, elegant full of life and modernity. They recall the identity of the famous distiller, the greediness and excellence of the fruit.

Through these new haute couture labels, Joseph Cartron distillator liquorist, architect of taste and creator of flavours, reconfirms his know-how and excellence of its Eaux-de-Vie collection. Entailing the harmonization of all its visual identity and the high range positioning very distinctive of the entire collections of Fruits brandies, Liqueurs and Fruit Eaux-de-Vie.

These new bottles are already available in the wine merchant shops, delicatessens and bars, restaurants and hotels in 70cl or Magnums.

Further information on Joseph CARTRON: www.cartron.fr /www.facebook.com/jcartron

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.

Last new Joseph Cartron products:

2013: « T » liqueurs

2014: Mulberry Liqueur

2015: Cherry Plum Fruit Brandy

Joseph Carton's last Medals and Trophies:

2014: In the Top 10 most trendy world liqueurs according to Drinks International

2015: 9 medals, of which 5 Gold, at the Concours Général Agricole

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

EquiLibre : Florence Dapoigny, Press Attachée, at +33 (0)1 39 25 00 33 - +33 (0)6 60 49 83 95 - florence.dapoigny@sfr.fr