

New product

Joseph Cartron Honey Liqueur Intensely Heather Flowers

Joseph Cartron intensely tickles our taste buds with its very latest new **Heather Flower Honey Liqueur** with inspirations of both spices and smoked peat...

The distiller invites us to a tasty journey in the heart of the Landes forest (in South West France) but also along its coast and its sand dunes where has been selected a honey produced from delicate Heather flowers with powerful and intense aromas. From 300 beehives and according to an ancestral method the beekeeper harvests alone his beehives and watches over his bees and their environment. Between August and September the harvest of his combs also called frames joins the honey farm where the Landes beekeeper assembles his harvest.



The **Joseph Cartron Heather Honey Liqueur** has a generous texture that renders the spicy and woody flavor of this exceptional honey mixed with pure alcohol with no other added ingredient.

The process used is totally artisanal and respects the proportion of a recipe jealously kept secret which unveils the magic of this heather honey and its foraging working bees.

The Joseph Cartron Honey Liqueur, an exceptional typicity:

To the eye: endowed with a certain fluidity, luminous, brilliant and limpid it takes on a lovely pale mahogany robe.

To the nose: the liqueur reveals a dense aromatic intensity with hints of smoked peat and vanilla. A mineral scent of beeswax completes the olfactory pallet..

In mouth: its remarkable freshness delivers at the finish a long and generous note, well balanced with no heaviness between sweetness and freshness.

‘Committed to the gustatory richness of our terroir, our Production Manager Olivier Beutin, has selected a blend of Landes Heather Honey particularly expressive thanks to the attention given by the beekeeper when localizing his hives. Between forests, wooded moors and sand dunes, this honey with full bodied aromas match perfectly with the pure alcohol. Naturally sweet and aromatic; this selection brings a real singularity to our liqueur that will delight amateurs of intense honey.’ explains Judith Cartron, President of Joseph Cartron.

Joseph Carton's 18% Heather Honey Liqueur will be available as from July 1st 2017 in bottles of 500ml and 700ml.

Come and discover the Joseph Cartron Honey Liqueur:

- 5 and 6th June – Cocktail Spirits, the European Show of the new bar trends - Maison Rouge, 10 Bd de la Bastille - 75012 Paris, France.
- 18 – 21st June at Vinexpo 2017 – Bordeaux – France – Hall 3 Stand R328

For more information about 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 et Liqueurs de Création, its « T » de CARTRON, its Apéritifs de Tradition, its Marc and Fine de Bourgogne, its Eaux-de-Vie de Tradition.

Distributed in France and in 45 countries around the world, the Joseph CARTRON Company is one of Burgundy's best Ambassadors of savors and riches.

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

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For the launch of the Joseph Cartron Honey Liqueur,

Rory Shepherd, Joseph Akhavan and Adrian Tännler * enchanted by the sincerity of this product, invite you to taste **their novelty cocktails**

(Photos Image & Associés)



HONEYMOON

30 ml of **Joseph Cartron Honey Liqueur**
 30 ml of Joseph Cartron Eau de Vie Poire Williams des Monts de la Côte d'Or
 15 ml of fresh lemon juice
 10 ml of Kummel Liqueur
 Tonic

RECIPE: Pour all the ingredients in a shaker. Shake then serve in a Highball with ice cubes. Fill up with Tonic water.

DECORATION: A leaf of citrus fruit.

RORY SHEPHERD TASTING TIP :

This cocktail with flowers and citrus notes is easy to make. Refreshing, you will enjoy sharing it early in the evening.



THE NECTAR

35 ml of JM White 50% Rum
 15 ml of **Joseph Cartron Honey Liqueur**
 10 ml of Ginger juice
 15 ml of squeezed lime juice
 20 ml of Bio Coconut water
 35 ml of sparkling water
 5 shots of Sesame Oil

RECIPE: Pour all the ingredients directly in a Highball type glass with ice cubes. Top up with sparkling water.

DECORATION : Candied Ginger, Lime Crisps and a honey/sesame biscuit (optional).

JOSEPH AKHAVAN TASTING TIP:

The Honey Liqueur brings softness and roundness to this cocktail, both light, very refreshing, slightly spicy, peppery, relatively tart and sparkling.

HONEY AND CLYDE



30 ml of **Joseph Cartron Honey Liqueur**
 30 ml of JM ESB Rum (élevé sous bois)
 30 ml of fresh lemon juice
 10 ml of Darjeeling Tea syrup
 10 ml of Yellow Chartreuse
 300 g of brown sugar

RECIPE :

Tea Syrup: in a bowl, pour 300 ml of boiling water on 6 coffee spoons of Darjeeling. Infuse 5 minutes, filter and add 300 g of brown sugar before storing in a cool place.

Roll the Chartreuse in a Champagne glass to form a film, then take out the liquid.

In a shaker full of ice cubes, add the honey liqueur, the rum, the lemon juice and the tea syrup. Shake and pour into the Champagne flute.

ADRIAN TÄNNLER TASTING TIP:

A perfect natural honey flavor, fresh, herbal, with a nice honey/rum balance.

BEE CAREFUL



30 ml of Gin
 30 ml of White Vermouth
 5 ml of **Joseph Cartron Honey Liqueur**
 2 shots of Absinth

RECIPE: Pour all the ingredients in a mixing glass, mix then serve in a Champagne flute with ice cubes.

DECORATION: A sprig of dill.

RORY SHEPHERD TASTING TIP :

You will be charmed by the floral notes of this cocktail both powerful and subtle.

*Rory Shepherd - Little Red Door - 60 rue Charlot - 75003 Paris

Joseph Akhavan - Mabel - 58 rue d'Aboukir - 75002 Paris

Adrian Tännler – Abflugbar – Berne – Suisse