

# THE HISTORY

## DEVELOPMENT

Armand can be very free with his creativeness thanks to his nephew Thierry Chevignard who takes over all the operational management of the Company both production-wise and commercially. Thierry, together with Armand, actively sets up a multicard agent network in France which reorientates the company towards top quality restaurants and the wine merchants, in full development, that attract a clientele in search of quality. This network of agents is still very active today.

In 1990, after his father, Xavier Cartron takes on the management of the family business. After graduating from HEC (Ecole des Hautes Etudes Commerciales) and a career of 22 years in finance, he sets a new eye on the Company, but always with the firm idea of developing the inheritance. He defines a clear strategy concerning the high quality positioning of the products. He launches a vast modernisation program for the production unit and develops a selective and offensive distribution strategy both in France and on the international market.

To reach these aims, Xavier increases the number of multicard agents and takes on a real management team. He organizes a setup that ticks over beautifully, which both guarantees products of quality and pays great attention to the clients. Export development then flourishes considerably. The products of the Joseph Cartron Company legitimately find their place in the starred restaurants and appear on the shelves of the Luxury Hotel Bars.

Family transmission being part of the DNA of the Joseph Cartron Company, it is quite naturally that Xavier transmits the commands to his daughter Judith in 2011.

## JUDITH CARTRON

At the age of 38, Judith Cartron leaps forward: she leaves Paris and a well-established career in order to join the family business. Gradually Judith takes over the management of the company sided by her father who during 4 years passes on its values and know-how.

With a great passion for this new challenge and backed by 15 years of team management, commercial and marketing development in the select distribution of haut de gamme and well-known brands, she sets down, as soon as she arrives, to work on the DNA of the Company in order to bring forward its quintessence and create a unique brand identity. All this backed by a solid team that has an intimate knowledge and a real passion for the Company.

Since July 2011, Judith Cartron is President of the Joseph Cartron Company, thus representing the fifth generation of this famous line of distiller liquorists and the first woman at the head of the company.

Today Judith is developing the Joseph Cartron Company taking into consideration a managerial axis based on the quality of a devoted and competent team, the respect of each person and the permanent search for authenticity and excellence of the product. Judith also cultivates her foresight and a constancy true to all family companies, together with as a strong will to innovate, to do things differently.