

THE HISTORY

THE FOUNDATION

In 1882, Joseph Cartron opens the Company at Nuits-Saint-Georges, naming it after himself. Supplier to the Burgundian drink retailers, the young company distributes the inevitable lemonades and soda waters, and also produces, amongst others, time old famous liqueurs: Prunelle (Burgundy Sloe), Maraschino, Cacao, Kummel, Burgundian Ideal and even Bisette.

But, right from the outstart, the highlight of this little family business, is the invention of the Crème de Cassis Double Crème, at the time called "Double Crème de Cassis Cartron", which is like a natural tribute to the authenticity and the originality of this product in the cradle land of the Crème de Cassis.

Joseph, the founder, had no children, he left the company to his brother Armand, who in turn passes on to his son Henri. Henri, who died in 1949, was one of the 7 founders of the "Confrérie des Chevaliers du Tastevin" in 1934, he was also Mayor of Nuits-Saint-George during the war.

The company, well implanted locally, then decided to set up a national coverage.

THE CREATION

Armand, Henri's son, joined the company in the thirties. With a real impact, he managed the company from 1940 to 1985. He stopped the wholesaler activity – and thus the production of Lemonade – in order to concentrate on the development of products with an important added value, on the French market of course, but also on the international market.

With great foresight, he implants the brand on the large retail market which is just beginning in France. He also develops the company in Canada, Japan, Luxemburg, Belgium, Germany, Italy and the United States. He travels considerably and his house is always full of client-friends who come in to taste his products.

It is during his management that the buildings of the company were enlarged and that bottling was mechanized.

Armand was a creative man, a gourmet, a scholar and a talented pianist. He also had a very fine nose and palate. He therefore largely developed the range of products paying great attention to the quality of both the savours and perfumes.

The Company is thankful to him for the creation of many original recipes, namely the N° 7, the seventh trial of a rare alchemy aimed to share the red berries of Burgundy thanks to the original harmony of its 15 components.

These various creations, handwritten in a school book, are still today jealously kept.

THE UNICORNS

Art and literary amateur, a friend of the surrealists, Armand designed in the early thirties a coat of arms with two unicorns to represent the company.

The unicorn, very dear to Dali, is both a heraldic figure symbol of virtue, nobility, femininity and purity that figures on numerous coats of arms since the XVIIth century... and an emblematic figure of Burgundy with the tapestry: La Dame à la Licorne at the Cluny Museum.

This medieval Unicorn also represents for certain alchemists an awakening road in their quest for the philosopher's stone.

Armand Cartron certainly wished to underline his quest for the excellence of taste. Finally, to end with the Unicorn, Roger Caillois says that the Unicorn incarnates "solve et coagula" (in order to spiritualize the body and give body to the spirit).

This could also be applied to the original savours created by the Joseph Cartron Company.