



January 15th 2023

"Unexpected Cartron Tour"

The first international cocktail contest from the liquorist Joseph Cartron

Joseph Cartron, creator of flavors since 1882, is launching its very first edition of the "Unexpected Cartron Tour", an exciting and inspired cocktail competition for professional bartenders.

The "unexpected" is the central theme of this new, inspirational cocktail competition. The premise of this international challenge is to present a surprising element either through the cocktail itself or through the accompanying presentation. The esteemed panel of judges should expect something out of the ordinary. The full Joseph Cartron collection of liqueurs, crèmes, eaux-de-vie, and vermouths are available to the competitors for use in their imaginative creations.

The first edition of this competition will be international with seven participating countries including United Arab Emirates, United Kingdom, USA, Denmark, Sweden, Italy, and France.

The international final will take place mid-july 2023, in Nuits-Saint-Georges; the birthplace of the Burgundy liquor house. Following our theme of the "unexpected", the final will introduce surprising elements to its finalists, which will be guarded until the last moments before the final challenge.

One competitor will be crowned Global Unexpected Cartron Tour Champion and will be welcomed back, expenses paid, as a guest judge for the next competition plus offered opportunities to collaborate with Joseph Cartron on a per event basis based on location and availability.

A word from Judith Cartron:

"Through this competition, we have the intention to make mixologists (re)discover all the passion they have for our creations, for the love of Burgundian Terroir and French product. This event should anchor even more la Maison Joseph Cartron as an international reference in the creation of unique cocktails."

How to participate ?

- From January 15th to March 6th: all entries should be submitted via the registration form on unexpectedcartrontour.com.
- March 13th : winners are announced and invited to attend the international final in France
- Mid July 2023 : international final in Nuits-Saint-Georges with an "unexpected" judging panel.

About Joseph Cartron

Creator of flavours and architect of tastes at Nuits-Saint-Georges, Joseph Cartron, distiller liquorist since 1882, has built its reputation on the superb quality of its products and authenticity of its fruit. Cartron's fifth generation manages this family treasure which has become a must in cocktail bars, restaurants and off-trade specialists. Joseph Cartron's fruit liqueurs and eaux-de-vie are exported to over 45 countries all over the world. This is true recognition of the brand's notoriety which has always built its reputation on respect for traditions. Excellence owes nothing to chance!

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cartron.fr



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