

HERITAGE BOOK

MAISON COINTREAU

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THE HERITAGE
OF COINTREAU

1849
LOIRE VALLEY

Legend begins with a look, a taste, an effervescence. The extraordinary feat of a man from a family of confectioners in Angers, Édouard Cointreau. With exacting standards, passion and authenticity, he created Cointreau, a liqueur derived from orange peel essence. A true icon full of life, Cointreau transforms the act of tasting into an art of living and the art of cocktails into a lesson in creative elegance. The Cointreau bottle – round with square shoulders – conveys its distinctive allure. Édouard Cointreau expressed more than the spirit of the orange: a visionary, he established a vision of time and of the world, in beautiful simplicity. Since then, his Cointreau liqueur has been a muse in movement, whose balance is achieved through a combination of styles and opposites, drawing on the energy of movement and of the present moment – renewed as if by surprise. It mingles mystery and transparency. Cointreau creates an alchemy of the best, with no fuss and in a thousand different ways. A singular creation that has given rhythm to the cocktail culture since its golden age in the twenties.



"I have searched passionately for the quintessential flavor of Cointreau. I wanted to combine crystal-clear purity with the subtlety of tastes made from the perfect blend of sweet and bitter orange peels"

Édouard Cointreau



GO INTO REAR



FROM THE GOLDEN AGE OF COCKTAILS
TO THE PRESENT DAY

1920, the Roaring Twenties: rhythm and color marks out the posters by Jean Adrien Mercier for Cointreau. Modern Times. ABC of Mixing Cocktails, 1922, the bible of mixology. Side Car and White Lady. Charleston. Josephine Baker and the Danse Sauvage. American exiles in Paris: Scott Fitzgerald and Ernest Hemingway. Paris is a moveable feast. New York, the Prohibition. The triumph of the music hall. The muse in movement: Cointreau.

Cointreau, inspiring and inspired, beats to the rhythm of a spontaneous creativity exuding vitality, joy and elegance. 'Mix and Match' becomes a popular motto for anyone indulging in cocktail creation. Cocktails signify effervescence... The birth of what is commonly known as the 'cocktail culture'. Cointreau was there from the beginning.

Since then, Cointreau has become the cornerstone of more than 350 renowned cocktails. The Margarita, the Cosmopolitan, the Singapore Sling and even the Mai Tai are among the most famous. **To create your own cocktails, go to www.cointreau.com** still in vogue today. Its success knows no borders. From Paris to New York, Tokyo to Cape Town, not forgetting London, Singapore, Shanghai, Sao Paulo or Sydney... Whether on café terraces, in the most prestigious venues, or even at home, Cointreau can be mixed, shared and enjoyed, always in moderation.

1913

The Singapore Sling is created by Ngiam Tong Boon at Raffles in Singapore.

1921

The Side Car is created by Frank Meyer at the Ritz in Paris.

1948

The Margarita is created by Margarita Sames in Acapulco.

1990

The Cosmopolitan is created by Toby Cecchini in New York.



CAROLE QUINTON,
MASTER DISTILLER
HOUSE OF COINTREAU

Her eyes and smile express all the gentleness but also determination of a passion rooted in the soil. At 47 years of age, Carole Quinton, the new nose of the House of Cointreau since the spring of 2016, feels fulfilled and eager to continuously learn. "Paying attention to what we breathe and what we eat: nature deserves our deepest respect," she says. In the course of her internships at INRA and studies in biology, she found her calling. Four years at university, two at an engineering school, and three in Scotland where she was trained as a selector in a research institute dedicated to berries (strawberries, raspberries and black currants). That is how this inspired and passionate epicurean became an expert in the world of plants. Throughout her career path, Carole never stopped moving closer to her roots.



She imagines the ideal life as a garden where everything flourishes: in her eyes, we need to draw on the rhythm of each plant, of each species to achieve the greatest balance, a harmonious and absolute order. Cointreau? It is Angers. It is the Angevin gentleness of Joachim du Bellay combined with the energy of a student culture that enlivens this city all year round.

"Cointreau is a House I feel like I've known forever... and where I'm constantly learning," says Carole Quinton, who is mindful of building a relationship with each employee. "Orange peel awakens our senses. It symbolizes the orchard. The taste of orange peel combines the sweetness of sugar with a unique, zesty freshness for a dynamic touch. The essence of Cointreau is found

in that balance." She continues, full of admiration and driven by unwavering curiosity: "Cointreau is the Spirit – in both the alcohol-related and philosophical sense of the word. Cointreau expresses a special generosity; it is rounded and complete. And at the same time, Cointreau gives energy: movement is life!" With Carole Quinton, the House's heritage is being carried forward.

KEY FIGURES

1849

The House of Cointreau is created.

1898

First Cointreau advertising spot by the Lumière brothers.

1920

Cointreau conquers the United States.

300

Number of medals received since its creation.

350

Number of Cointreau cocktails featured in mixology books today.

35 000

Number of Cointreau cocktails served worldwide every day.



