

FAIR® AÇAÍ BERRY LIQUEUR

SILVER - Beverage Testing Institute 2019



BRAND OVERVIEW

FAIR® was created in 2009 to develop a spirits line with a positive impact on people and the planet. They have been committed from the very start to giving 1% of their revenue back to the farming communities that provide their superior crops. FAIR® does not just label products as ethical — they create real sustainable change by equitably distributing resources to the beginning of the supply chain, leveraging local and regional agricultural expertise, and creating standards that protect people and the environment.**

Fair Trade is a global movement made up of a diverse network of producers, companies, consumers, advocates, & organizations putting

people & the planet first. Products bought, sold, and consumed every day are connected to the livelihoods of others; Fair Trade is a way to make a conscious choice for a better world.

FAIR® Açai Liqueur is made using açai berries from the Amazon rainforest in Brazil, a superfood rich in antioxidants and fiber. It is made into an açai distillate, and then slowly reduced by adding fair-trade liquid sugar and demineralized water for a perfect balance. It is ethically sourced and distilled in Cognac, France.

FAIR® Açai Liqueur is:

- Fair Trade
- Non-GMO
- Vegan
- Gluten-free

* From FairTradeCertified.org

THINK HUMAN. DRINK FAIR.

1% Of Revenues Returned To The Farming Communities

PRODUCT OVERVIEW

TASTING NOTES

- Intense ripe blackberry & raspberry jam aromas
- Balance between alcohol & sweetness
- Lingering violet & floral finish

SERVING RECOMMENDATIONS

- Pairs well with bitter liqueurs, cranberry & orange
- Natural partner to white rum, vodka & gin
- Shake with fresh citrus for refreshing cocktails

FRENCH AÇAÍ MARTINI

- 1 1/2 oz FAIR® Quinoa Vodka
- 1/2 oz FAIR® Açai Liqueur
- 1 1/2 oz pineapple juice
- 1/2 oz egg whites

INSTRUCTIONS

Add ingredients to shaker, & shake without ice. Add ice to shaker & shake again vigorously. Strain into a chilled cocktail glass and garnish with a wedge of pineapple.



PRODUCTION PROCESS

HARVESTED FROM THE
AMAZON RAINFOREST
IN BRAZIL

COLUMN STILL WITH
FRENCH, NEUTRAL
GRAIN SPIRIT

FAIR TRADE, NON-GMO
CANE SUGAR &
DEMINERALIZED WATER

Açaí
Berries



Distilled



Filtered



Slowly
Reduced



FAIR® Açai
Berry
Liqueur

22%
ALC/VOL

700mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



BRAZIL

AMAZON RAINFOREST

Açaí Berries Sourced



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

COGNAC

FRANCE

Produced & Bottled



FULL PRODUCT LINE

