

FAIR® AÇAÍ BERRY LIQUEUR

SILVER - Beverage Testing Institute 2019

BRAND OVERVIEW

FAIR® was created in 2009 to develop a line of high quality liqueurs and rare spirits 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

* From FairTradeCertified.org

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 WITH fair trade liquid cane 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

THINK HUMAN. DRINK FAIR.

1% Of Revenues Returned To The Farming Communities



PRODUCT OVERVIEW

TASTING NOTES

- Intense ripe blackberry and raspberry jam aromas
- Balance between alcohol and sweetness
- Lingering violet and 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

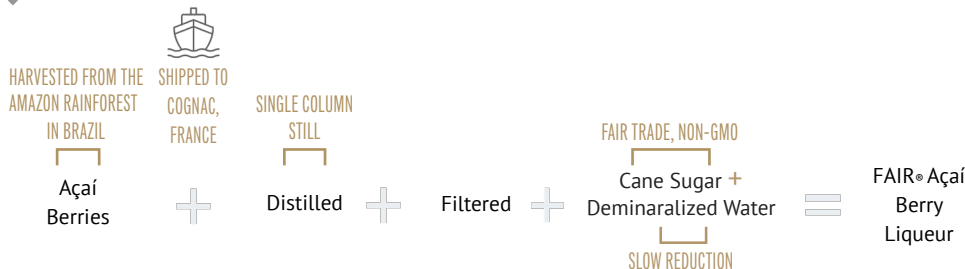
FRENCH AÇAÍ MARTINI

- 1½ oz FAIR® Quinoa Vodka
- ½ oz FAIR® Açai Liqueur
- 1½ oz pineapple juice
- ½ 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



22%
ALC/VOL

700mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



BRAZIL
AMAZON RAINFOREST
Açaí Berries Sourced



FAIR TO THE FARMERS

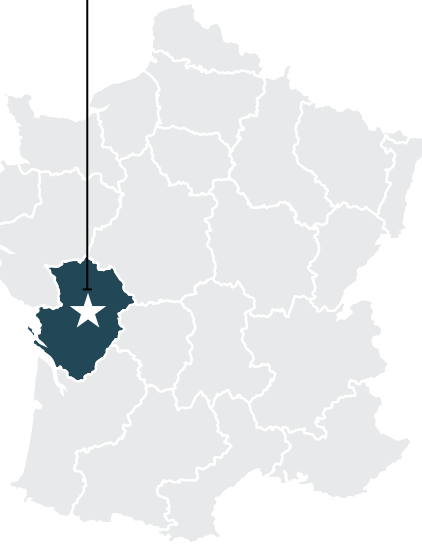


FAIR TO YOU



FAIR TO THE PLANET

COGNAC
FRANCE
Produced & Bottled



FULL PRODUCT LINE

