

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 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, and organizations putting people and 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.

* From fairtradecertified.org.

FAIR® is also about the celebration of cultures and promoting our differences. Belize Rum XO is sourced and produced in Belize. The molasses is sourced from 6,000 different farming operations around the country of Belize. FAIR® Belize Rum XO is distilled in a single column still at Traveller’s Liquors, a local Belize distillery. The rum is aged four to six years in American White Oak Bourbon barrels. When Belize Rum XO has reached its prime, it is shipped to Cognac, France for bottling. Belize Rum XO comes from a single distillery and has no sugar added.

FAIR® Belize Rum XO is more delicate with flavors of pear accentuating the vanilla and chocolate notes. A fruity bouquet sweeps the drinker into plantain fields and a tropical paradise.

FAIR® Belize Rum XO is:

- Fair Trade
- Vegan
- Non-GMO
- Gluten-free
- No Sugar Added



THINK HUMAN. DRINK FAIR.

1% of Revenue Returned To The Farming Communities

PRODUCT OVERVIEW

TASTING NOTES

- Bouquet of fresh chocolate, coffee, and grilled bananas
- Balanced between sweet and spicy, with hints of vanilla, chocolate, and pear
- Smooth, lingering finish

SERVING RECOMMENDATIONS

- Neat or on ice
- In an Old Fashioned
- Angostura and mint are exemplary matches when shaken with citrus
- Plays well with most other aged spirits

PRODUCTION PROCESS



SKU

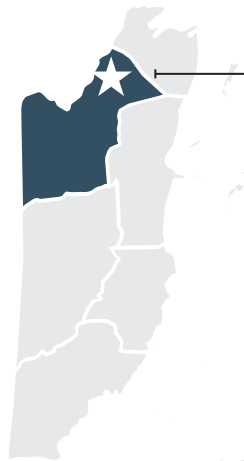
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



BELIZE

Molasses Sourced



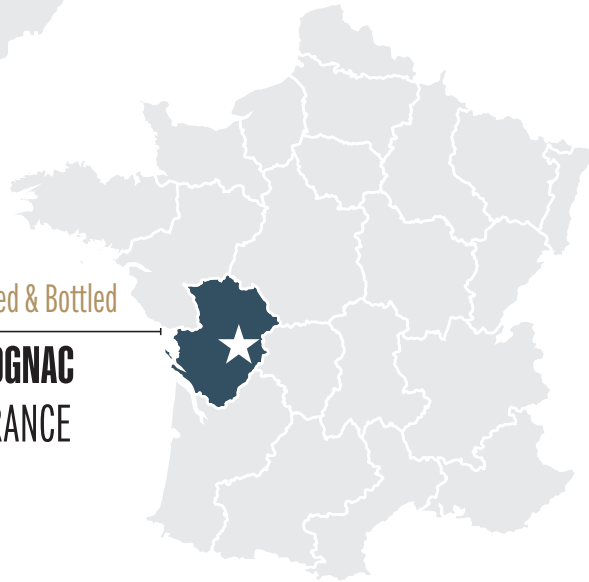
FAIR TO THE FARMERS



FAIR TO YOU

Aged & Bottled

COGNAC
FRANCE



FAIR TO THE PLANET

FULL PRODUCT LINE

