

## 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](http://fairtradecertified.org).

FAIR® is also about the celebration of cultures and promoting our differences. Coffee has welcomed people to their day from many cultures for centuries. Being one of the most colonized commodities in the world, it is ever more important to give back to the communities that grow and roast coffee beans. FAIR® shares 1% of revenue with the co-op of 1,800 independent Mexican coffee farmers from where they source the beans.

FAIR® Café Liqueur uses 100% Arabica beans sent to Cognac, France where a slow roast technique is used to finely extract oils. After the roasting process, beans are infused for 3 weeks in non-GMO wheat neutral grain spirit. The liquid is filtered, then slowly reduced with fair trade liquid sugar and demineralized water for a perfect balance.

FAIR® Café Liqueur is:

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



**THINK HUMAN. DRINK FAIR.**  
1% of Revenue Returned To The Farming Communities

## PRODUCT OVERVIEW

### TASTING NOTES

- Chocolate fudge on the palate with nutty aromas
- Bitter, roasted coffee finish

### SERVING RECOMMENDATIONS

- Wonderful accent for Italian vermouth and bitters
- Plays well with aged spirits
- A complex addition to a fruit-forward tiki drink

### ESPRESSO MARTINI

1 ½ oz FAIR® Quinoa Vodka  
1 oz FAIR® Coffee Liqueur

### INSTRUCTIONS

Fill martini glass with ice to chill  
Add ingredients to a shaker with ice and shake  
Empty chilled martini glass and strain shaker into the glass to create a rich, smooth froth

### PRODUCTION PROCESS



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



ARABICA COFFEE  
**HUATUSCO REGION**  
VERACRUZ  
MEXICO



**FAIR TO THE FARMERS**



**FAIR TO YOU**



PRODUCED & BOTTLED  
**COGNAC**  
FRANCE



**FAIR TO THE PLANET**

FULL PRODUCT LINE

