

FAIR® COCONUT 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 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.

FAIR® Coconut Liqueur is made using fresh coconut sourced from the Philippines. First, a coconut distillate is made, then slowly reduced by adding fair trade liquid sugar and demineralized water for a perfect balance.

FAIR® Coconut 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

- Fresh, tropical fruit aromas
- Tastes smooth and nutty, with a delicate toasted after-taste
- A long and complex finish

SERVING RECOMMENDATIONS

- Serve chilled or on the rocks
- Compliments rum and agave spirits
- Perfect in a Piña Colada and in tiki cocktails

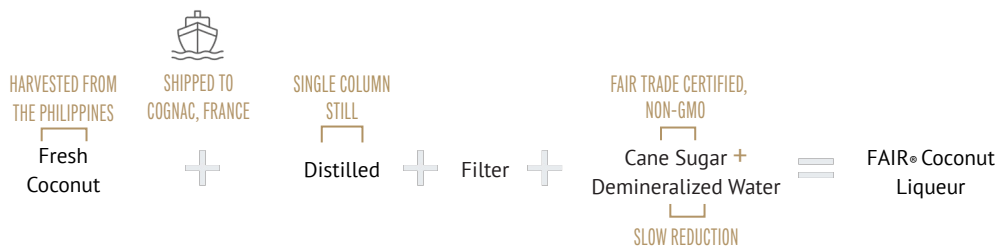
PIÑA COLADA

- 1 oz FAIR® Coconut Liqueur
- 2 oz light rum
- 0.5 oz pineapple juice
- 0.5 oz fresh lime juice

INSTRUCTIONS

Add all ingredients to a shaker with ice. Shake thoroughly and strain into a rocks glass with ice. Garnish with a pineapple wedge.

PRODUCTION PROCESS



18% ALC/VOL 700mL, 1L BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

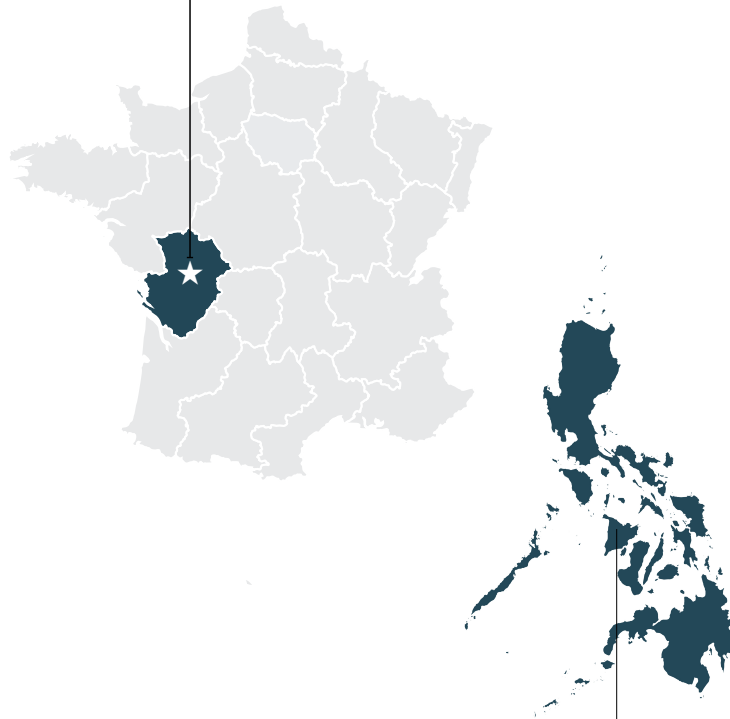
BOTTLE PRICE

CASE PRICE

ORIGIN



COGNAC
FRANCE
 Produced & Bottled



PHILIPPINES
 Coconut Sourced



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

