

FAIR® CUCUMBER LIQUEUR



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® Cucumber Liqueur is made using fresh cucumber, sourced from France. First, a cucumber distillate is made with neutral alcohol, and then slowly reduced by adding Fair Trade liquid sugar and demineralized water for a perfect balance.

FAIR® Cucumber Liqueur is:

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

* From FairTradeCertified.org

THINK HUMAN. DRINK FAIR.

1% Of Revenues Returned To The Farming Communities



PRODUCT OVERVIEW

TASTING NOTES

- Floral nose with hints of fresh cucumber and herbs
- Balanced and subtle palate with notes of cucumber, spices, as well as hints of citrus
- A complex and fresh finish

SERVING RECOMMENDATIONS

- Compliments lighter base spirits, such as vodka and gin
- Perfect partner to mint, lime, and watermelon in cocktails
- Great in a spritz or margarita

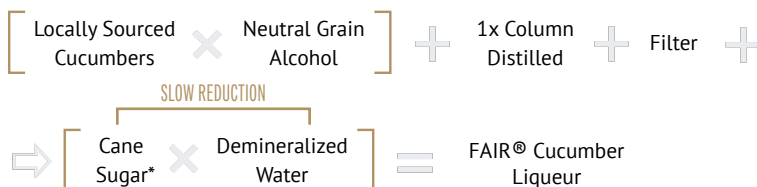
EL PEPINO

- 2 oz FAIR® Cucumber Liqueur
- 2 1/4-inch wheels fresh jalapeño
- 1.5 oz tequila blanco
- 1 oz fresh lime juice
- 0.75 oz agave syrup

INSTRUCTIONS

Add all ingredients to a shaker with ice. Shake thoroughly and strain into a rocks glass with ice. Garnish with a chili-salt rim and cucumber slices.

PRODUCTION PROCESS



* Fair Trade, Non-GMO Sugar

18% ALC/VOL 700mL, 1L BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

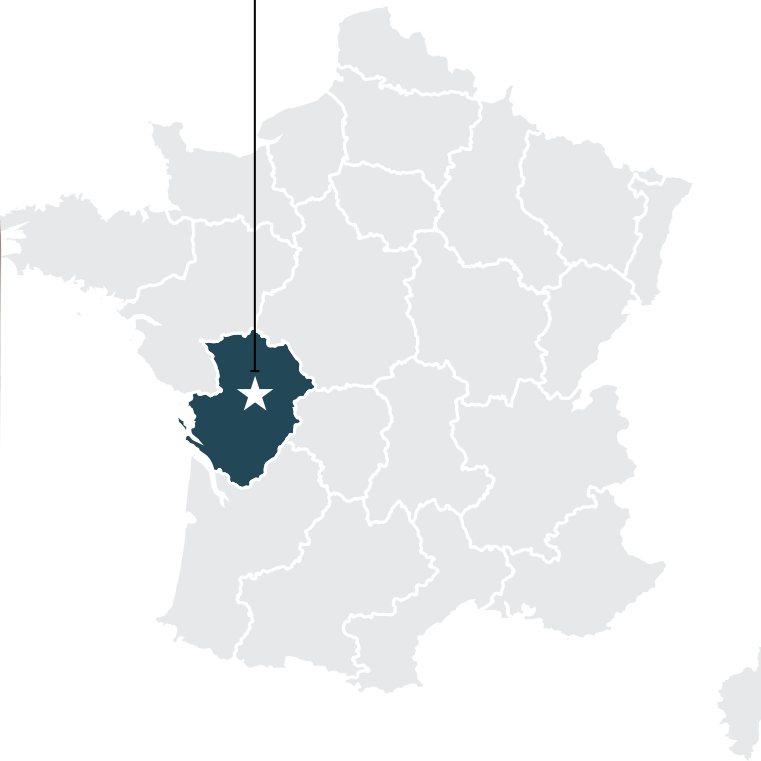
ORIGIN



COGNAC

FRANCE

Sourced, Produced & Bottled



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

