

FAIR® ELDERFLOWER LIQUEUR



SILVER - 88 POINTS,
Beverage Testing Institute 2024

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

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® Elderflower Liqueur is ethically sourced, using hand-picked elderflower petals from the French countryside. The fresh petals are macerated for eight days in neutral alcohol, then slowly reduced by adding fair trade liquid sugar and demineralized water for a perfect balance.

FAIR® Elderflower 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

- Floral nose of sweet blossom, apple, and lychee
- Balanced, delicate, and subtle palate with notes of elderflower, citrus and hints of sweetness
- Long, fresh, and refined finish

SERVING RECOMMENDATIONS

- Champagne, prosecco, etc.
- Vodka & Gin cocktails; "bartenders' ketchup"

HUGO SPRITZ

- 1 ½ oz FAIR® Elderflower Liqueur
- 2 oz Sparkling Water
- 3 ½ oz Prosecco
- 6 Mint Leaves
- 3 Lime Wedges

INSTRUCTIONS

Add elderflower liqueur & mint sprig to a wine glass. Muddle gently & let sit for 3 minutes. Add ice, prosecco, & top with sparkling water, then stir to combine. Garnish with mint & a lime wedge.

PRODUCTION PROCESS

HAND-PICKED
FROM THE FRENCH
COUNTRYSIDE

Elderflower
Petals



NON-GMO, FRENCH
WHEAT NEUTRAL
GRAIN SPIRIT (NGS)

8 Day
Infusion



Filtered



Cane Sugar +
Demineralized Water

SLOW REDUCTION



FAIR®
Elderflower
Liqueur

20% 700mL, 1L
ALC/VOL BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

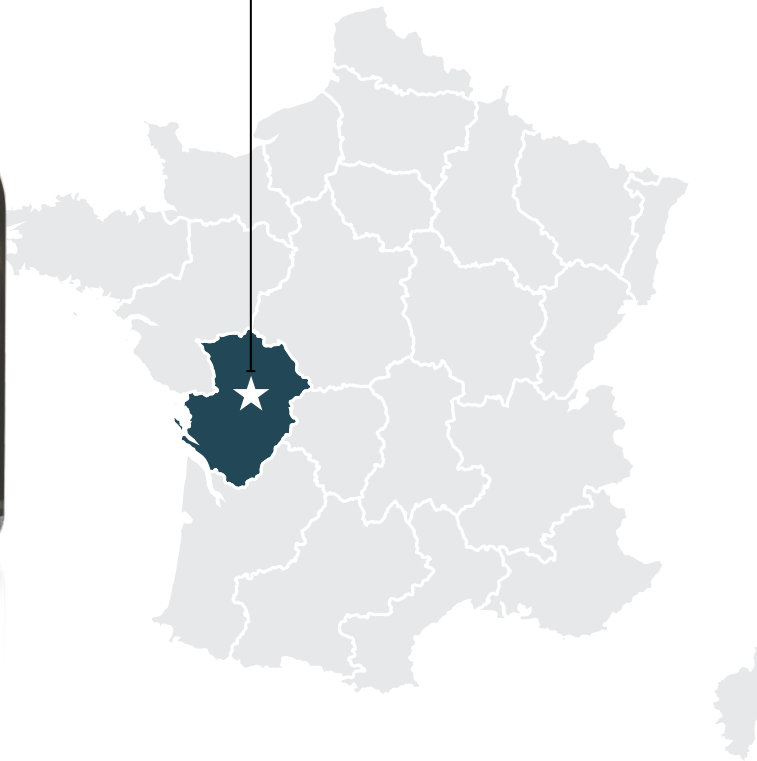
ORIGIN



COGNAC

FRANCE

Sourced, Produced & Bottled



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

