



GINGER LIQUEUR



91 Points - Ultimate Spirits Challenge 2022
 90 Points, GOLD - Beverage Testing Institute 2022
 BEST GINGER LIQUEUR, SILVER - New York International Spirits Competition 2021

BRAND OVERVIEW

FAIR® was created in 2009 to develop a spirits line 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 fairtrade-certified.org.

FAIR® is also about the celebration of cultures and promoting our differences. FAIR® Ginger Liqueur is created from the selection of the finest Indian and Sri Lankan ginger roots, macerated with a slow and progressive reduction by adding fair trade liquid cane sugar throughout the maceration process. FAIR® Ginger Liqueur is produced with no additional flavors or spices leaving a spirit that embodies the passion and exuberance of the people who cultivate this dynamic root.

FAIR® Ginger Liqueur is:

- Fair Trade
- Organic
- Vegan
- Non-GMO
- Gluten-Free



THINK HUMAN. DRINK FAIR.

1% of Revenue Returned To The Farming Communities

PRODUCT OVERVIEW

TASTING NOTES

- Fiery and fresh
- Spicy and smooth
- Candied ginger

SERVING RECOMMENDATIONS

- On ice with soda water
- In place of simple syrup in whiskey cocktails, such as a Mint Julip

GINGER BREEZE

- 1 1/2 oz FAIR® Rum XO
- 3/4 oz FAIR® Ginger Liqueur
- 1/2 oz Lime, juiced
- Soda water
- Lime wedge, garnish

INSTRUCTIONS

In a shaker, add rum, ginger liqueur, lime, and ice
 Strain into tall glass with ice
 Top with soda water and garnish with lime wedge

PRODUCTION PROCESS

INDIAN AND SRI LANKAN;
 SHIPPED TO COGNAC, FRANCE



Sliced Ginger Root + Wheat
 Neutral Grain Spirit

FRENCH, NON-GMO



Filter



FAIR TRADE CERTIFIED,
 NON-GMO

Cane Sugar + Wheat
 Neutral Grain Spirit

FRENCH, NON-GMO



FAIR® Ginger
 Liqueur

35%
 ALC/VOL

700mL, 1L
 BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

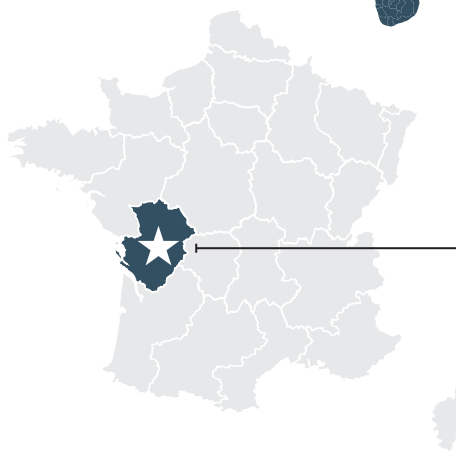
BOTTLE PRICE

CASE PRICE

ORIGIN



GINGER ROOT
INDIA + SRI LANKA



COGNAC
FRANCE
BOTTLED



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

