

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.

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, with fair trade liquid cane sugar throughout the reduction 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

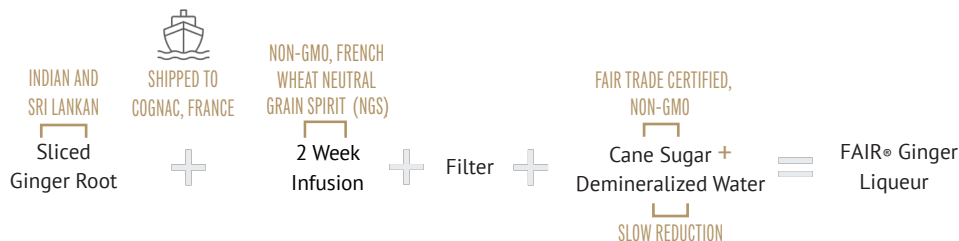
TASTING NOTES

- 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

PRODUCTION PROCESS



GINGER BREEZE

- 1 1/2 oz FAIR® Belize Rum XO
- 3/4 oz FAIR® Ginger Liqueur
- 1/2 oz fresh lime juice
- soda water

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*

35% **700mL, 1L**
 ALC/VOL BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



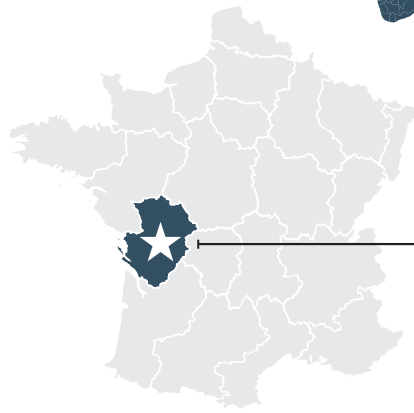
GINGER ROOT SOURCED
INDIA + SRI LANKA



FAIR TO THE FARMERS



FAIR TO YOU



**COGNAC
FRANCE**
PRODUCED & BOTTLED



FAIR TO THE PLANET

FULL PRODUCT LINE

