

## 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 fairtradecertified.org.

FAIR® is also about the celebration of cultures. FAIR® Juniper Gin brings two worlds together: Andean quinoa from the Andes and juniper berries from the mountains of Uzbekistan—two cultures who understand hard work and perseverance with a commitment to producing the best quality crops to share with the world.

FAIR® blends Fair Trade and organic botanicals to their FAIR® Quinoa Vodka. They intentionally use a small number of botanicals as to not draw away from the warm flavor of the Uzbek juniper berries.

FAIR® Juniper Gin is:

- Fair Trade
- Organic
- Vegan
- Non-GMO
- Gluten-free
- No Sugar Added



## THINK HUMAN. DRINK FAIR.

1% of Revenue Returned To The Farming Communities

## PRODUCT OVERVIEW



### TASTING NOTES

- Smells of baked lemon bars
- Bright lemon with juniper and coriander sailing underneath
- Finishes clean and fresh as a summer breeze

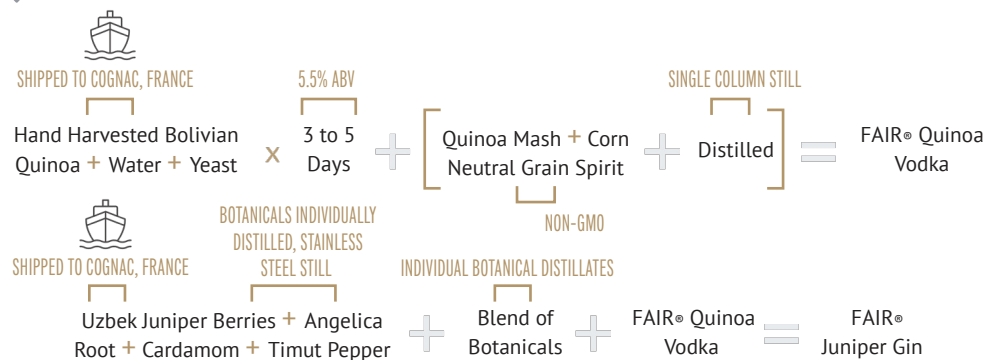


### SERVING RECOMMENDATIONS

- Goes well in a Negroni
- On the rocks
- Makes a bright martini



### PRODUCTION PROCESS



42%  
ALC/VOL

700mL  
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

## ORIGIN



JUNIPER BERRIES

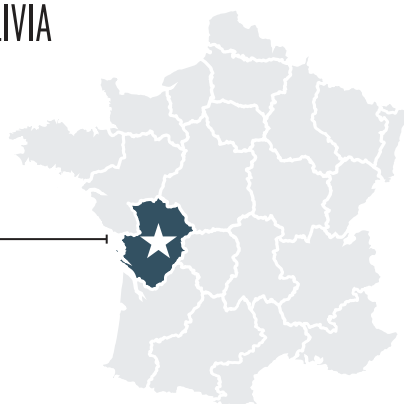
VAGANZA VILLAGE  
SAMARKAND  
UZBEKISTAN

QUINOA

SALAR DE UYUNI  
BOLIVIA

DISTILLATION

COGNAC  
FRANCE



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

