

## 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 revenues 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](http://fairtradecertified.org).

FAIR® is also about the celebration of cultures and promoting our differences. FAIR® Kumquat Liqueur is ethically sourced in Malaysia, where kumquats are a symbol of good luck. It is produced first as a distillate, then a slow maceration process to extract the subtle flavors of the kumquat. Combined with Fair Trade organic cane sugar and an infusion of citrus peels, FAIR® Kumquat Liqueur inspires visions of adventuring through Malaysia.

FAIR® Kumquat Liqueur is certified:

- Fair Trade
- Vegan
- Non-GMO



**THINK HUMAN. DRINK FAIR.**

1% Of Revenues Returned To The Farming Communities

## PRODUCT OVERVIEW

### TASTING NOTES

- Bouquet of fresh blood orange
- Balanced perfectly with sumptuous notes of mandarin oranges and its blossoms
- Acidity pushes kumquat flavor to sing

### SERVING RECOMMENDATIONS

- Replace triple sec 1:1

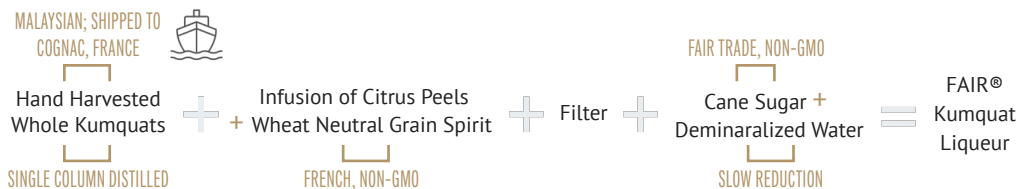
### KUMQUAT MARGARITA

1 1/2 oz 4 Copas Organic Kosher Tequila  
 1 oz FAIR® Kumquat Liqueur  
 1/2 oz lime juice

### INSTRUCTIONS

*Wet rim of glass with lime wedge; dip in salt*  
*Combine all ingredients with ice in shaker*  
*Strain into salt rimmed glass with ice*  
*Garnish with rosemary sprig*

## PRODUCTION PROCESS



**22%** 700mL, 1L  
 ALC/VOL BOTTLE

SKU

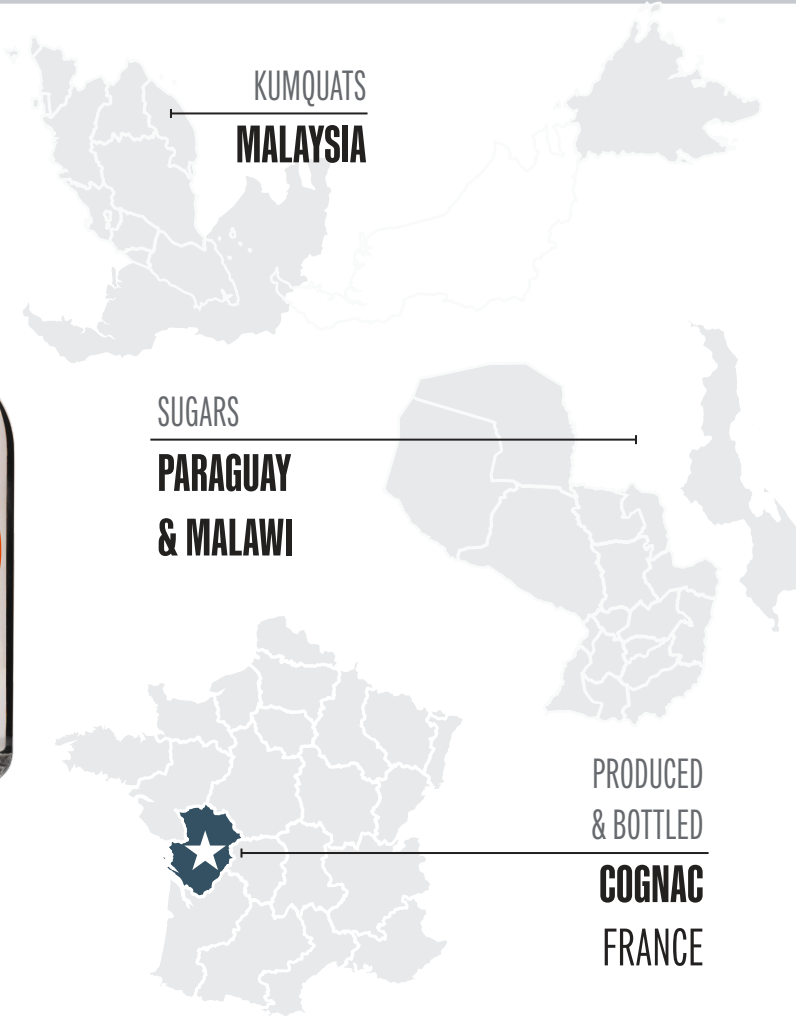
DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



**FAIR TO THE FARMERS**



**FAIR TO YOU**



**FAIR TO THE PLANET**

## FULL PRODUCT LINE

