

## 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 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.

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 through 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.

The kumquat and a natural citrus infusion meld perfectly to create an exquisite liqueur. Perfectly suited to function as a sweetener on its own.

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

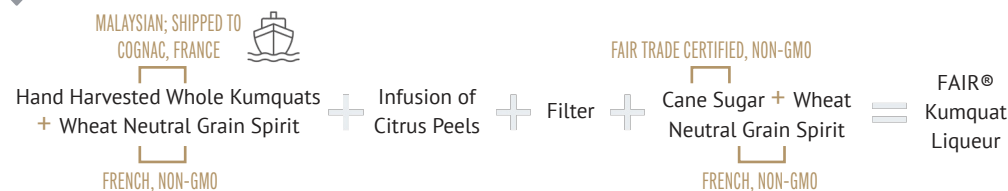
### KUMQUAT MARGARITA

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  
 Garnish with rosemary sprig

### PRODUCTION PROCESS



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

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

## ORIGIN



KUMQUATS  
MALAYSIA

SUGARS  
PARAGUAY  
& MALAWI

BOTTLED  
COGNAC  
FRANCE



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

