



## 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 their 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, & organizations putting

people & 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.

FAIR® Oaxaca whiskey is made from ancestral blue corn, sourced from Oaxaca, Mexico. It is double distilled in copper alembic stills. The whiskey is aged for four years in single fill bourbon casks in Mexico, and then 6 months to 1 year in virgin limousin oak casks in Cognac.

FAIR® Oaxaca Whiskey is:

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

\* From FairTradeCertified.org

**THINK HUMAN. DRINK FAIR.**

1% Of Revenues Returned To The Farming Communities



## PRODUCT OVERVIEW

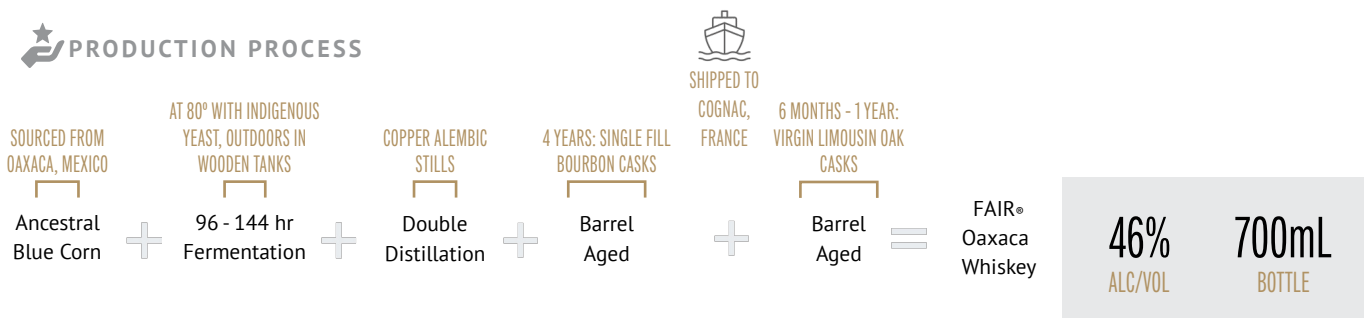
### TASTING NOTES

- Highly aromatic with hints of marshmallow, caramel, and a distinct salinity
- Complex on the palate with notes of marzipan, vanilla, and dark chocolate
- Rounded out with raspberry, cardamom, and oak

### SERVING RECOMMENDATIONS

- Neat or on a large cube
- Best tasted in a Glencairn glass
- Works well in an Old Fashion, Boulevardier, and Manhattan

### PRODUCTION PROCESS



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN

## COGNAC

### FRANCE

Aged & Bottled



FAIR TO THE FARMERS



FAIR TO YOU

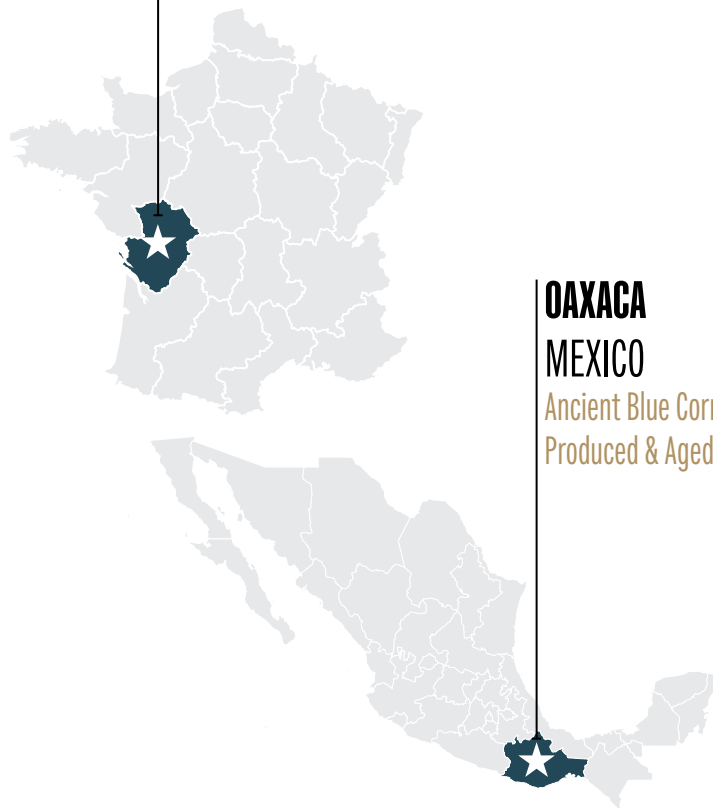


FAIR TO THE PLANET

## OAXACA

### MEXICO

Ancient Blue Corn Sourced  
Produced & Aged



## FULL PRODUCT LINE

