

FAIR® PASSION FRUIT LIQUEUR



GOLD- 91 POINTS-Beverage Testing Institute 2024
SILVER - Best Cocktails 2023
MASTER - Liqueur Masters London 2022

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 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® Passion Fruit is made from ethically sourced, passionfruit from Peru. It is made from concentrated juice and natural aromas, then distilled in Cognac, France.

FAIR® Passion Fruit Liqueur is:

- Fair Trade
- Vegan
- Non-GMO
- Gluten-free

* From FairTradeCertified.org

THINK HUMAN. DRINK FAIR.

1% Of Revenues Returned To The Farming Communities

PRODUCT OVERVIEW

TASTING NOTES

- Passion fruit notes accompanied by a sweet embodiment
- Light & powerful zest with a complimenting citric acidity

SERVING RECOMMENDATIONS

- Cocktails with citrus
- Pairs well with rum, vodka & whiskey

PRODUCTION PROCESS



PORNSTAR MARTINI

- 2 oz FAIR® Quinoa Vodka
- 1 oz FAIR® Passion Fruit Liqueur
- 1/2 oz vanilla syrup
- 1/2 oz lime juice

INSTRUCTIONS

Add all ingredients to a shaker with ice. Shake thoroughly and strain into a chilled cocktail glass. Garnish with fresh passion fruit sliver or lime wheel.



22%
ALC/VOL

1L
700mL
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

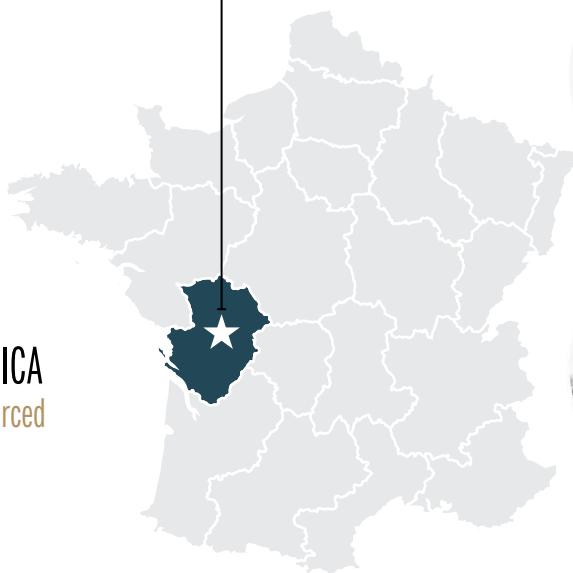
CASE PRICE

ORIGIN



PERU
SOUTH AMERICA
Passion fruit sourced

COGNAC
FRANCE
Produced & Bottled



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

