

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 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.

FAIR® is also about the celebration of cultures and promoting our differences. FAIR® Quinoa Vodka is made from Andean Quinoa grown at 13,000 feet in the Andes mountains. FAIR® sources directly from a co-op of 1,200 independent farmers in the Bolivian Andes. Quinoa has been part of the fabric of Bolivian culture since before written history.

After the quinoa is harvested, it is shipped to Cognac to be distilled along with neutral, non-GMO corn alcohol.

When you drink FAIR® Quinoa Vodka it is a sign of appreciation and respect for the people who make production possible.

FAIR® Quinoa Vodka is:

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

* From fairtradecertified.org.



THINK HUMAN. DRINK FAIR.

1% of Revenue Returned To The Farming Communities

PRODUCT OVERVIEW

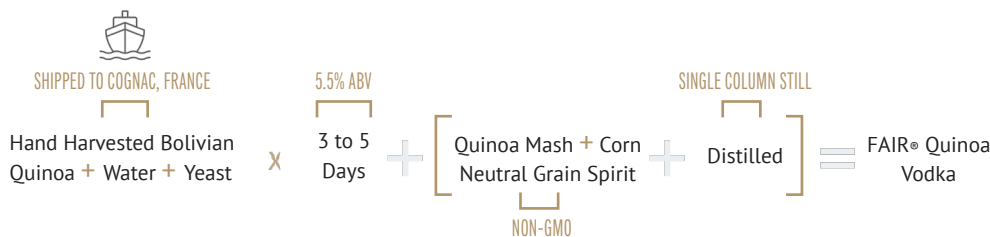
TASTING NOTES

- Bouquet of minerals, cereals, and citrus fruit
- Aromas of vanilla, paired with smoke
- Green and fruity on the palate
- Creamy almond milk and limestone finish

SERVING RECOMMENDATIONS

- Stirs well with vermouth and orange liqueurs
- Use along with lime, ginger, and bitters for an Andean Mule
- Mixes well with floral liqueurs

PRODUCTION PROCESS



40%
ALC/VOL

750mL,
1.75L
BOTTLE

SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

ORIGIN



QUINOA
SALAR DE UYUNI
BOLIVIA



PRODUCED & BOTTLED
COGNAC
FRANCE



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

