



CAFÉ  
LIQUEUR

Fair Trade, Vegan + Non-GMO

✦ MASTER - Liquid Masters London | 2019

✦ BEST SPIRIT OF THE YEAR - Wine Enthusiast | 2017

## BRAND OVERVIEW

FAIR® was created in 2009 to develop a spirits line with a positive impact on people and the planet. They've been committed from the very start to giving profits 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.

\* From FairTradeCertified.org

FAIR® is also about the celebration of cultures & promoting our differences. Coffee has welcomed people of many cultures to their day, for centuries. Being one of the most colonized commodities in the world, it is evermore important to give back to communities that grow & roast coffee beans. FAIR® shares 1% of its revenue with the co-op of 1,800 independent Mexican coffee farmers who source the beans.

FAIR® Café Liqueur uses a slow roast technique to finely extract oils from 100% Arabica beans. After the roasting process, beans are infused for 3 weeks in non-GMO wheat neutral grain spirit. The Fair Trade beans are sent to Cognac, France where they are slowly roasted and macerated for 3 weeks in non-GMO wheat neutral grain spirit. After filtration, the coffee is infused into the spirit for 48 hours before being bottled with organic cane sugar.



## PRODUCT OVERVIEW

22%  
ALC/VOL

700ML\*  
BOTTLE

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

### Tasting Notes

- ✦ Chocolate fudge on the palate, nutty aromas
- ✦ Bitter roasted coffee finish

### Serving Suggestions

- ✦ Wonderful accent for Italian vermouth or bitters, or complex addition to fruit-forward tiki drinks
- ✦ Plays well with aged spirits

### Production Process

#### HARVEST

- ✦ **100% Arabica Coffee Beans**  
Harvested from Huatusco Region

#### METHOD

- ✦ **Slow Roasted**  
20 Minutes at 200°F
- ✦ **3 week Maceration in Cognac, France**  
Non-GMO, French Wheat Neutral Grain Spirit

#### Filtered

#### FINISH

- ✦ **48 hrs Infused**  
Cane Sugar & Non-GMO, French NGS

### ESPRESSO MARTINI

#### ✦ INGREDIENTS

1½ oz FAIR® Quinoa Vodka  
1 oz FAIR® Café Liqueur

#### ✦ INSTRUCTIONS

Fill martini glass with ice to chill. Add ingredients to a shaker with ice & shake. Empty chilled martini glass & strain shaker into the glass to help create a rich smooth froth.



@FAIRDRINKS



\*Also available in 375ML & 1L (on-premise only) bottles.

PREISS  
— IMPORTS —

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SKU \_\_\_\_\_  
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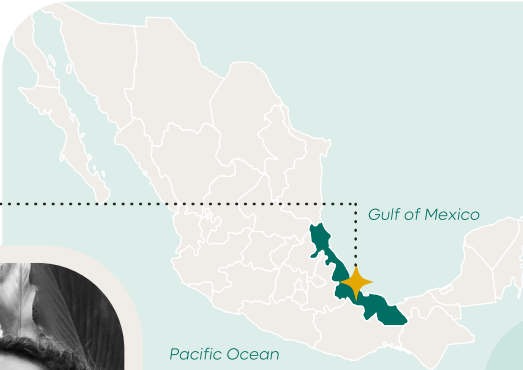
BOTTLE PRICE \_\_\_\_\_  
CASE PRICE \_\_\_\_\_

## ORIGIN

# HUATUSCO

VERACRUZ | MEXICO

*Coffee Beans Sourced*



# COGNAC

FRANCE

*Produced & Bottled*

*We pay 15% higher* THAN MARKET AVERAGE FOR OUR FAIR TRADE INGREDIENTS.

## PORTFOLIO

*Additional SKUs*



*This Product*

