



JUNIPER  
GIN

Fair Trade, Organic & Non-GMO

✦ GOLD - Gin Masters London | 2021

## 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.

FAIR® is also about the celebration of cultures. FAIR® Juniper Gin brings two worlds together: quinoa from the Andes and juniper berries from the mountains of Uzbekistan—two cultures who understand hard work and perseverance with a commitment to producing the best quality crops to share with the world.

FAIR® blends Fair Trade and organic botanicals to their FAIR® Quinoa Vodka. They intentionally use a small number of botanicals as to not draw away from the warm flavor of the Uzbek juniper berries.

\* From FairTradeCertified.org



## PRODUCT OVERVIEW

40%  
ALC/VOL

700ML  
BOTTLE

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

### Tasting Notes

- ✦ Smells of baked lemon bars
- ✦ Bright lemon with juniper & coriander
- ✦ Finishes clean & fresh as a summer breeze

### Serving Suggestions

- ✦ On the Rocks or makes a bright martini

### Production Process

#### HARVEST

- ✦ **Juniper Berries**  
Hand-picked in Vaganza Village, Uzbekistan
- ✦ **Botanicals**  
Moroccan lemons, angelica root, cardamom, coriander & timut pepper

#### METHOD

- ✦ **Botanicals Distilled Individually**  
Stainless Steel Stills
- ✦ **Botanicals Blended**  
Individual Botanical Distillates are blended together

#### FINISH

- ✦ **Final Blend**  
Botanical Distillate blended with FAIR® Quinoa Vodka base

### NEGRONI

#### ✦ INGREDIENTS

1 oz FAIR® Gin  
1 oz Campari  
1 oz Sweet Vermouth

#### ✦ INSTRUCTIONS

Pour all ingredients into a glass full of ice. Stir. Garnish with an orange zest.

@FAIRDRINKS



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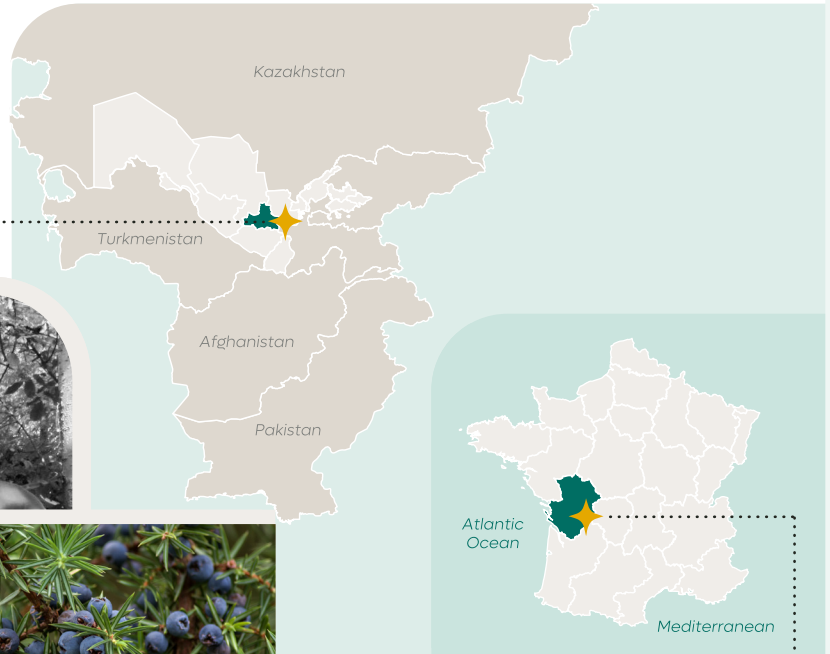
BOTTLE PRICE \_\_\_\_\_  
CASE PRICE \_\_\_\_\_

## ORIGIN

# SAMARKAND

UZBEKISTAN

*Juniper Berries Sourced*



# COGNAC

FRANCE

*Produced & Bottled*

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

## PORTFOLIO

*Additional SKUs*



*This Product*

