



GINGER LIQUEUR

Fair Trade, Organic, Non-GMO + Vegan

✦ 91 PTS - Ultimate Spirits Challenge | 2022

✦ BEST GINGER LIQUEUR - New York Spirits | 2021

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® is also about the celebration of cultures and promoting our differences. FAIR® Ginger Liqueur is created from a selection of the finest Sri Lankan and Indian ginger roots, macerated with a slow and progressive reduction by adding fair trade liquid cane sugar throughout the maceration process. FAIR® Ginger Liqueur is produced with no additional flavors or spices leaving a spirit that embodies the passion & exuberance of the people who cultivate this dynamic root.

* From FairTradeCertified.org



PRODUCT OVERVIEW

35%
ALC/VOL

700ML*
BOTTLE

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

Tasting Notes

- ✦ Fiery & fresh, spicy & smooth
- ✦ Candied ginger

Serving Suggestions

- ✦ On ice with soda water
- ✦ Replace simple syrup in whiskey cocktails, like a Mint Julip

Production Process

HARVEST

Ginger Root

Harvested from India & Sri Lanka, sliced

METHOD

Slow Maceration in Cognac, France

Non-GMO, French Wheat Neutral Grain Spirit

Filtered

FINISH

Slowly Reduced

Fair Trade liquid Cane Sugar & Non-GMO, French NGS

*Also available in 1L bottles (on-premise only).

GINGER BREEZE

✦ INGREDIENTS

1½ oz FAIR® Rum XO
1 oz FAIR® Ginger Liqueur
½ Lime, Juiced
Soda Water

✦ INSTRUCTIONS

In a shaker, add rum, ginger liqueur, lime & ice. Strain into a tall glass with ice. Top with soda water and garnish with lime wedge.



@FAIRDRINKS



PREISS
— IMPORTS —

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SKU _____
DISTRIBUTOR _____
SALES REP _____

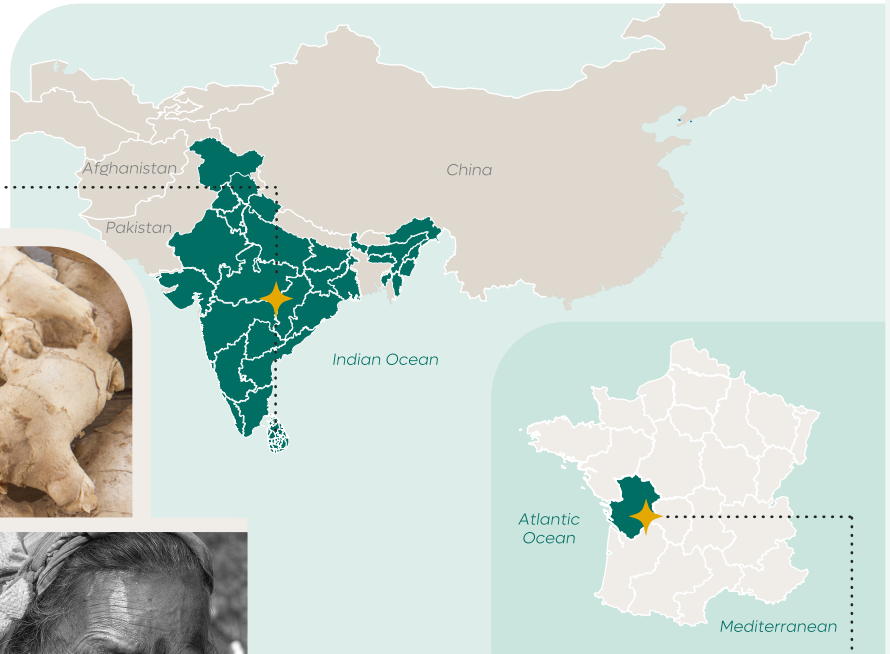
BOTTLE PRICE _____
CASE PRICE _____

ORIGIN

ASIA

INDIA & SRI LANKA

Ginger Root Sourced



COGNAC

FRANCE

Produced & Bottled

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

PORTFOLIO

Additional SKUs

FAIR®

This Product

