



# PASSIONFRUIT

## LIQUEUR

Fair Trade, Non-GMO + Vegan

✦ 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."

\* From FairTradeCertified.org

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.

Ethically sourced, distilled in Cognac (France). Made with passionfruit from Peru. Made from concentrated juice and natural aroma.



## PRODUCT OVERVIEW

22%  
ALC/VOL

700ML\*  
BOTTLE

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

### Tasting Notes

- ✦ Passionfruit notes accompanied by a sweet embodiment
- ✦ Light & powerful zest with a complimenting citric acidity

### Serving Suggestions

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

### Production Process

#### HARVEST

- ✦ **Passionfruit**  
Hand-picked in Peru

#### METHOD

- ✦ **Maceration in Cognac, France**  
Neutral Grain Spirit
- ✦ **Single Distillation**  
Column Still
- ✦ **Filtered**

#### FINISH

- ✦ **Slowly Reduced**  
Fair Trade Liquid Cane Sugar & Demineralized Water

### PORNSTAR MARTINI

#### ✦ INGREDIENTS

2 oz FAIR® Vodka  
1 oz FAIR® Passionfruit Liqueur  
½ oz Vanilla Syrup  
¼ oz Lime Juice

#### ✦ INSTRUCTIONS

Stir all ingredients together.  
Serve in chilled glass. Garnish  
with fresh passion fruit sliver  
if desired.



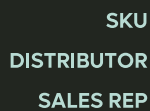
@FAIRDRINKS



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

PREISS  
— IMPORTS —

WWW.PREISSIMPORTS.COM | INFO@PREISSIMPORTS.COM | 760.789.9000 | 432 MAPLE STREET, SUITE 4 • RAMONA, CA 92065

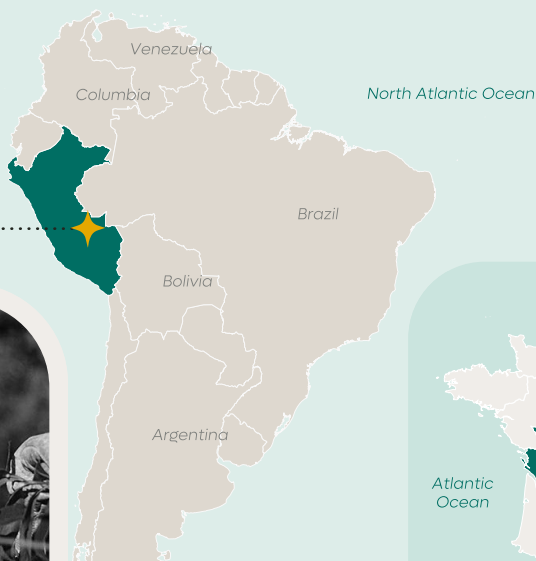
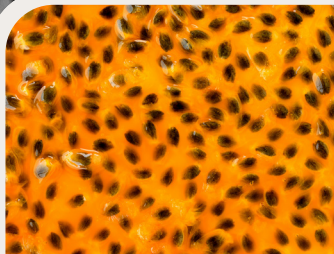


### BOTTLE PRICE

## CASE PRICE

PERU  
SOUTH AMERICA

## Passionfruit Sourced



COGNAC  
FRANCE

**Produced & Bottled**

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

## PORTFOLIO

## Additional SKUs



## This Product



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