



BELIZE RUM XO

EXTRA OLD RUM

Fair Trade, Vegan, Non-GMO + No Sugar Added

★ SILVER - Beverage Tasting | 2015

★ SILVER - Rhum Fest Paris | 2014

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 and promoting our differences. Rum XO is sourced and produced in Belize. The molasses is sourced from 6,000 different farming operations around the country of Belize. FAIR® Rum XO is distilled in a single column still at Travellers Liquors, a local Belize distillery. The rum is aged four to six years in American White Oak Bourbon barrels. When Rum XO has reached its prime, it is shipped to Cognac, France for bottling. Rum XO comes from a single distillery and has no sugar added.

FAIR® Rum XO is more delicate with flavors of pear accentuating the vanilla and chocolate notes. A fruity bouquet sweeps the drinker into plantain fields and a tropical paradise.

* From FairTradeCertified.org



PRODUCT OVERVIEW

40%
ALC/VOL

700ML*
BOTTLE

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

Tasting Notes

- ★ Bouquet of fresh chocolate, coffee, grilled bananas
- ★ Hints of vanilla, chocolate, & pear
- ★ Smooth, lingering finish

Serving Suggestions

- ★ Neat or on ice
- ★ Old Fashioned or other aged spirit cocktails
- ★ Pair with Angostura & mint, shaken with citrus

Production Process

HARVEST

- ★ **Molasses Made from Sugar Cane**
Sourced from 6,000 Farms throughout Belize

METHOD

- ★ **48 hr Open Air Fermentation**
Molasses, Yeast & Water

Distillation

Single Column Still

FINISH

- ★ **6 years Aged**
American White Oak Ex-Bourbon Barrels

*Also available in 750ML bottles.

DARK & STORMY

★ INGREDIENTS

1½ oz FAIR® Rum XO
¾ oz Fresh Lime Juice
½ oz Simple Syrup
2 dashes Angostura Bitters

★ INSTRUCTIONS

Shake all 4 ingredients. Pour over ice cube in a highball. Top up with ginger beer & garnish with a lime wedge.



@FAIRDRINKS



PREISS
— IMPORTS —

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SKU
DISTRIBUTOR
SALES REP

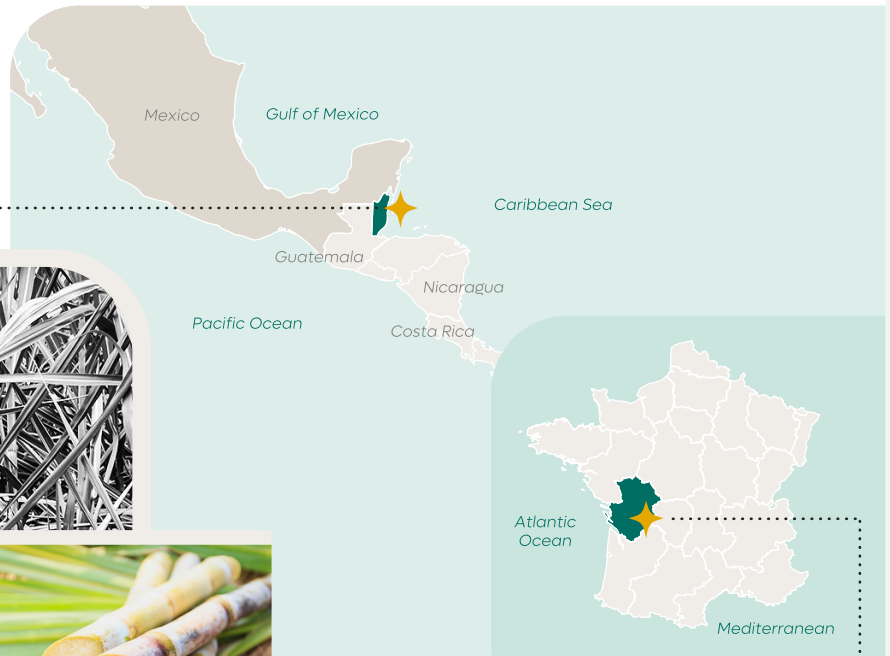
BOTTLE PRICE
CASE PRICE

ORIGIN

BELIZE

CENTRAL AMERICA

Molasses Sourced & Distilled



COGNAC

FRANCE

Bottled

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

PORTFOLIO

Additional SKUs

FAIR[®]

This Product

