



QUINOA

VODKA

Fair Trade, Organic & Non-GMO

- ★ GOLD - Beverage Institute | 2020, 2018
- ★ BEST OF THE YEAR - Wine Enthusiast | 2017
- ★ DOUBLE GOLD - Asia Spirit Masters | 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.

* From FairTradeCertified.org

FAIR® is also about the celebration of cultures and promoting our differences. FAIR® Quinoa Vodka is made from Andean Quinoa grown at 13,000 feet in the Andes mountains. FAIR® sources directly from a co-op of 1,200 independent farmers in the Bolivian Andes. Quinoa has been part of the fabric of Bolivian culture since before written history.

After the quinoa is harvested, it is shipped to Cognac to be distilled along with neutral, non-GMO corn alcohol.

When you drink FAIR® Quinoa Vodka it is a sign of appreciation and respect for the people who make production possible.



PRODUCT OVERVIEW

40%
ALC/VOL

750ML*
BOTTLES

Think Human. Drink Fair.

1% OF REVENUE RETURNED TO THE FARMING COMMUNITY

Tasting Notes

- ★ Bouquet of minerals, cereals & citrus fruit
- ★ Green & fruity to the palate
- ★ Aroma of vanilla & pair with smoke
- ★ Creamy almond milk & limestone finish

Serving Suggestions

- ★ Stirs well with vermouth & orange liqueurs
- ★ Mixes well with floral liqueurs

Production Process

HARVEST

- ★ **Bolivian Quinoa**
Hand-harvested in Andes Mountains

METHOD

- ★ **7 day Fermentation in Cognac, France**
Quinoa, yeast & water - brewed to 5.5% ABV
- ★ **Distillation**
Quinoa Mash with Non-GMO Corn NGS in Single Column Still

*Also available in 50ML, 1L (on-premise only) & 1.75L bottles.

ANDEAN MULE

★ INGREDIENTS

2 oz FAIR® Vodka
½ oz Fresh Lime Juice
3 oz Ginger Beer
1 Lime

★ INSTRUCTIONS

Squeeze half of the lime into a tumbler glass. Add vodka & lime juice. Build up over ice cubes & top with ginger beer. Garnish with a wedge from the remainder of the lime.

@FAIRDRINKS



PREISS
— IMPORTS —

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SKU _____
DISTRIBUTOR _____
SALES REP _____

BOTTLE PRICE _____
CASE PRICE _____

ORIGIN

SALAR DE UYUNI

BOLIVIA

Quinoa Sourced



COGNAC

FRANCE

Produced & Bottled

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

PORTFOLIO

Additional SKUs

FAIR®

This Product

