



RUM XO

FAIR



SILVER Beverage Tasting Institute 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 have been committed from the very start to giving 10% of their 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, and organizations putting people and 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.

FAIR's Rum XO is certified:

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

* From fairtradecertified.org.

THINK HUMAN. DRINK FAIR.

10% Of Profits Returned To The Farming Communities



PRODUCT OVERVIEW

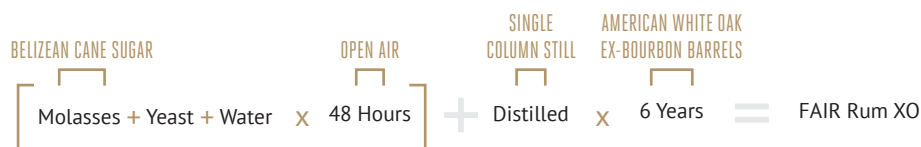
TASTING NOTES

- Bouquet of fresh chocolate, coffee, grilled bananas
- Balanced between sweet and spicy, hints of vanilla, chocolate, and pear
- Smooth, lingering finish

SERVING RECOMMENDATIONS

- Neat or on ice
- Old Fashioned cocktails
- Angostura and mint are exemplary matches when shaken with citrus
- Plays well with most other aged spirits

PRODUCTION PROCESS



40%
ALC/VOL

750mL
BOTTLE

432 Maple Street Unit #4, Ramona, CA 92065



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SKU

DISTRIBUTOR

SALES REPRESENTATIVE

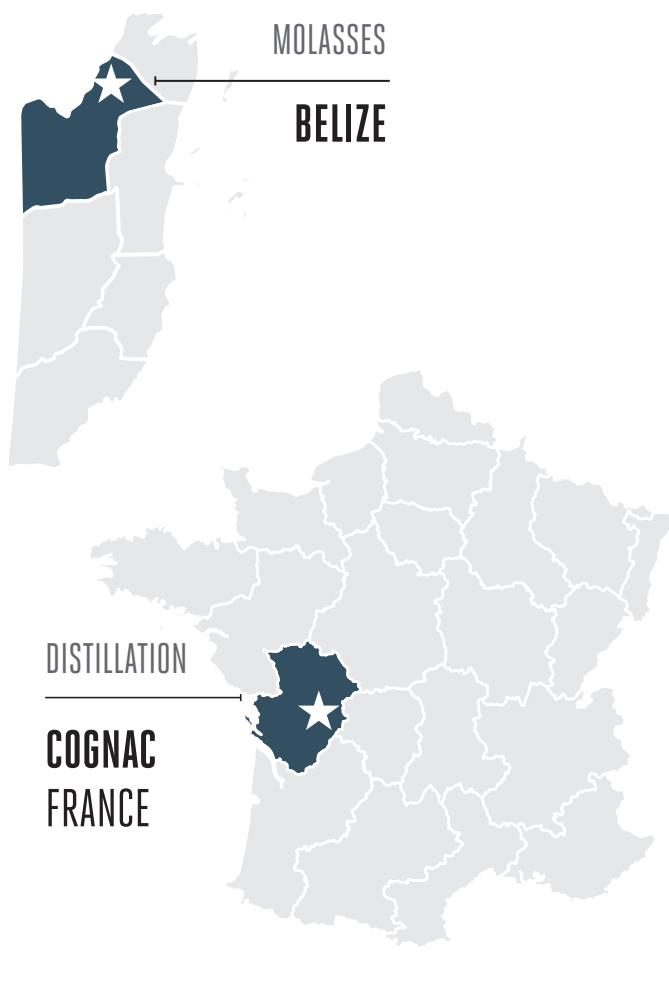
BOTTLE PRICE

CASE PRICE

ORIGIN



MOLASSES
BELIZE



DISTILLATION

COGNAC
FRANCE



FAIR TO THE FARMERS



FAIR TO YOU



FAIR TO THE PLANET

FULL PRODUCT LINE

