



FAIR.

Introducing a spirit portfolio that extends your competitive edge among consumers seeking socially conscious brands. The Fair Trade brand family encompasses Café Liqueur, Goji Liqueur, and Vodka Quinoa.

FAIR. introduces transparent and sustainable ethics in ultra premium spirits. By pairing the best French distillers with local cooperatives in the third world, FAIR. aims at bringing to the consumers the finest spirits possible produced from Fair Trade Certified™ ingredients. FAIR. showcases in the most transparent way all the human capital that goes into making unique ultra premium spirits.

f FAIR.PRODUCTS



FAIR. Café is made from Fair Trade Certified™ and organic coffee beans grown high up in the luxuriant volcanic mountains of Huatusco in Mexico. Located in the exact same wild where the core of Aztec civilization had reigned for centuries, the soil is rich, moist, and fertile, giving birth to exceptional coffee crops.



FAIR. Vodka is an outstanding vodka using grains of Quinoa in its formula. This very unique spirit reveals all the natural qualities of this small cereal from the South American Andes and the know-how of expert distillers from France. The production process is the result of a two-years joint research by French distillers and Bolivian farmers. FAIR. Vodka is the first Quinoa-based Vodka but also the first vodka made with Fair Trade certified™ Quinoa.



Goji berries are found in remote unpolluted valleys of Himalaya where the soil is loved and respected. After a very exacting selection, FAIR.'S Master liquorist extracts the essence of the fruit in order to create the finest liqueur. FAIR. Goji offers a totally new flavor with notes of cranberry, cherry and plum. FAIR. Goji is the latest source of inspiration for fresh and healthy cocktails.

f FAIR.VALUES



FAIR TRADE

FAIR. is the first Fair Trade spirits brand in the world. All our spirits are produced from fairtrade certified ingredients and comply with organic farming methods.



KNOW-HOW

All our ingredients are rigorously selected by our own care and the process of making implies the know-how of the most acclaimed distillers in France.



INNOVATION

The constant search of rare and innovative ingredients with unique flavors allows us to offer to the consumer a new and memorable tasting experience.



SUSTAINABILITY

FAIR. embodies the values of solidarity. Our goal is to build long-term relationships with our partnered cooperatives along with their communities in order to ensure their sustainable development.

Purchase at SouthernWineOnline.com