FAIR. IS THE WORLD’S FIRST FAIR TRADE CERTIFIED SPIRITS BRAND

OUR RANGE INCLUDES VODKA, RUMS, GIN AND LIQUEURS. ALL OF OUR SPIRITS COMPLY WITH FAIRTRADE* RULES.

*More info on info.fairtrade.net

FAIR. was founded in 2009 by Alexandre Koiransky. Alexandre follows his own intuition, his love for people, his heart. Nevertheless, the making of FAIR. products follows some essential guidelines...
THE NEED TO EXPLORE (THE WORLD, POSSIBILITIES…)
First we spend a great deal of time sourcing the finest Fair Trade ingredients for our spirits:
Organic quinoa from the 3000 m high Altiplano plateau, sugar cane grown in the Belizean sun, organic arabica from Mexico, exceptional organic juniper berries and spices from Uzbekistan.

THE BELIEF THAT THE MIXING OF CULTURES IS A SOURCE OF WEALTH
Each FAIR product stemmed from the desire to combine the French know-how to the Fairtrade ingredients production methods. As a result, the fruit of these efforts couldn’t but give life to very high quality spirit drinks.

THE CREATIVE BREAKING-UP WITH THE USUAL CODES
Alexandre was selling Cognac in the American ghettos (and it is not something that can be made up!). The spirits industry is very conservative. The idea of reversing the codes and drawing a new project of spirits brewing following the fair trade approach was already a first break up. Imagining to produce vodka using quinoa seeds, was a second one.
THE CHALLENGE TO GIVE A SENSE TO THIS ACTIVITY

From the very beginning, FAIR. accepts its full social responsibility.

Indeed, FAIR. Vodka is the first fair trade certified vodka. Launched in 2009, FAIR. Vodka quinoa seeds are grown by over 1200 small independent producers from the Altiplano, grouped under an association of Andean quinoa seed producers. Since then, FAIR. has developed several Fairtrade certified spirits, such as rums, gin and liqueurs.

Specifically, FAIR. guarantees higher margins to the producers and donates the 2.5% of its turnover to the financing of local development programs. Last but not least FAIR. is a social and fair company (or ESS in French: Entreprise Sociale et Solidaire).

THE SEARCH FOR PLEASURE, THROUGH THE SEARCH FOR TASTE

Alexandre is an epicurean at heart. As an expert of the high quality spirits business, he has been driven by the belief that there is a link between the harmony of a kind collaboration and the taste qualities of the resulting product. To taste FAIR. means to enjoy and savour the work achieved thanks to the meeting of these several cultures.

It is a dream come true.
Brewing and single-column distillation in the Cognac region in order to obtain an exceptional taste vodka. Bottled in the Cognac region, France. Quinoa is organically grown and Fairtrade certified, sourced directly from a co-op of 1,200 independent farmers in the Bolivian Andes.

**TASTING NOTES**

"Clear. Very neutral aromas and flavors suggest cream, cake and minerals with a very soft, dryish light-to-medium body and exquisitely smooth custard, dried fruit, and limestone accented finish. A superbly silky, elegant, and delicious vodka that is fantastic on it’s own and will be perfect in cocktails”.

**STYLE** - Full and delicate.

**NOSE** - Quite mineral. Cereals and citrus fruits.

**PALATE** - Balanced between green and fruit notes.

**FINISH** - Hot and lasting. Almond milk.

*FAIR vodka is guaranteed gluten-free.*

**AWARDS**

- Asian Spirits Masters 2014: Double Gold Medal
- Beverage Tasting Institute 2013: Platinum Medal
- 50 Best Imports 2013: Best Tasting Vodka
- San Francisco World Spirits Competition 2011: Gold Medal
- Beverage Tasting Institute 2010: Gold Medal
- New York Spirits Awards 2009: Best Vodka
FAIR. RUM

Single-column distillation at Traveller’s Liquors in Belize, country located South of Mexico and East of Guatemala. Aged for 5 years in Bourbon barrels. Bottled in the Cognac region, France. Sugarcane is Fairtrade certified, sourced directly from a co-op of 6,000 independent farmers in Belize.

TASTING NOTES

“An exceptional round and smooth rum that can be enjoyed over ice or in your favourite rum cocktail”.

STYLE - Full and delicate.
NOSE - Notes of chocolate, coffee and grilled bananas.
PALATE - It is neither too sweet, nor harsh. It has hints of vanilla, chocolate and pear.
FINISH - A long lasting and smooth mouth-feel.

AWARDS

Beverage Tasting Institute 2015: Silver Medal
Rhum Fest Paris 2014: Silver Medal
FAIR. Gin is the result of a 1 week maceration of high-quality juniper berries* and spices: cardamom*, coriander*, grains of paradise, calamus roots and angelica roots. It is distilled by a micro-distillery in a pot still alambic, a very limited production custom alambic made in France. Our gin is bottled in the Cognac region of France.

* Fairtrade and organic spices from Uzbekistan

TASTING NOTES

“Soft and delicate palate moving to a fresh, strong juniper flavor with an exquisite balance of selected spices.”

STYLE - Crystal clear.
NOSE - Juniper led fresh, leafy nose with fragrant coriander and cardamom, peppery grains of paradise and citrusy aromas.
PALATE - Clear and led by juniper and coriander with zesty citrus and mild spice.
FINISH - Rich old-fashioned liquorice becomes evident and coats the tongue to the end of the finish.
FAIR. CAFÉ LIQUEUR

100% Arabica coffee beans.
Slow roasting of the beans to extract the fine properties of the coffee.
Infusion into the vodka base to create a rich-flavored based spirit.
Bottled in the Cognac region, France.
Coffee beans are Fairtrade certified, sourced directly from a co-op of 1,800 independent farmers in Mexico.

TASTING NOTES

“FAIR. Café delivers a true taste of freshly roasted coffee, with full-bodied and rich flavors of almonds and hazelnuts followed by the pleasant taste of caramel. This coffee liqueur will make the best espresso martini but can also be enjoyed on its own.”

STYLE - Clear, brown amber with golden highlights.
NOSE - Pungent roasted coffee nose with chocolate, fudge and nutty aromas.
PALATE - Nutty flavors of hazelnut are immediately apparent on a chocolate coffee palate. This light liqueur is much more mocha coffee than espresso coffee.
FINISH - Roasted coffee finish is bitter compared to the palate and fades with nougat chocolate.

AWARDS

San Francisco World Spirits Competition 2011: Bronze Medal
Made using fairtrade goji berries from Uzbekistan, long recognized as one of the most nutritious fruits on Earth. Essence of the goji berries is extracted through a maceration process. Sugar is Fairtrade certified, sourced directly from a co-op of 800 independant farmers in Malawi. Bottled in the Cognac region, France.

**TASTING NOTES**

“An totally new taste experience with explosions of cranberry, cherry, pomegranate and plum flavors.”

“It starts sweet but dries almost instantly to reveal an herbal, slightly medicinal finish that lingers elegantly on the palate.”

**STYLE** - Clear, strawberry red.

**NOSE** - Slightly candied with peach, green apple skin and unripe banana.

**PALATE** - Slightly syrupy sweet fruity palate includes flavours of raspberry, melon and green banana with more subtle cherry and plum notes.

**FINISH** - Ripe strawberry with hints of children’s banana chew sweets.
FAIR. KUMQUAT LIQUEUR

Made using kumquat, a superfood rich in antioxidants and vitamin C. Mainly grown in Southeast Asia, the plant symbolizes good luck. Essence of the kumquat fruits is extracted through a maceration process. Slow and progressive reduction by adding fair-trade liquid sugar, natural triple sec flavor and demineralised water to get a perfect harmonization. Bottled in the Cognac region, France.

TASTING NOTES

STYLE - Crystal clear.
NOSE - Strong blood orange notes, very fresh and fruity. Notes of fresh pressed orange juice.
PALATE - Great balance, extremely smooth. Lovely notes of mandarin, orange and citrus, but also orange blossom.
FINISH - Slightly spicy.
THE **FAIR.** BRAND ACKNOWLEDGED BY THE FRENCH AND FOREIGN PRESS
PRACTICAL INFORMATION

DISTRIBUTION CONTACT : info@fairspirits.com

RETAIL PRICES :

FAIR. Quinoa Vodka : 38€
FAIR. Belize Rum : 39,50€
FAIR. Juniper Gin : 35€
FAIR. Café Liqueur : 24€
FAIR. Goji Liqueur : 24€
FAIR. Kumquat Liqueur : 24€

PRESS CONTACT : press@fairspirits.com

Download link to Marketing Tools of the FAIR. Brand, including:
Packshots & logos, Brand Pictures, Sell Sheets, Flyers, trifolds & kakemonos

WWW.FAIRSPIRITS.COM
THINK HUMAN

DRINK FAIR.