

04/03/2025

PRESS RELEASE

ecoSPIRITS and FAIR Extend Sustainable and Ethical Spirits Collaboration to New Markets



MARCH 2025 | ecoSPIRITS and leading Fair Trade liqueur brand, FAIR®, have signed a global collaboration agreement, which builds on the successful deployments of FAIR's craft liqueurs and rare spirits packaged in ecoSPIRITS' ecoTOTES in several markets around the world. This new phase of the partnership also represents an alignment of vision and core values, with FAIR's commitment to Fair Trade practices complementing ecoSPIRITS' mission to transition people to circular packaging technology. FAIR's ethically-made – and now sustainably-packaged – liqueurs and spirits are now available in five markets in ecoTOTE format, with more markets to be added over the term of the agreement.

Many of FAIR's liqueur and spirits brands are already available in ecoTOTE format, including FAIR Quinoa Vodka, FAIR Oaxaca Whiskey, FAIR Café Liqueur, FAIR Passion Fruit Liqueur, FAIR Kumquat Triple-Sec Liqueur, FAIR Elderflower Liqueur. In addition, the producer's FAIR Chipotle Liqueur is currently being introduced to venues in the Cayman Islands while plans are underway to package FAIR's Acai Liqueur in ecoTOTE format in Europe. These can be found in countries such as France, the UK, Germany, the US and the Cayman Islands.

The relationship between ecoSPIRITS and FAIR began in early 2022, when ecoSPIRITS officially launched in France. Later in the same year, FAIR Quinoa Vodka and FAIR Café Liqueur were introduced to the UK market in ecoTOTE format. All of FAIR's liqueurs and spirits are certified Organic and Fair Trade, and they are ethically sourced using local Fair Trade ingredients. The company, which started in 2009, believes in treating all people fairly. This includes paying farmers at a fair price to enable them to cover their production costs, live from farming, educate their children and build schools. FAIR now has products available in more than 30 countries.

ecoSPIRITS and FAIR Around the World:

France: FAIR brands in ecoTOTE format can be found in prestigious venues and popular cocktail destinations in many countries across the globe. To celebrate the launch in France in 2022, ecoSPIRITS France teamed up with La Maison Du Whisky and FAIR, to support leading hospitality group, Experimental Cocktail Group, in reimagining its famed Experience No. 1 cocktail. The revamped 'Experience Infinity' cocktail featured FAIR Quinoa Vodka delivered in ecoTOTE format.

The UK: In the UK, three of FAIR's brands (FAIR Quinoa Vodka, FAIR Café and FAIR Passion Fruit) are distributed in ecoTOTE format to venues such as The Coral Room at The Bloomsbury Hotel in London. By taking FAIR Café and FAIR Passion Fruit liqueurs in ecoSPIRITS' low waste packaging format, The Coral Room is helping to work towards the ESG and sustainability commitments of The Bloomsbury Hotel, and that of the hotel's parent company, The Doyle Collection.

The Cayman Islands: Rum Point Beach Club in Grand Cayman directs customers to its collection of low waste cocktails via the eS waterdrop icon. Many of its cocktails are made using FAIR brands delivered in ecoTOTE format, including liqueurs: FAIR Kumquat, FAIR Café, and FAIR Elderflower, and also FAIR Oaxaca Whiskey. ecoSPIRITS Cayman is operated by drinks industry expert, Wayne Eppler.

The US: The luxurious Miami Beach EDITION Hotel serves Sustainable Espresso Martinis, made using FAIR Café Liqueur and Tried & True Vodka, both taken in ecoTOTE format. This drink is served in the boutique design hotel's Lobby Bar and its Matador Bar. FAIR Café Liqueur is part of Preiss Imports' portfolio in the United States, and the brand is distributed in ecoTOTE to venues in Florida by XXI Wine & Spirits.

Germany: LiQ Bar is part of Dusseldorf's local bar community, famed for its premium cocktails, as well as its 80s kitsch decor. This independent bar is focused on sustainability as well as quality, and as part of this it takes delivery of FAIR Café liqueur and Widges Gin in ecoTOTE format, for use in a wide array of cocktails. The distribution of ecoTOTES in Germany is organised by the licensed operator for the region, InnovativeDrinks, a spirits import and distribution company founded by spirits industry executive, Hans-Knud Reiss.

Alexandre Koiransky, Founder, FAIR, said: "As pioneers of the Fair Trade movement in spirits, we were lacking a powerful solution to lower carbon emissions and end single use glass. We are now proud to partner with ecoSPIRITS to address those key issues. Both companies share the belief that change is never easy but always possible."

Paul Gabie, CEO, ecoSPIRITS, said: "I have long admired FAIR's early leadership in promoting Fair Trade principles in the spirits industry. We love working with the team at FAIR Drinks, given our shared commitment to positive impact on the environment and in the communities in which we operate. As such, it was an easy decision to formalise our partnership into a global collaboration. This new agreement allows us to jointly invest in



promoting FAIR's superb spirits and liqueurs in ecoTOTE format to more venues around the world."

Next up in the collaboration, the two companies will officially launch FAIR's Acai Liqueur in ecoTOTE format in Europe in the coming weeks, while FAIR's Chipotle Liqueur, which was recently launched in ecoTOTE format in the Cayman Islands, will be introduced to more venues and new markets.

For media inquiries or general information on ecoSPIRITS, you may contact Sonya Hook, Head of Communications sonya.hook@ecospiritsglobal.com

About FAIR Drinks

FAIR is the leading Fair Trade liquor brand. The hallmark of this range (rum, vodka, gin and liqueurs) is in the combined use of fair trade, sustainable development and French craftsmanship for producing these products. The brand has a philosophy of fair deals for all partners involved in the production chain. This aim has taken them across the world in order to produce high-quality spirits from the finest ingredients. For more information please visit <https://fair-drinks.com/>

About ecoSPIRITS

ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste distribution technology for premium spirits and wine. Our patent-pending closed loop system nearly eliminates all packaging waste in the supply chain. By dramatically reducing packaging and transport, ecoSPIRITS provides a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 27 countries. Nearly 3,000 leading bars, restaurants, hotels and retailers have adopted the technology, including Michelin-starred restaurants, World's 50 Best and Asia's 50 Best bars and iconic hotels. ecoSPIRITS is now rapidly building a global network of closed loop service, with coverage to grow further in 2025. Together with our brand partners, importers, distributors, wholesalers, venues, and retailers, we are already making a difference. Each year, ecoSPIRITS and our partners are eliminating hundreds of tons of single use glass waste, planting tens of thousands of trees, and inspiring others to change.

-END-