



## Special News November 2009 二〇〇九年十一月特別消息

Enquiry查詢電話: 2805 2336 [www.fairtaste.org](http://www.fairtaste.org)

Dear Friends 親愛的朋友

Christmas is just 7 weeks away! FAIRTASTE has 2,000 Christmas gift sets to sell, meaning 2,000 alternative gift choices to people. Please help to spread the words. If you don't need to buy these, please help to **pass on to 10 persons** so that we have more chances to reach out to those who may be interested. Thanks a million!

距離聖誕還有七星期，在這七七四十九日內，公平棧希望售出接近二千個聖誕禮品套裝，代表著二千個可讓更多人作出的另類選擇。如果您沒有需要購買聖誕禮物，請幫助**傳給十位朋友並請他們轉發**，好讓我們有更多機會接觸到可能有需要送禮的公司和個人。不勝感激！

### FAIRTASTE-WWF CHRISTMAS GIFT SETS 公平棧 X 世界自然基金會聖誕禮品套裝

This Christmas, FAIRTASTE is collaborating with WWF to provide you and your friends with the perfect Christmas gift choices – Fair Trade and eco-friendly products that represent your ethical choice, the up and coming consumption trend. In addition to the quality products, 50% of the profit from the Gift Sets will be donated to support WWF Hong Kong's conservation efforts, including tackling the effects of climate change and much more. For details, please read below and the attached PDF files.

今個聖誕，公平棧和世界自然基金會聯手提供至潮的聖誕禮品套裝，全部滿載精緻可口的公平貿易和環保產品，突顯大家作為世界公民的良心選擇。除了令人垂涎欲滴的美食和精美包裝外，售賣禮品套裝的一半利潤將撥捐世界自然基金會進行保育工作，當中包括為緩和氣候變化問題提供解決方案。

### Warm the Hearts... Cool the Globe!

今個聖誕... 溫暖人心、為地球降溫！

- Chic way to delight your clients & friends 送給親友及客戶最型格的聖誕禮物
- Fair return to those who grow food for us 向為我們生產食物的農民提供合理回報
- Eco-friendly production process - good for our mother Earth 以環保方式生產，愛護地球資源



#### Chocoholic Christmas 暖暖人心 \$ 169

*For those who cannot resist the seduction of chocolate!*  
朱古力誘惑... 沒法擋！

Divine cocoa powder 可可粉 125g  
Divine chocolate bars 朱古力 45g X 2  
WWF panda mug 熊貓杯  
WWF panda key chain 熊貓毛公仔匙扣

#### Highlight 特色:

Divine is made from high quality Ghanaian cocoa. It's a farmer-owned Fair Trade brand (45%), and thus the Ghanaian farmers can directly benefit from the profits of Divine.

Divine 朱古力以優質加納可可豆製成，農民持有此品牌 45% 股權，因而可獲分 Divine 的盈利，直接受惠。



#### Coffeholic Christmas 品味人生 \$ 299

*For those who have a taste for life with coffee...*  
坐下來，喝一口公平貿易有機咖啡，細味人生

FAIRTASTE coffee 公平棧咖啡 225g X 2  
Coffee filtration set 咖啡過濾套裝  
Traidcraft brown sugar sticks 咖啡糖條  
Traidcraft cookies 曲奇 44g X 2  
WWF panda mug 熊貓杯 X 2  
WWF panda key chain 熊貓毛公仔匙扣  
Coffee booklet 咖啡小冊子

#### Highlight 特色:

FAIRTASTE coffee is freshly roasted in HK using 100% organic Fair Trade Arabica beans. Our Fair Trade price to farmers is HK\$15/lb on average, which is much higher than the international prices (HK\$4-8/lb). 公平棧咖啡以百份百公平貿易及有機 Arabica 咖啡豆在香港新鮮烘焙而成，我們給農民的公平貿易價為平均每磅港幣 15 元，遠高於每磅港幣 4-8 元的國際市價。



### Let's party 派對之選 \$ 499

*Ideal for family and friends' parties, lucky draw prize and corporate gift*  
適合親友派對、大抽獎及公司送禮之用

- Soluna red wine, Argentina 阿根廷紅酒 750ml
- FAIRTASTE coffee 公平棧咖啡 225g
- FAIRTASTE organic Earl Grey tea 公平棧有機伯爵茶(25 teabags)
- Traidcraft cookies 曲奇 200g
- Divine chocolate 朱古力 100g X 2
- Traidcraft geobars 營養麥果巴 32g X 3
- WWF panda mugs 熊貓杯 X 2
- WWF panda bear 15cm 熊貓毛公仔
- Eco-pens 環保筆 X 4
- FAIRTASTE jute bag 公平棧黃麻編織袋

**Highlight 特色:** FAIRTASTE jute bag is made by women who escape from sex work in India. The skill they acquired helps them regain their dignity. Besides, Traidcraft geobars are fair treats that keep you sweet and healthy! 公平棧黃麻編織袋由印度一群擺脫性工作的婦女縫製，她們獲得的工作技能讓她們回復尊嚴。此外，Traidcraft 營養麥果巴香甜可口，是健康有益的公平貿易小食。



### Ultimate Fair & Friendly 至誠之選 \$ 1099

*A unique and genuine gift for your clients and guests* 給尊貴客戶一份最瑰麗別緻的心意

- Soluna Malbec red wine, Argentina 阿根廷紅酒 750ml
- Thandi Chardonnay white wine, South Africa 南非白酒 750ml
- FAIRTASTE coffee 公平棧咖啡 225g X 2
- FAIRTASTE organic Earl Grey tea 公平棧有機伯爵茶(25 teabags)
- FAIRTASTE organic English breakfast tea 公平棧有機英式紅茶(25 teabags)
- Divine drinking chocolate 朱古力飲品 500g
- Traidcraft orange juice 橙汁 1 litre
- Traidcraft muesli 穀類早餐 500g
- Traidcraft cookies 曲奇 200g X 2
- Divine chocolate 朱古力 100g X 3
- Traidcraft geobars 營養麥果巴 32g X 4
- WWF panda mugs 熊貓杯 X 2
- WWF panda bear 23cm 熊貓毛公仔
- Eco-pens 環保筆 X 10
- Gift basket 禮物籃

**Highlight 特色:** Soluna red wine comes from Mendoza, the famous wine making region in Argentina. The fruity medium-bodied premium wine is filled with aromas of plums and blackberries that are balanced by its soft oak notes – the perfect accompaniment to Christmas dinner! Soluna 紅酒來自阿根廷著名釀酒區 Mendoza，以橡木桶釀製，帶有豐富的梅子及黑草莓香氣，酒體平衡柔順，是聖誕晚餐的完美配搭。

### Behind the Gift Sets 禮品套裝背後

Our approach is simple – we believe that quality gifts don't have to come at the expense of the people and the planet. 我們有一個簡單直接的理念，就是——優質的禮物，不需要以剝削人類和損害環境作為代價。

### Warm the hearts 溫暖人心...

Our quality food and drink shows respect for the welfare of the producers and the environment. The extra income from Fair Trade helps the farming communities to send their children to school, to have access to clean water and medical facilities. Over 7 million people, including farmers, workers and their families in Africa, Asia and Latin America now benefit from Fair Trade.

我們具質素的食物和飲品顯示對生產者和環境的尊重和愛護。農民從公平貿易賺取到的額外收入，可幫助他們送子女上學、獲得清潔食水和醫療設施。在非洲、亞洲和拉丁美洲，已經有超過 700 萬人，包括農民、工人和他們的家人受惠於公平貿易。

Here is what some of the producers say 以下是一些生產者個案：



Credit: Divine Chocolate

*"Fair Trade has helped us a lot. I am the first woman in my village to be a recorder. My appeal to you is to support Fair Trade and to support Divine. Then we can get more premium to do even more projects for women in Ghana. 公平貿易真的幫到我們。我是我村莊第一位女性記錄員。我呼籲各位支持公平貿易，並支持 Divine 朱古力，這樣，我們便可以得到更多資金為加納婦女提供更多教育項目。"*

Cecilia Appianim, Kuapa farmer, Ghana 西非加納可可豆農民



Credit: Thandi Wines

*"In South Africa all vineyards used to be owned by the white minority, but now workers of Fair Trade vineyards become co-owners of the business. 從前南非的葡萄園主皆是少數白人，但現在公平貿易葡萄園的工人亦可共同擁有業務。"*

Vernon Henn, manager of Thandi Wines, South Africa 南非葡萄酒經理

## Cool the globe 為地球降溫...



Credit: Michel Gunther / WWF-Canon

Our products support good farming practice that reduces soil and water pollution. We should try to limit our impact to the environment while enjoying high quality products. In addition, 50% of the profit from the Gift Sets goes to support WWF's conservation works. WWF works extensively with individuals and organisations in the local community to find climate change solutions. From implementing clean energy and stopping deforestation to promoting low carbon living and wise use of natural resources, WWF helps the people of Hong Kong take action against climate change.

我們的產品以保護生態的耕作方式生產，減少對土壤和水源的污染。我們在享受高品質的產品時，應嘗試減少對環境的影響。此外，售賣禮品套裝的一半利潤將撥捐世界自然基金會進行保育工作，例如與當地社區的機構和人士共同尋找氣候變化的解決方案，從實施清潔能源，停止砍伐森林，到促進低碳生活和合理使用自然資源，世界自然基金會致力協助香港市民採取行動應對氣候變化。

While enjoying the products, the recipients will remember the thoughts, the care and the environmental consciousness of the sender.

收到禮物的朋友在細味這些產品時，將同時感受到送禮人的濃情厚意、人文關懷和環保意識！**Order online 訂購熱線: 2805 2336**



You can also help to spread the word at Facebook! 您也可以在 Facebook 找到公平棧：

[www.facebook.com/pages/FAIRTASTE-/38063385167](http://www.facebook.com/pages/FAIRTASTE-/38063385167)

## NEW PRODUCTS : ORGANIC GREEN TEA & ORGANIC JASMINE TEA (25 TEABAGS/50G) 新產品：有機綠茶、有機茉莉花茶



### Price 售價: HK\$25

Our popular green tea is back! This time it's improved with even better taste! Also, we have a new jasmine tea. Both teas come from the beautiful Dazhangshan region in Jiangxi, China which lies at an altitude of 800m. The tea is certified organic by BCS according to EU regulations and contains no additives.

我們的人氣產品「有機綠茶」返貨了！今次的改良版帶來更清香的味道，而且我們還帶來全新的茉莉花茶！兩款茶皆產自中國江西婺源縣大鄣山，位處海拔 800 米以上的產茶區，環境純淨無污染，並獲歐盟 BCS 有機認證，不含添加劑。

## Producers story 生產者小故事



We visited our tea farmers in China this August, and they all are members of the Dazhangshan Organic Tea Farmer Association. The Association helps farmers to get a stable sales channel and prices. Members of the Association told us that the tea generally sells 30-50% higher than the market price. Since 2002, the Association has accumulated about 1 million RMB in the social development fund, which farmers have decided to build school and provide scholarship to children.

今年 8 月，我們到江西探訪了我們的茶農，他們都是大鄣山有機茶農協會的會員。該協會協助農民獲得穩定的銷售渠道和價錢，協會的會員告訴我們，協會的茶葉收購價一般比市價高三成至五成。自 2002 年起，協會的社區發展基金累積了約 100 萬元人民幣，經會員商議後，這筆基金主要用以協助改善教育建設，和給與農民子女獎助學金。

Also, we were covered recently in the Fair Trade Issue of O.N.E magazine by Oxfam HK, please surf the articles at [www.oxfam.org.hk/one/200910](http://www.oxfam.org.hk/one/200910). Happy reading!

此外，《樂施電子報》的公平貿易專輯載有我們的訪問，請到[www.oxfam.org.hk/one/200910](http://www.oxfam.org.hk/one/200910)細閱相關內容。

If you prefer not to receive our promotional e-mails, please contact us at 如不欲再收到我們的推廣電郵，請電郵至 [info@fairtaste.org](mailto:info@fairtaste.org)