

公平棧通訊 FAIRTASTE Newsletter

FAIRTASTE Newsletter February, 2011

Dear Friends,

Year 2010 flew by so fast with a lot of exciting changes.

FAIRTASTE Ministore



1) FAIRTASTE @ Kubrick, 2) FAIRTASTE @ Brunch club & Supper, 3) FAIRTASTE @ Happy Veggies

The first FAIRTASTE Ministore that carries the full range of FAIRTASTE products was opened at Kubrick in Yau Ma Tei in Aug 2010. Since then we have opened two more at Happy Veggies and Brunch Club Causeway Bay on Hong Kong Island. We are hoping to open more Ministore in 2011 to make Fair Trade products more accessible to consumers in Hong Kong.

FAIRTASTE Ministore locations:

FAIRTASTE @ Kubrick : Shop H2, Prosperous Garden, 3 Public Square Street, Yau Ma Tei, Kowloon (right next to Broadway Cinematheque)

FAIRTASTE @Happy Veggies : 1/F, Hennessy Road, Bayfield Building, Wanchai, HK

FAIRTASTE @Brunch Club Causeway Bay: 1/F, 13 Leighton Road, Causeway Bay, HK

Other new outlets that carry FAIRTASTE products:

Deli & Wine - G/F, Restaurant Block, Hong Kong Cultural Centre, 10 Salisbury Road, Tsim Sha Tsui

Shortbread Company - Shop 1, G/F, Nam Shing Mansion, 16 Nam Shing Street, Tai Po

Palace Café .Shop - 1/F., IFC Mall, No.1 Harbour View Street, Central

iBakery - Shop 2, G/F, Block 2, Centenary Mansion, 1 Victoria Road, Kennedy Town, Western District

Made in HK Series - Fair Trade Cashew Series



As for the FAIRTASTE series, we have expanded from Fair Trade Organically Grown Coffee

and Fair Trade Organic Tea series to Fair Trade cashew series. We introduced FAIRTASTE Fair Trade Cashew Brittle during Fair Trade Fortnight last year, which we engaged GreenShop of St James Settlement, another Hong Kong-based social business, as our production partner. Over the last 8 months, with feedback from many of you, we have had a number of upgrades on the packaging size and introduced another variety - Roasted Cashew Nuts into the collection. All the team members involved in the project are proud to see the positive response that the cashew line received. This CNY, we are introducing a special Cashew Combination Gift Set. Please see below for more details.

Sole Distributor of Palestinian Olive Oil



One of the proud projects last year was the Introduction of Canaan Extra Virgin, Cold Press, Organic Olive Oil to the Hong Kong market. It is a great tasting product that is also good for the body and Improves the livelihood of small Fair Trade farmers in Palestine.

FAIRTASTE Fair Trade Organically Grown Coffee

Next time when you enjoy a cup of FAIRTASTE Fair Trade Coffee, you will be glad to learn that with your support, we traded more than one ton of Fair Trade organic coffee beans last year. You can enjoy a fine cup of FAIRTASTE coffee at the following newly joined cafes / locations:

Amber, Landmark Mandarin Oriental

MO Bar, Landmark Mandarin Oriental

The Helena May - 35 Garden Road, Central, Hong Kong

Shortbread Company - Shop 1, G/F, Nam Shing Mansion, 16 Nam Shing Street, Tai Po

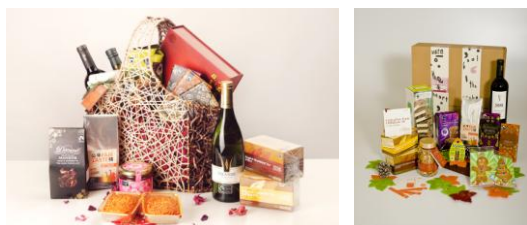
iBakery - Shop 2, G/F, Block 2, Centenary Mansion, 1 Victoria Road, Kennedy Town, Western District

Happy Veggies - 1/F, Hennessy Road, Bayfield Building, Wanchai, HK

Catering Services

This is a new service introduced just last year. Some of the most remarkable events include catering for close to 1,000 students and staff members at the Inauguration Ceremony of HKU, and catered The Social Enterprise Summit for the third consecutive year. We have also involved other social businesses to be our partners, including The Leisure Corner of Tung Wah Hospitals and The Hong Kong Federation of Youth Group. Contact us if you would like to host a Fair Trade tea break or party.

A Fair and Green Christmas



Our 2nd year of cooperation with WWF to promote the Fair and Green Christmas Gift Set was another fruitful project for both organizations. This year, on top of the delicious Fair Trade goodies, we also featured MyBabyTree from WWF, which is a tree-planting program that plants tree in the rainforest in Indonesia. With the wonderful support from individuals and corporations in Hong Kong, over 500 trees were planted just this Christmas.

Lifestyle Award from Southern Metropolis Daily

On 12 Dec, FAIRTASTE was awarded 'Hong Kong & Shenzhen Lifestyle award 2010' by the Southern Metropolis Daily for being an earnest Fair Trade advocate and introducing an ethical consumption model to consumers in Hong Kong. The award recognizes visionary and pioneering brand in Hong Kong and Shenzhen. We are hoping that the Fair Trade market will continue to grow with more consumers coming on board.

Support from the Media

The media has been really supportive to FAIRTASTE last year. Special thanks to Commercial Radio Hong Kong 903's 'Share My Song' and 881's "Good Morning King". Besides, Metro Broadcast and RTHK also show their fully support in Fair Trade by including us in numbers of their programs.

Volunteer Contribution



From left to right: 1) ShingLifeWork's Joseph, 2) Volunteer Fred, Kit and Wendy; FAIRTASTE colleagues; FTHK's Raneer and Students from Yes Network, HKU, 3) Students from Yes Network, HKU and Candice, Founder of GoodieDo

Our volunteers are from all walks of life – professional photographers, marketing & PR executives and universities students. We are grateful for their kind support to help us grow, and to contribute to the development of Fair Trade and social enterprise in HK. You rock!

Wine Friday

Wine Friday is a regular event that we host at Kubrick on a monthly basis. We discuss issues such as the effect of non Fair Trade to coffee farmers, Chocolate slavery, etc. We also include food and wine tasting and cooking demonstrations. Check out the Kubrick website or our Facebook page for upcoming events.

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