



公平棧通訊 FAIRTASTE Newsletter

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FAIRTASTE Newsletter July, 2011

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http://www.fairtaste.org/FAIRTASTE_Enews/2011/Chi_July_11_for_friend.pdf

Dear Friends,

We have had a couple of good and busy months since our last newsletter. We are soaking in the summer energy, and fully enjoy the company of our creative, productive and energetic summer interns. Check out what we have done and what's coming.

May HOFEX Exhibition



From left to right:

FAIRTASTE snack and beverage offers at hotel room/ FAIRTASTE booth/ FAIRTASTE staff Volunteer (左 left) Janet In May, FAIRTASTE made our first appearance at HOFEX 2011, a leading food and hospitality tradeshow in the region. We were part of the dedicated Fair Trade Zone, the first ever in the history of HOFEX, a reflection of the rising importance of Corporate Social Responsibility and the increasing demand for sustainable and ethically sourced products.

We cherished the opportunity to meet, answer questions, exchange ideas with restaurants, catering business and hotel operators who are eager to learn about Fair Trade and incorporating the practice in their operation.

Kudos goes to the team at id, M&C Saatchi for designing the booth and the brochure, and our passionate volunteers and ministore managers to make this a wonderful experience.

Date: 11-14 May 2011

Venus: Booth: 3F-323, Hong Kong Convention and Exhibition Centre

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Mid Autumn Gift Hamper



Stay tuned for more information about 'A Fairer Gift, A Fuller Moon' Mid Autumn Festival gift hampers, a collection of ethically sourced, Fair Trade gifts that perfectly show your appreciation to your business partners and clients for the coming Mid Autumn Festival.

Fair Trade @ work in Citysuper



Matthew (left) and Catherine (right), Fair Trade promoters

June was another busy month for FAIRTASTE. We made our first introduction to Citysuper shoppers. For 2 consecutive weeks, we introduced FAIRTASTE Tea and Cashew Snack at Citysuper Causeway Bay, shared Fair Trade farmer stories, and offer samples of the tasty snacks and fragrant tea. We enjoyed meeting new friends and seeing existing customers. The most satisfying part is to see products going into consumers' shopping carts, knowing that their purchase is enabling Fair Trade farmers in developing countries to work their way out of poverty.

We thank Citysuper for providing opportunities to a local Fair Trade social enterprise like us, and those of you who visited to show your support.

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Thandi Sauvignon Blanc (available in Mid July)

Thandi Sauvignon Blanc, 750 ml, HK\$98/ bottle



From South Africa, Thandi is a unique concept that brings land transformation and community development together to empower the local people. In 2003, Thandi became the first wine brand in the world to receive Fairtrade accreditation.

We are delighted to introduce Thandi Sauvignon Blanc. Thandi is a Xhosa word that means ‘nurturing love’.

Thandi Sauvignon Blanc Tasting note:

A Delicate combination of asparagus and green and lime and a crisp, mineral finish.

For detail: http://www.fairtaste.org/products_others_chi.html

Order now: http://www.fairtaste.org/images/FAIRTASTE%20_order_form.pdf

Coffee: Make a difference (Arabica & Robusta)



left: Arabica, right: Robusta

Coffee tidbit: A premium cup of coffee goes well beyond its smooth, exquisite taste. There are two basic categories into which all species of coffee trees can be sorted, namely Arabica and Robusta.

Growing Arabica beans requires extra care as the species is more vulnerable to attack by pests, and the ripe Arabica cherries must be carefully monitored and hand-picked at intervals before they fall to the ground and spoil. The longer timeframe required for the beans to ripen is key to Arabica’s rich aroma and delicate taste.

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Robusta tends to be bitter and have less flavor but fuller body than Arabica. Robusta strains also contain about 40–50% more caffeine than Arabica. It is often used as an inexpensive substitute for Arabica in many commercial coffee blends.

FAIRTASTE Organically Grown Coffee uses 100% Arabica coffee beans from 4 different regions – Nicaragua, Guatemala, Ethiopia and the Espresso Blend contains Sumatra. Organically grown and freshly roasted in Hong Kong, FAIRTASTE Organically Grown Coffee guarantees a fair paid to our coffee producers. For details: http://www.fairtaste.org/products_coffee.html

A Gift of Fair Trade A Delight for all



Tailor made Fair Trade Gift

Create your very own Fair Trade gift set anytime at FAIRTASTE ministore @ Happy Veggies . Choose from a wide selection of Fair Trade products, and the Happy Veggies staff members will pack the gift for you. The gift box with an environmental friendly message is only \$10. (Gift Set Price = Selected Fair Trade products + \$10 FAIRTASTE gift box, free packing fee). For details, you are most welcomed to speak with the Happy Veggies team.

New FAIRTASTE friends

VeggieSF



VeggieSF is a stylist vegetarian restaurant decorated with a nostalgic San Francisco 50' s theme. They cook with the freshest and highest quality ingredients, without MSG. Besides the signature vegetarian Pasta and Beet Root Burger (must try!), their new

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addition is FAIRTASTE Organic Coffee and FAIRTASTE Organic Jasmine tea. Reservation is recommended.

Address: 10/F, 11 Stanley Street, Central (Tel : 3902 3902)

Charis Circle



Established since June of 2003, Charis Circle is a retail outlet of Tai Po Baptist Church. Charis Circle joined force to carry a wide range of FAIRTASTE Fair Trade products since May this year. Charis Circle supports Fair Trade, humanity and promotes strong family values, and you will find a merchandise selection that promotes love, family, harmony and relationship.

Address: Shop A, G/F, 14-18 Wai Yi Street, Tai Po Market, NT (Tel: 2656 1150)

FIG



FIG Technology Ltd is a sales platform established in 2008. It was founded by a group of evangelists who cares about environmental protection and organic healthy life. FIG Technology Ltd acts as an agent for Alkaline Ion-Energized Water in Hong Kong, and its branch in Panda Place (the shopping arcade of Panda Hotel in Tsuen Wan) retails organic, environmental friendly, healthy and Fair Trade products. At present, they are selling Fair Trade snacks (cookies and geobars).

Address: G38, Panda place, Tsuen Wan (Tel: 23962199)

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New blood in Fair Trade – FAIRTASTE Summer Intern



Left photo: Summer Intern from left to right:- Matthew, Kayla, Catherine, Phoebe and Grace

Right photo: FAIRTASTE staff and Summer Interns @ Farewell party

We cannot be more appreciative to the great energies and all the help from our student interns. They are busy bees helping with (and expanding our capacity) in all aspects of our operations. We love the summer!

More:

Media coverage on Fair Trade: http://www.fairtaste.org/media_centre.html

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