

公平棧通訊 FAIRTASTE Newsletter

2011年1月 Jan 2011

Enquiry 查詢電話: 2805 2336

www.fairtaste.org

Facebook: FAIRTASTE

Please scroll down for English

親愛的朋友:

最新消息

公平棧公平貿易腰果雙禮盒

以後大家每到節日也可以想起我們了。農曆新年怎可以少了我們的禮盒, 不單在聖誕中秋, 新年大家也可以支持公平貿易。

餽贈公平心意 祝願豐盛連綿



以公平貿易連繫本地及海外農戶, 長遠解決貧窮問題, 建立豐盛人生!

\$138 一套 (新年限量版!)

「公平之果 豐盛連綿」禮盒包括:

公平棧「公平貿易」焗腰果 190 克裝 1 樽

公平棧「公平貿易」腰果糖 180 克裝 1 樽

公平棧公平貿易腰果雙禮盒, 以公平貿易連繫三個不同地區的合作伙伴。

香港土作坊: 生產、加工及包裝隊伍

越南社企 Betterday MDI: 可口越南腰果

巴拉圭 Cooperativa Monitillo：清甜有機蔗糖

公平棧公平貿易腰果雙禮盒全港共有九個銷售點，亦可網上團購，購買滿 7 套禮盒即享九五折優惠及免費送貨，更可享最高達八折優惠！

歡迎查詢或瀏覽：[\(http://faircny.wordpress.com/\)](http://faircny.wordpress.com/)

銷售地點：http://faircny.wordpress.com/retail_locations/

*購買滿 5 套以上即享免費送貨，送貨期有 28-29/1 及 1/2-2/2 供選擇。

情人節禮物之選

朱古力是情人節送禮物的一個好選擇，讓你的摯愛甜在心頭。可是，在非洲的科特迪亞，卻被揭發有童奴的情況出現，約 28 萬 9-12 歲的兒童在可可田工作每週 100 小時，不時被虐待和要捱餓，過著苦澀的日子詳情可參考紀錄片 "The Dark Side of Chocolate" 。

要避免購買由童奴生產的產品，其中一個方法是選擇公平貿易朱古力。一排美味可口的 Divine 朱古力由多種公平貿易認證的原材料製成，包括純可可油、糖、香草及出產自加納的優質可可豆。該公司的百分之四十五股權由種植可可豆的農民合作社 Kuapa Kokoo 持有。因此，農民不但以合理的公平貿易價格出售可可豆，更可獲分 Divine 的盈利。



Milk Chocolate Hearts 心型牛奶朱古力

(125g 克/ 25 粒裝) \$60



Dark Chocolate Hearts 心型黑朱古力

(125g 克/ 25 粒裝) \$60

情人節呈獻 70% 鹽味軟黑朱古力 \$110，給獨特的您一份獨特的驚喜

<http://www.divinechocolate.com/products/70DarkChocolateCoveredSaltedFudge.aspx>



公平棧獲南方都市報頒生活大獎

12月12日，公平棧很榮幸獲得南方都市報頒發「2010 深港國際生活大獎」。這頒獎典禮由南方都市報主辦，風尚週報、南都週刊、奧一網、汽車優悅廣播 FM105.7URADIO、《達》雜誌、深圳市都會城市研究院聯合主辦。這是首次突破地域界限，首次頒發獎項與深圳及香港的代表，頒獎目標是以發掘，認定和表彰生活的先鋒樣本及前瞻思想。而公平棧因為致力推動香港公平貿易發展，為市場的消費模式提供一個新的道向而獲得此獎項。除了有提倡者外，更重要是得到大家消費者的支持，才可以造就一個新的市場，請大家繼續支持公平貿易。

新城電台的公平貿易環節

公平貿易是一個社會運動，所以必須得到公眾的了解和支持，才能造就改變。當中，傳媒的推動便很重要，很高興最近得到新城財經台的支持，陳心怡在其節目「我的事務所」中談公平貿易。由 21/12/2010 至 22/2/2011，逢星期二晚 8：00- 9：30（當中半小時），一連十二個禮拜，為公平貿易加油。

最新活動

樂農 Opening party

公平棧和樂農誠意邀請你參加我們的 MINI STORE 開幕典禮!

日期：2011.1.29 (星期六)

時間：下午 3:30 – 5:00

地點：灣仔軒尼詩道 99 號彰顯大廈 1 樓樂農餐廳

精彩活動等著您：

- 隆重登場：介紹公平棧 100%手做腰果糖新春禮盒
- 美食品嚐：由樂農精心炮製特色「一口中式小食」及各類公平貿易食品分享
- 聽古仔：產品背後之公平貿易故事
- 學手語：簡單手語示範
- 與志同道合的公平貿易支持者交流

還等什麼呢?叫埋朋友一起來認識公平貿易吧!

請大家在 1月28日 前以電郵 fairtaste.lily@gmail.com 回覆或致電: 2805 2336 報名。

品味·源自公平

如不欲再收到我們的推廣電郵，請電郵至 info@fairtaste.org

latest Development

CNY Fair Trade Gift

This CNY, you can continue to show your support for Fair Trade by choosing

' A Gift of Fairness, A Year of Happiness' - FAIRTASTE Fair Trade Cashew Combination Set

Working with farmers and producer groups in Hong Kong under Fair Trade principles, we aim to alleviate poverty and build a sustainable future.



\$138 per set (limited edition)

Content of Gift set

- FAIRTASTE Fair Trade Cashew Brittle 180g
- FAIRTASTE Fair Trade Roasted Cashew Nuts 190g

A gift set that benefits three parties from different part of the world
Greenshop, Hong Kong – food processing and packaging
Betterday MDI, Vietnam – Delicious Vietnamese Cashew
Cooperativa Monitillo, Paraguay: Organic Raw Cane Sugar

You can purchase the gift set at nine retail locations, or order online with your friends and family to receive a group discount up to 20% off.

For details, please visit: <http://faircny.wordpress.com>

Retail locations: http://faircny.wordpress.com/retail_locations/

- Free delivery for 5 sets or above. Delivery period: 28 – 29/1, 1-2/2.

Valentine' s Day Gift

Chocolate is an excellent choice for the Valentine' s Day, something sweet for your loved one. However, it may not be that sweet for the 280,000 child labour who work at the cocoa farms in Cote d' Ivoire. They were forced to work for 100 hours a week, beaten and starved regularly. For more information, please refer to the documentary "The Dark Side of Chocolate" .

To avoid choosing those not that sweet chocolate, you can choose to buy Fair Trade Chocolate. Made with best quality Ghanaian cocoa, Divine chocolate also made with other Fairtrade certified ingredients like pure cocoa butter, sugar, and vanilla. 45% of the company is owned by the cocoa farmers cooperative Kuapa Kokoo, that means the farmers not only benefit from a fair price, but also receive a share of the profits from the sale of Divine.

Heart chocolate..... \$60



70% Dark Chocolate Covered Salted Fudge \$110



Sweet soft fudge with a touch of salt and a coating of Divine' s dark chocolate combines to create a mouthful of delightful textures and tastes.

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 or people in Hong Kong and Shenzhen. We are hoping that the Fair Trade market will continue to grow with more consumers coming on board.

Fair Trade on Metro Radio

Fair Trade is a social movement! In order to foster change, public' s understanding and support is very important. As such, the media plays a significant role in education. We are happy that Ms. Catharine Chan of Metro Finance radio are supportive to the movement and for 12 consecutives

Tuesday evenings, Cat of Metro Finance will discuss a range of topics about Fair Trade. Check out the program at 8:00-9:30pm, on Tuesdays between *Dec 21, 2010 to Feb 22, 2011*.

latest Event

FAIRTASTE @ Happy Veggies Opening Party

Date: 29 Jan (Saturday)

Time: 3:30 – 5pm

Fee: Free

Venue:

Come join us to celebrate the opening of FAIRTASTE ministore @ Happy Veggies. Happy Veggies is a social enterprise that provides job opportunities to the hearing impaired community.

Expect these fun activities and more:

- Signature vegetarian dim sum from the chef of Happy Veggies
- Sampling of delicious Fair Trade snacks
- Sharing – story behind the cooperation of 2 social enterprises to promote Fair Trade in HK
- Learn simply sign language from the Happy Veggies team

Special introduction: ‘ **A Gift of Fairness, A Year of Happiness**’ - **FAIRTASTE Fair Trade Cashew Combination Set**

RSVP: Email to fairtaste.lily@gmail.com or Tel: 2805 2336 before 28 Jan

If you prefer not to receive our promotional e-mails, please send an email to info@fairtaste.org with subject ‘Unsubscribe’ .