

## 公平棧通訊 FAIRTASTE Newsletter

2010年6月 June 2010

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

Please scroll down for English

親愛的朋友:

歡迎 **Lily & Alice !**

有兩位新力軍最近新加入了公平棧，Alice Berke 及 Lily Lam ! Lily 是我們的市務推廣主任，年青有幹勁。負責市場推廣活動，客戶聯繫和宣傳。

在過去一段日子，佩鳳不斷尋找一個有熱心有能力的拍檔，一起發展公平棧。最近，終於成功找到了 Alice。Alice 在香港，上海和美國從事廣告行業多年，有豐富的市場推廣經驗。她在北美洲公平貿易店 Ten Thousand Villages 當過三年顧問和義工，對公平貿易這理念很認同，亦有承擔。很高興兩位加入，期望很快可以完成磨合期，一同把公平棧的工作帶到新的層次。也可讓佩鳳卸下部分重擔。



左(Alice)，右(Lily)

### 最新動向

剛過去的 6 月 19 及 20 日大家有沒有去山頂廣場或者樂富商場探我們呢? 6 月初時，我們十分擔心天氣問題，幸好天公造美，天朗氣清，山頂和樂富的活動都得以順利進行!

山頂廣場除了有我們公平棧攤檔外，還有很多小動物攤檔，飾物攤檔等! 真是好不熱鬧呢! 而樂富方面除了我們，很多公平貿易的伙伴也有參與，更有很多有機健康食物及新鮮蔬菜。



## 餐飲服務

很高興得到社會創業論壇的邀請，我們在 6 月 17 日為它們主辦的工作坊「年青社會企業家如何改變世界」安排餐飲服務。是次工作坊「年青社會企業家如何改變世界」正是一個很好的平台予 80 後的年青一代討論和分享成立社會企業的經驗。當晚的主講者是 D.light Design 的主席及創辦人 Ned Tozun。D.light Design 的社會企業模式是為第三世界國家的人提供他們最需要的東西--- 電力。這個市場發展的模式是十分有啟發性及創新。故此，當晚的討論十分擁躍。

當晚，我們提供了公平棧腰果糖及公平棧咖啡。很多參加者都對公平貿易產品加深了解！我們期望在不久的將來可以有另一場合再會大家！

更多資訊關於社會創業論壇：<http://www.hksef.org/>



## 產品推介

腰果糖轉了新包裝! (零售價\$15)



全港首創 **100%**香港公平貿易產品

- 原材料含 **39%**有機成分
- 香港新鮮製造
- 不含防腐劑

公平棧腰果糖已轉了包裝! 嚮應大家的要求，包裝由原來的 **80** 克變身為 **40** 克，份量少點，就可以每次食一包，保持新鮮! 我們相信農民和製造者的故事，能讓消費者理解公平貿易的理念。打開包裝紙，就能讀到他們的故事。

後記:

今次策劃新包裝，其實已準備良久，在不斷地修改力求完美下，我們的心血終於在 24/6 運到我們的辦公室! 「麻煩」和「固執」的我們，在臨印刷前的早上仍不斷地咬文嚼字，調較色調，真的辛苦了我們的文字把關的 **Mi** 及設計師 **Fai Fai**。不過，看見「型仔」的設計，證明堅持是有回報的!

## 生產者故事 (土作坊---公平棧腰果糖)

公平棧腰果糖是由一班灣仔土作坊(土作坊是以灣仔為基地的香港社會企業)的婦女成員製造。她們都十分開心可以製作公平棧腰果糖，因為既可以學到有機食物的烹調法、也認識了什麼是公平貿易、又

可以支持本土經濟。這正是實踐一種符合社區、自然、經濟及人的社區發展模式。而且產品本身全天然及無添加，當看見大家吃得健康又開心，自己又能發揮所長，滿足感亦自然大增。

<http://greenshop.sis.org/greenshop>



## 最新活動

可以在門市買到公平棧貨物了! 在以下期間每天有不同產品試食, 還有九折優惠!

### 大圍新生農社

**日期:** 由 6 月 24 日至 7 月 4 日 (試食時間: 星期一至星期五下午 5 時至 8 時, 星期六, 日及公眾假期 中午 12 時至下午 3 時)

**地點:** 大圍新生農社 (在大圍站內)

### 愉景灣新生農社

**日期:** 由 7 月 15 日至 7 月 25 日 (試食時間: 星期一至星期五下午 5 時至 8 時, 星期六, 日及公眾假期 中午 12 時至下午 3 時)

**地點:** 新界大嶼山愉景灣愉景廣場地下 G30 號

如不欲再收到我們的推廣電郵, 請電郵至 [info@fairtaste.org](mailto:info@fairtaste.org)

Dear Friends,

### **Welcome Lily & Alice!**

**FAIRTASTE is having two new team members, Alice and Lily! Lily is our Marketing Executive who is an enthusiastic young lady. Lily's main duty is to organize events, communicate with clients and conduct marketing related duties.**

**Pui Fung has been seeking for an enthusiastic and competent partner to co-run the FAIRTASTE business. Finally, we find Alice! Alice has a wealth of marketing and advertising experience in HK, Shanghai and US. She is committed to promote Fair Trade – for 3 years, she volunteered and consulted for Ten Thousand Villages (the biggest Fair Trade Retailer in N. America). We are extremely excited about the new additions, who would not only share the responsibilities to run the operation, but to take FAIRTASTE to another chapter!**



**Left(Alice), right(Lily)**

## Our latest development

### Lok Fu Farmers Market and The PEAK Galleria MARKET

We are glad to see many of you at our booths in Lok Fu Farmers Market last weekend and The Open Air Market at the Peak Galleria last Sunday (20/6) respectively. It all went well and weather was beautiful – we shouldn't have to worry about the weather situation in the first place!

It is always great to see familiar faces at Fairs – this time there were more than 20 partners at the Lok Fu Market, many of them are fellow Fair Traders. We had a blast! At the Open Air Market in the peak, we were joined by a lot of local talented artists making gorgeous jewelry and accessories. There was a group of animal lovers making live animals available to take pictures with families. It was a good mix of merchants and a fun time.



## Catering Service

On 17 June, 2010, we catered our signature FAIRTASTE Organic Coffee, Organic Tea and Cashew Brittle at the workshop of The Hong Kong Social Enterprise Forum'. This is a valuable platform for the Post – 80s Generation to discuss and share their experience in setting up a social enterprise. The theme of this forum is 'How Young Social Entrepreneurs Are Changing the World'. Ned Tozun, President and Co-founder of D.light Design, whose products are targeted to the 'bottom of the pyramid', was the speaker of the day. Ned gave an inspiring speech, shared the vast opportunities and challenges in running social enterprises.

We received very positive feedback for the delicious treats that we catered. We look forward to seeing you at the next catering event!



Ned Tozun, President and Co-founder of D. light Design

More information about Hong Kong Social Enterprise Forum: <http://www.hksef.org/>

## New Look

**FAIRTASTE Cashew Brittle New Look! (Retail price: \$15)**

**Hong Kong first 100% Fair Trade product**



- **39% organic ingredient**
- **Freshly made in Hong Kong**
- **No preservatives**

**Here comes the NEW LOOK of the FAIRTASTE Cashew Brittle! Many of you told us you like a smaller pack, so here we are. The new pack size is reduced from 80g to 40g, just perfect for one 'finger-licking' serving. Thanks for helping us to improve the Cashew Brittle to even fresher and tastes BETTER! We believe it is important to tell the stories of our farmers and producers – in this new package, the stories are inside the paper wrapper.**

Postscript

It took us the last month to refine the look and the copy for this 'NEW BABY', which freshly arrived our office on 24<sup>th</sup> June, 2010. We are thankful to our copywriter Ah Mi and our designer Fai Fai, who provide Pro Bono service to us, worked tirelessly with our team to perfect every single element of the pack.

## **Producer's story of Greenshop (Food processing & packing of FAIRTASTE Cashew Brittle)**

**FAIRTASTE Cashew Brittle is hand-made and packed by Greenshop, a Social Enterprise based in Wanchai, Hong Kong. Greenshop is run by a group of local income women in HK. They told us they are thrilled to have the opportunity to be involved in the production of the FAIRTASTE Cashew Brittle – that they made Organic, preservative-free delicious treats, learned how Fair Trade works firsthand, and proudly contributed to the local economic development. What a great experience.**

<http://greenshop.sis.org.hk/greenshop>



## Latest EVENTS

**FAIRTASTE products are now available at the following locations! Enjoy 10% off during the promotional period, and make sure you come to sample our products everyday during the tasting hours.**

**New Life Healthy Living Specialty Shop (Tai Wai Station)**

**Date:** From 24th June to 4th July, (Tasting Schedule: Weekdays: 17:00 to 20:00; Weekends & Public Holiday: 12:00 to 15:00)

**Location:** Shop No. 20-21, Concourse, Tai Wai Station, MTR, Shatin, N.T.

**New Life Healthy Living Specialty Shop (Discovery Bay)**

**Date:** From 15th June to 25th July, (Tasting Schedule: Weekdays: 17:00 to 19:30; Weekends & Public Holiday: 12:00 to 15:00)

**Location:** Shop No. G30, G/F, Discovery Bay Plaza, Discovery Bay, Lantau Island, N.T.

***Come and shop! Fair Tastes Better!***

If you prefer not to receive our promotional e-mails, please send an email to [info@fairtaste.org](mailto:info@fairtaste.org) with subject 'Unsubscribe'.