

# GINGER FIZZ

100% NATURAL NON-ALCOHOLIC GINGERBEER



**Raitong Organics Farm Co., Ltd.**  
1940-1942 Sukhumvit Road  
Bang Chak, Phra Kanong  
Bangkok 10260 Thailand

Tel. +66 2 115 8105  
Fax: +66 2 019 7704  
Email: [fizz@raitongorganicsfarm.com](mailto:fizz@raitongorganicsfarm.com)  
[www.raitongorganicsfarm.com](http://www.raitongorganicsfarm.com)

## ABOUT RAITONG ORGANICS FARM...

Raitong Organics Farm was informally established in 2007 for the purposes of cultivating, producing, processing and selling internationally-accredited and certified 100% organic and natural food products. In 2009, we were the first farm in the province to be certified by Organic Agriculture Certification Thailand (ACT) and accredited by IFOAM.

In 2012, Raitong Organics Farm Co., Ltd. was officially established as a social enterprise to help improve the quality of life of rice farmers in the North-east through fair pricing and better market access, additional income generation through alternative crop planning during rice off-season and job creation within the communities, and promoting self-sustainability through seed saving and organic farming practices trainings.

## ABOUT GINGER FIZZ...

GINGER FIZZ, a 100% natural and non-alcoholic gingerbeer, was developed by Raitong Organics Farm with the intention of producing a healthier soda option using only local Thai ingredients. Many of these ingredients are grown by farmers in our network either between their rice crop or during the off-season, using the same organic cultivation methods.

With domestic sales starting in September 2014, the recipes have been completely developed by Raitong Organics Farm, and represent uniquely Thai flavour profiles, by using such natural flavourings as fresh ginger, roselle flowers, butterfly pea flowers, sour tamarind, bael fruit, and so on. The addition of these flavours and fragrances add a whole new dimension to the classic gingerbeer that is so well known and loved around the world.

**Product positioning:** GINGER FIZZ is positioned as a premium crafted non-alcoholic gingerbeer that is produced using only 100% natural ingredients (organic, where possible).

**Target wholesale customers:** High-end cocktail bars, hotels, restaurants and cafés that demand top quality for their clientèle.

**Target consumers:** (1) Discerning cocktail drinkers that are increasingly demanding authentic flavour profiles, (2) beer and wine drinkers that wish to drink less alcohol but still want the carbonation and low sweetness, and (3) health-oriented customers and young adults.

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## AVAILABLE FLAVOURS...



### **ORIGINAL GINGER FIZZ**

Our classic gingerbeer flavour, with the warmth and spiciness of fresh ginger, slightly caramel after-notes and light effervescence.

Ingredients: water, ginger\*, brown cane sugar, lime juice\*, yeast



### **ROSELLE GINGER FIZZ**

Roselle flowers bring a vibrant red colour and a hint of sour fruitiness to our original gingerbeer.

Ingredients: water, ginger\*, brown cane sugar, lime juice\*, roselle flowers, yeast



### **CINNAMON GINGER FIZZ**

Cinnamon and ginger work well together to yield warm thoughts of winter nights and Grandma's baking.

Ingredients: water, ginger\*, brown cane sugar, lime juice\*, cinnamon, yeast



### **BUTTERFLY PEA FLOWER GINGER FIZZ**

A blue gingerbeer that turns red/violet when fresh lime juice is added. Great for kids and cocktails!

Ingredients: water, ginger\*, brown cane sugar, butterfly pea flowers, yeast

### **SEASONAL FLAVOURS**

We also make a variety of limited edition seasonal flavours, using local Thai herbs, spices and fruits. E.g., sour tamarind, bael fruit, etc.

\* certified organic ingredients

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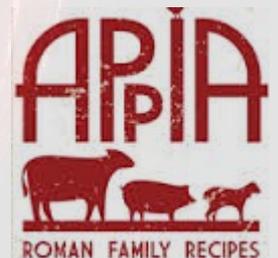
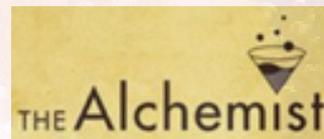
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## TECHNICAL INFORMATION...

- 330ml amber glass bottle, crown cap
- 24 bottles per case, packed with interlocking cardboard dividers
- Gross weight (complete case) is 17kg
- Pasteurised and shelf stable for 6 months

## SOME OF OUR CUSTOMERS INCLUDE...

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## SERVING SUGGESTIONS...

### THAI SMILES



20ml honey  
30ml lime juice  
45ml Lamoon premium Thai rum  
Half a passion fruit  
Ginger Fizz (Original flavour)

Shake all ingredients together. Double strain into regular ice. Top with Ginger Fizz (Original flavour). Add crushed ice on top. Garnish with half piece of passion fruit and top with honey.

### TOM YUM NAILERT



2 slices fresh ginger  
2 kaffir lime leaves  
2 slices bergamot / kaffir limes  
4 slices lemongrass  
Chilli to taste  
20ml simple syrup  
20ml lime juice  
45ml Lamoon premium Thai rum  
Ginger Fizz (Original flavour)

Muddle the ginger, kaffir lime leaves, bergamot, lemongrass and chilli to taste. Add the remaining ingredients and shake. Double strain into regular ice. Garnish with a lemongrass straw and chilli.

### BANGKOK SUNSET



45ml Lamoon premium Thai rum  
20ml pineapple juice  
Ginger Fizz (Original and Roselle flavours)

Pour all the ingredients into a champagne glass. Flame and float a circle of lime on top.

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### **RATCHADA SOUR**



1 egg white  
6 mint leaves  
45ml Lamoon premium Thai rum  
10ml simple syrup  
20ml lime juice  
Ginger Fizz (Cinnamon flavour)  
20ml Triple Sec

Shake all ingredients together. Double strain into regular ice. Top with Ginger Fizz (Cinnamon flavour). Express orange peel, and garnish with a Thai Basil leaf.

### **PHUKET BREEZE**



30ml apple juice  
45ml Lamoon premium Thai rum  
Ginger Fizz (Roselle flavour)  
1 small cucumber  
30ml apple shrub

Muddle 5 slices of cucumber. Shake all ingredients together. Double strain into regular ice. Garnish with a cucumber strip on the inside of the glass.

#### **Apple shrub recipe**

Mix equal parts of grated green apple (e.g., Granny Smith) with sugar and apple cider vinegar. Heat in a pot until the sugar is melted for 15 minutes and just before it boils sieve into clean container. Will keep for up to 1 year.

\* All cocktail recipes specially developed by Bootlegger's Trading Co., Ltd.



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