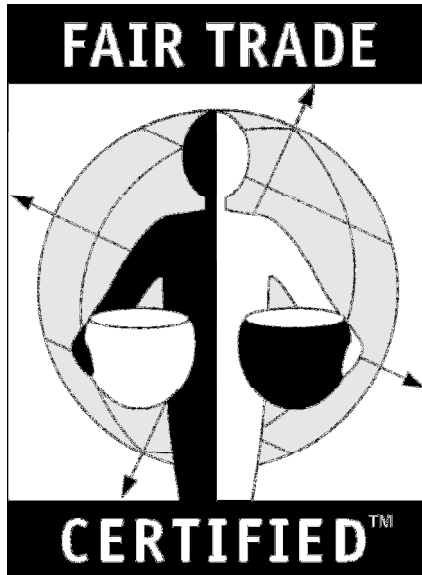


November 17, 2009

FOR IMMEDIATE RELEASE

Fair Jobs with Fair Trade

Supporting Fair Trade is more than enjoying a glass of wine.



East Hampton, NY – On November 28th Hamptons Wines & Liquors will host a special event for Fair Trade wine producers. Fair Trade is an important movement that supports fair price, fair labor conditions, direct trade, democratic and transparent organizations, community development, and environmental sustainability. Fair Trade benefits the farmers, workers, consumers, the industry, and the environment.

During this event the East Hampton community will have a chance to learn more about Fair Trade and sample Fair Trade wines.

Supporting Fair Trade gives everyone an opportunity to have a personal position on the importance of fair global trade, fair compensation and fair work conditions. This program is vital to the farmers and farm workers in South Africa and other countries where farm workers are more vulnerable to exploitation. One goal of Fair Trade is to guarantee a fair price for Fair Trade goods so that farmers can feed their families while sending their children to school instead of having them work on the farm.

Fair Trade has increased the quality of the products because it removes the financial constraints that often lead to cost-cutting methods that usually have an impact on quality. And Fair Trade is known for its impact on the entire farming community because it creates better economic conditions, which allows the community to invest in healthcare and other basic quality-of-life benefits.

Fair Trade wines are the same or better quality of other wines at an affordable price.

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