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Sonoma-based 3 Badge Beverage is extending its Gehricke brand with a Sonoma Valley Petite Sirah. Retailing at \$30, the new wine was aged for 18 months in French and Hungarian oak. Gehricke's portfolio also includes a Russian River Valley Chardonnay and Pinot Noir, Los Carneros Pinot Noir, Russian River Valley Zinfandel, and Knights Valley Cabernet Sauvignon. Founded in 2009 by August Sebastiani, 3 Badge's other wine labels include Leese-Fitch, Plungerhead, Moobuzz, and The White Knight, among others.

GEHRICKE / PETITE SIRAH