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3 Badge Beverage Corporation has named Eric Timmerman as national sales manager for its spirits division, 3 Badge Mixology. Prior to this, Timmerman served as vice president of sales for AmBrabev, LLC, a Kentucky-based spirits importer.

Founded in 2009, the Sonoma, California-based 3 Badge Mixology portfolio includes Uncle Val's Gin, Kirk and Sweeney Rum, Pasote Tequila, and Bozal Mezcal, along with La Pivón Vermouth, introduced this fall. Kirk and Sweeney depleted an estimated 13,200 cases last year, up 28%, while Uncle Val's rose 11% to 13,900 cases, according to Impact Databank.

COMPANY NEWS / MIXOLOGY