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THE PHILOSOPHY OF CRAFTSMANSHIP

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Named after the old fire service badges belonging to the Sebastiani family, the 3 Badge Beverage Corporation is built upon a philosophy of craftsmanship with a portfolio of distinct wines and spirits from around the world.

Led by fourth-generation proprietor August Sebastiani, the company has its headquarters in Sonoma, California. The Sebastiani family and Sonoma have been inextricably linked dating back four generations to 1904, as August's great grandfather, Samuele, started the family winery. Samuele was instrumental in developing the city in the early 20th century, especially through the Depression, which hit the region hard. The family still supports the town and its development,

3 BADGE BEVERAGE CORPORATION

with the company working out of the formerly vacant fire station that August's grandfather helped build, but had stood empty for a decade.

The company's vermouth brand, La Pivón, epitomizes the dedication to the craft spirits 3 Badges features in its portfolio. Inspired by the Spanish tradition of La Hora del Vermut, La Pivón comes from the only vermouth producer in Madrid. The vermouth starts with Airén and Malvar wine grapes. The herbal portion of the vermouth has a "mother" from a previous batch, with up to 70% retained from each batch for the next. A proprietary mixture of local herbs and botanicals like cardamom, wormwood, cinnamon, clove, and orange peel are added to the blend, which then rests for a full day.

The brand name La Pivón translates to "a very attractive person," and is a reference to the beautiful flavors found in the vermouth. The curvy silhouette of the bottle and floral design elements also complement the femininity of the name. La Pivón is available in Rojo, a red sweet vermouth, and Blanco, a dry white style.

LA PIVÓN