



News Release

Media Contact: Brooke Buringrud
Folsom + Associates
415-978-2685 tel.
brooke@folsomandassociates.com

3 Badge Beverage Corporation Introduces Pasote Tequila

Sonoma, Calif. (March 2, 2016) – 3 Badge Beverage Corporation has introduced Pasote, a line of Mexican tequilas made from pure blue agave. The new Pasote tequilas will be sold in select markets throughout the U.S. by the company’s spirits division, 3 Badge Mixology.

Named for the fierce spirit of Aztec warriors and their uncompromising commitment, Pasote includes Blanco, Reposado and Anejo tequilas. Each is made from ripe blue agave that is evenly baked and then carefully distilled with pure rainwater and natural spring water in copper pot stills. Pasote’s master *tequilero* grows blue agave in the Jalisco Highlands in Mexico and uses traditional production techniques to make the notably pure and distinctly herbal Pasote tequilas.

“Pasote represents the highest quality and craftsmanship in tequila,” noted August Sebastiani, president of 3 Badge Beverage Corporation. “We use the finest ingredients and time-honored tradition in production, and we named it Pasote to capture the Aztec warrior tradition of celebrating victories by drinking the sacred agave. The *pasote* spirit lives on in these artfully crafted tequilas.”

Pasote Blanco (\$49) shows the essence of roast agave with fragrant citrus aromas, a crisp, balanced palate and an uncommonly long, silky finish. Pasote Reposado (\$59) was aged six months in American oak and has fruit-forward aromas, rich, soft flavors and a finish that is long, sweet and clean. Pasote Anejo (\$69) was aged for eighteen months in American oak, which mellows the character of the roasted agave and gives this premium tequila soft aromas, rich mouthfeel and a long, smooth finish.

The Pasote label features three bold, hand-screened graphics of distinct warriors. Each custom-made Pasote glass bottle is made by a family of glass artisans and has distinctive, slightly asymmetrical wave patterns visible in the glass.

Pasote Tequila is available from 3 Badge Mixology, the spirits division of 3 Badge Beverage Corporation. The company is located at 32 Patten Street, Sonoma, CA 95476. The telephone number is (707) 996-8463. Additional information is located at 3badge.com.

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