



## **News Release**

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### **3 Badge Beverage Corp. Launches Bib & Tucker Small Batch White Whiskey**

**Sonoma, Calif. (Jan. 24, 2017)** – 3 Badge Beverage Corporation’s Mixology division has introduced Bib & Tucker Small Batch White Whiskey. With this release, it becomes one of few high quality white whiskeys available in the U.S. market.

Bib & Tucker White Whiskey (\$40) is double distilled using a column still followed by an old-fashioned pot still. A 24-hour rest period follows in freshly emptied Bib & Tucker Bourbon barrels. This minimal oak contact allows the whiskey to gain structure, body and faint coloring. Lightly sweet with a smooth entry, it is balanced and structured, with prominently displayed grains and a unique maple syrup finish. It is lighter in taste compared to a bourbon, but it has more flavor and body than other clear spirits.

“We are quite bullish on the white whiskey category,” said August Sebastiani, president of 3 Badge Beverage Corporation. “Bib & Tucker White Whiskey fits our 3 Badge Mixology portfolio because it is unique yet approachable, and fits a category ripe for growth. It also offers consumers and mixologists a chance to experiment. We are excited to see how they respond.”

Bib & Tucker was named for a term used in America’s rough and tumble early days to describe a person’s finest attire for a wedding or a special dance. It signifies putting forth one’s finest. The design of the bottle is a nod to this era - it takes the shape of an enlarged flask with ornate hand-lettering, deeply embossed scrolled embellishments, finished with dark brown hemp thread at the collar. In addition to Bib & Tucker White Whiskey, other spirits in the 3 Badge Mixology portfolio include Uncle Val’s Gin, Kirk & Sweeney Rum, Masterson’s Whiskey, Bib & Tucker Bourbon, Pasote Tequila and Bozal Mezcal.

Bib & Tucker 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. Learn more at [3badge.com](http://3badge.com).

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