



News Release

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

3 Badge Beverage Corporation Releases Firehouse Red Wine

Sonoma, Calif. (August 22nd, 2016) – 3 Badge Beverage Corporation has bolstered its successful Leese-Fitch brand of award-winning, classically-styled California wines with the introduction of their seventh varietal, Firehouse Red Wine. This blend is a tribute to the historic Sonoma firehouse, now restored and serving as the company headquarters.

“We are excited to announce that we have released our Leese-Fitch Firehouse Red Wine,” stated August Sebastiani, president of 3 Badge Beverage Corporation. “For consumers it meets the demand for a quality red blend in the market. For us, it honors the building we work in everyday and is a nod to the story behind our company name.”

Available nationally, the Leese-Fitch 2014 Firehouse Red Wine (\$12, 750ml) is a rich, fruit-forward, dark blend of Petite Sirah, Syrah, Merlot, Zinfandel, Barbera, Mourvèdre and Tempranillo. Sourced from top regions around California, this wine includes fruit from Lodi, Paso Robles, Mendocino, Clarksburg and Lake County. These many dimensions are expertly blended into a wine of notable complexity, structure and richness, reflected in each sip.

3 Badge Beverage Corporation is based in Sonoma, California, and was founded in 2009 by August Sebastiani. The company offers a diverse collection of everyday luxury wines, and its mission is to over-deliver on quality and value. 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.

#