



**News Release**

**Media Contact: Christina Mitchell  
Folsom + Associates  
415-978-2685 tel.  
christina@folsomandassociates.com**

**3 Badge Beverage Corporation Expands Cedar + Salmon with Addition of Red Wine Blend**

**Sonoma, Calif., (January 23, 2019)** – 3 Badge Beverage Corporation’s Cedar + Salmon has added a Red Wine Blend to its line of wines from the Pacific Northwest. The newest Cedar + Salmon wine is a blend of Cabernet Sauvignon, Merlot and Petit Verdot from vineyards in Walla Walla Valley, Washington.

“We launched Cedar + Salmon in the fall of 2017 with a Willamette Valley Pinot Gris, Pinot Noir and Horse Heaven Hills Cabernet Sauvignon and are excited to add the 2016 Red Wine Blend to the portfolio,” noted August Sebastiani, president of 3 Badge Beverage Corporation. “Washington wines have been increasingly popular, known for their distinction of quality.”

According to Nielsen, Walla Walla Valley Red Blends are outpacing category growth of 1.7% with a 67.1% increase in dollar share. The Cedar + Salmon 2016 Red Wine Blend (\$24.99), made with 63% Cabernet Sauvignon, 27% Merlot and 10% Petit Verdot, was aged for 22 months in French oak. A vintage referred to as the longest harvest in Washington, the 2016 season allowed grapes to ripen slowly, producing refined yet powerful wines. Cedar + Salmon is part of the 3 Badge Enology portfolio and is available nationally in fine wine stores and restaurants.

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. In addition to Cedar + Salmon, the company also makes Leese-Fitch, Plungerhead, Gehricke, Moobuzz and The White Knight. 3 Badge Beverage Corporation is located at 32 Patten Street, Sonoma, CA 95476. Additional information is located at [3badge.com](http://3badge.com).

# # #