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3 Badge Beverage Corporation has launched Kirk & Sweeney XO, a new luxury-priced rum, in select markets. The 65.5% abv rum is bottled at cask strength and sourced from Santiago de los Caballeros in the Dominican Republic. Kirk & Sweeney XO is now available through 3 Badge Mixology and retails at \$230 a 750-ml. Last year, Kirk & Sweeney was up 35.4% to 23,000 cases in the U.S., according to Impact Databank.

KIRK & SWEENEY / XO RUM