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3 Badge Beverage Corp is launching Tree Fort, a new wine brand from California's Central Coast. Retailing at \$17 a 750-ml., the Tree Fort range includes Chardonnay and Sauvignon Blanc from Monterey, Pinot Grigio and Cabernet Sauvignon from Paso Robles, and a Pinot Noir from Arroyo Seco. The new brand's packaging evokes California's outdoor culture and includes taste descriptors to allow consumers to easily determine the style that suits their palate. Tree Fort is rolling out nationwide. 3 Badge saw sales increase 3% in the first half despite the pandemic, with its Bozal Mezcal brand showing especially strong growth.

TREE FORT WINES