



BeverageDynamics

September 16, 2020

GUINIGI NORTHERN ITALIAN WINES

By: Kyle Swartz

VPM: 32,934

[Link to Full Article](#)



3 Badge Beverage Corporation has announced its first international portfolio of wines with the introduction of Guinigi — a new northeastern Italian label.

The initial Guinigi release includes two single-varietal expressions of prosecco and pinot grigio.

“Every sip of Guinigi evokes a sense of nostalgia for the verdant valleys and rolling hills of northern Italy,” says proprietor and fourth-generation vintner August Sebastiani. “My family has always maintained a deep connection to this region through its nuanced wines, and with Guinigi’s bright fruit profile and food-friendly appeal, I’m thrilled to pay homage to the Italian wines my ancestors grew and enjoyed.”

Both the name “Guinigi” and the label art are inspired by la Torre Guinigi, a landmark in the town of Lucca, Tuscany, near where the Sebastiani clan immigrated from in 1895. Constructed in

3 BADGE BEVERAGE CORPORATION

the Middle Ages, the Romanesque fortification overlooks the city to this day, adorned with an aerial garden at its topmost outlook. These wines' pearlescent black label features a laser cut Guinigi tower in gold foil, which doubles as a marker as the wine level descends in the bottle.

The first two expressions in Guinigi are:

Prosecco D.O.C. Treviso Sourced from the northeastern province of Treviso, this golden sparkler has a fine bead and persistent bubbles, the company reports. On the palate are notes of apple, white peach, citrus fruits, acacia and wisteria. This makes for a fine aperitif, though it would also stand up to a buttery fish or even pizza.

2019 Pinot Grigio D.O.C. Delle Venezie Produced in the Delle Venezie area of Triveneto, this Pinot Grigio has aromas of apricot and hawthorn flowers, the company says, balanced with a hint of minerality. Notes of peach, bright citrus and apple are wrapped in juicy acidity, making this perfect with antipasti or sushi.

Guinigi wines are available for purchase nationally via the 3 Badge wholesale tier.

GUINIGI WINES