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3 BADGE BEVERAGE CORP INTRODUCES GUNIGI WINE PORTFOLIO, GROWN AND PRODUCED IN NORTHERN ITALY

VPM: 66,330

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SONOMA, Calif. (September 15, 2020) — 3 Badge Beverage Corporation, one of the country's most cutting edge boutique wine and spirits négociants, today announced its first international portfolio of wines with the introduction of Guinigi – a new northeastern Italian label that honors the cultural roots of proprietor August Sebastiani, with broad appeal to the modern consumer.

The initial Guinigi release includes two single-varietal expressions of Prosecco and Pinot Grigio, both of which will appeal to lovers of crisp, clean whites with refreshing acidity and low levels of alcohol and residual sugar.

"Every sip of Guinigi evokes a sense of nostalgia for the verdant valleys and rolling hills of northern Italy," said fourth-generation vintner, Sebastiani. "My family has always maintained a deep connection to this region through its nuanced wines, and with Guinigi's bright fruit profile

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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 historical landmark found in the town of Lucca, Tuscany, near where the Sebastiani clan immigrated from in 1895. Constructed in the Middle Ages, the Romanesque fortification overlooks the city to this day, distinctly adorned with a unique aerial garden at its topmost outlook. There, the tall Holm oak trees which decorate the tower's pinnacle symbolize rebirth and renewal, which is paralleled in each new Guinigi vintage.

Guinigi's official launch includes two single-varietal expressions:

Prosecco D.O.C. Treviso

Sourced from the northeastern province of Treviso, this golden sparkler has a fine bead and persistent bubbles. Fresh and appealing, with delicate notes of apple, white peach, citrus fruits, acacia and wisteria, this is the ideal aperitif, though it would also stand up beautifully 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 entices with aromas of apricot and hawthorn flowers, delicately balanced with a hint of minerality. Crisp notes of peach, bright citrus and apple are wrapped in juicy acidity, making this perfect with antipasti or sushi.

While shipments of Prosecco rose 21% in the US last year and Italian wines reached the number one spot for imports (up 10% from the previous year), Guinigi Prosecco and Pinot Grigio arrive on the scene as modern alternatives to their more traditionally packaged counterparts.

The pearlescent black label features a laser cut Guinigi tower shining in gold foil, which doubles as a marker as the wine level descends in the bottle. Tactile, geometric designs make for an elegant yet approachable design that stands apart from its peers.

Guinigi wines are available for purchase nationally via the 3 Badge wholesale tier, or consumers can visit guinigiwines.com to purchase online.

GUINIGI WINES