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SPIRITS PORTFOLIO DRIVES GAINS FOR CALIFORNIA'S 3 BADGE BEVERAGE

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Solid growth in agave spirits and gin has driven progress for Sonoma-based 3 Badge Beverage Corp this year, with its Bozal mezcal, Pasote Tequila, and Uncle Val's Botanical gin labels leading the way. The largest of the three brands, Uncle Val's, is projected to finish the year with shipments up 6% to 33,000 cases. Bozal, which has benefited from increased interest in the mezcal category, is expected to rise 37% to nearly 17,000 cases, while Pasote is on track to jump 24% to more than 6,000 cases.

"Our shipments were generally flat at midyear, growing at roughly 3% over the prior year's first half," said 3 Badge president August Sebastiani. "As we entered Q3, markets slowly started re-opening and shipments continued their healthy summer trend. Now with year-end approaching, we're seeing 14.9% growth in our Mixology portfolio through November." Sebastiani added that 3 Badge's latest spirits offering, Benjamin Chapman whiskey, has also garnered interest in the early going.

3 BADGE BEVERAGE CORPORATION

Meanwhile, the Gehricke label is propelling gains for 3 Badge's wine stable, with the brand projected to increase 12% to just under 14,000 case shipments this year. As is the case for many California players, 3 Badge's 2020 vintage was hampered by wildfires during the harvest season.

"Our Gehricke Chardonnay and Pinot Noir Rosé happened to be harvested early enough in the season and were minimally impacted," said Sebastiani. "Our red wines were less fortunate and, in many instances, we will be forced to skip the vintage altogether." On a brighter note, 3 Badge's two recent launches on the wine side—Central Coast-based Tree Fort and Italy's Guinigi—have been well-received, he added.

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