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3 BADGE BEVERAGE INTRODUCES UNCLE VAL'S ZESTED GIN

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3 Badge Beverage Corp. expanded its reach in the growing ultra-premium gin category with the debut of Uncle Val's Zested Gin. Handcrafted with a touch of natural citrus, Zested Gin (SRP \$39/750ml; 45% ABV) is a smooth, sipping gin that is as perfect enjoyed on its own or in simple cocktails.

Arriving just in time for Negroni Week (September 13-19), Uncle Val's Zested Gin is distilled five times and infused with Bergamot orange, coriander, barley malt and juniper, making it the ultimate gin to refresh the classic three-part Italian cocktail recipe.

3 BADGE BEVERAGE CORPORATION

"We are thrilled to welcome Zested to our flagship Uncle Val's portfolio of handcrafted gin," said August Sebastiani, president of 3 Badge Beverage. "As our newest entry into our portfolio, Zested is inspired by my Uncle Valerio's undeniable zest for life. Together, the bottle, labels and, of course, the gin itself, all evoke a dedication to craftsmanship that is still very much alive in the old world of Uncle Val's Italy."

August Sebastiani developed the entire Uncle Val's line as an homage to his late uncle, Valerio Cecchetti, a physician with an affinity for gardening in his quaint Italian town outside Lucca, Italy. The herbs Uncle Val grew were not only perfectly suited for the local cuisine, but also happen to make exceptionally unique and smoothly delicious gin.

Gin has been one of the fastest-growing categories in the global spirits industry over the last few years. Zested is the fourth expression to join the Uncle Val's Gin portfolio, which also includes the Botanical, Restorative and Peppered labels. In 2020, Uncle Val's outpaced category growth of 20% with an increase of 35% in dollar sales over the previous year. The Botanical Gin ranked #14 in the ultra-premium gin category with an impressive 36% growth in sales last year alone.

UNCLE VAL'S / ZESTED GIN