



## BeverageDynamics

August 9, 2021

### UNCLE VAL'S ZESTED GIN

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VPM: 32,934

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3 Badge Beverage Corporation has debuted Uncle Val's Zested Gin.

Made with touch of natural citrus, Zested Gin is 45% ABV and retails for a suggested price of \$39 per 750-ml. bottle.

Arriving 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.

"We are thrilled to welcome Zested to our flagship Uncle Val's portfolio of handcrafted gin," says August Sebastiani, president of 3 Badge Beverage Corporation. "As our newest entry into our

### 3 BADGE BEVERAGE CORPORATION

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 Italian town outside Lucca, Italy.

Zested has aromas of fresh citrus and crushed coriander with underlying notes of Bergamot tea, mandarin peel and clove, the company reports. The palate contains flavors of ripe Crenshaw melon, cucumber and tangy Kaffir lime, with hints of white pepper and allspice on the finish.

With its juniper presence, Zested is an ideal base spirit to add a touch of natural orange citrus to classic cocktails such as a negroni, mimosa or breakfast martini.

Inspired by bitters bottles from the 18th and 19th century, Uncle Val's bottles are made in Italy with tapered shoulders and a dark green, antique hue. The design is reminiscent of old-world spirits labels, featuring a cursive font, a purposely understated color palette and a Roman coin-styled illustration of Uncle Val.

Made in small batches, each bottle is numbered and has one of three bottom labels featuring some of Uncle Val's sayings, like "A closed mouth catches no flies."

#### UNCLE VAL'S / ZESTED GIN