



November 11, 2021

BENJAMIN CHAPMAN WHISKEY LABEL GETS A NEW BARREL PROGRAM

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VPM: 188,580

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3 Badge Beverage Corporation recently expanded its offerings in the growing craft whiskey category with the launch of its Benjamin Chapman 7-Year Whiskey barrel program.

The program is designed exclusively for 3 Badge's trade partners, and offers what the company says is a rare opportunity for trade accounts to choose their own customized whiskey and receive a bespoke order barrel finished in either American, French or Hungarian oak. It will be available throughout 2022.

"We are excited to offer this unique opportunity for our trade partners," noted August Sebastiani, president of 3 Badge Beverage Corporation, in a prepared statement. "There is no better way to get to know the authentic versatility of Benjamin Chapman 7-Year Whiskey – and recognize that intangible element of intrigue for which it's known – than to sample it across three different barrel finishes."

3 BADGE BEVERAGE CORPORATION

The program lets buyers taste samples directly from various secondary barrel finishes before choosing their preferred barrel. Once selected, it will be removed from availability and each bottle will be tagged with the account's unique information and its barrel details. Then they will receive a barrel head with its exclusive logo.

Benjamin Chapman is made with 51% 10-year Canadian Rye and 49% 7-Year Canadian Prairie Wheat. The diamond faceted bottle is said to be reminiscent of the crystal tumblers used in Benjamin Chapman's era for classic whisky cocktails, and has a "BC" signature etched on the bar top.

Benjamin Chapman 7-Year Whiskey was inspired by an enigmatic life figure from the 1960s international jet set era. 3 Badge Beverage, the company behind this brand, is a négociant representing a portfolio of terroir-driven wines and craft spirits from around the globe. It is led by fourth-generation vintner August Sebastiani and has in its portfolio Benjamin Chapman Whiskey, La Pivón Vermouth, Uncle Val's Gin, Kirk & Sweeney Rum, Pasote Tequila and Bozal Mezcal, along with a range of wines.

BENJAMIN CHAPMAN / 7-YEAR WHISKEY BARREL PROGRAM