



August 10, 2021

3 BADGE BEVERAGE CORP. DEBUTS GUINIGI PROSECCO ROSÉ D.O.C.

VPM: 223,380

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3 Badge Beverage Corporation, a boutique wine and spirits négociant, today announced the addition of a Prosecco Rosé D.O.C. to its Guinigi Wines portfolio, reflecting the skyrocketing consumer demand for the hot new Italian wine category.

The arrival of Guinigi Prosecco Rosé D.O.C. is timely. The United States remains the leading Prosecco export market, and Prosecco rosé is expected to account for 10% of the half-million bottles of Prosecco produced this year according to the New York Times – an impressive feat considering the Italian government only deemed it an official wine category in 2020.

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An Italian label, Guinigi Wines was introduced in September 2020. The lineup of wines honors the Italian heritage of 3 Badge proprietor and fourth-generation vintner, August Sebastiani.

“We’re thrilled to introduce this Prosecco Rosé to our Guinigi portfolio,” said Sebastiani. “My family has always maintained a deep connection to Italy through its nuanced wines, and with the bright fruit profile and food-friendly appeal of this Prosecco Rosé, I’m thrilled to continue to pay homage to the Italian wines my ancestors enjoyed.”

The 2020 Guinigi Prosecco Rosé D.O.C. Spumante Brut (SRP \$17) is crafted from a blend of Glera and Pinot Noir. The Glera grapes were harvested from the hilly province of Treviso while the Pinot Noir was cultivated from Friuli, known for its mild climate and mineral-rich clay soils.

The result is a bright and delicate Italian rosé that shines with a soft pink mother of pearl hue. A fine, persistent bead leads into notes of apple, white peach, citrus and wild strawberry, with a floral peach blossom frame. Refreshing and clean throughout, the mouthwatering acidity lingers through every sip. At just 11.5% ABV, this sparkling rosé makes for an excellent aperitif served with lighter dishes such as a caprese salad, creamy vegetable risotto, fresh seafood or sushi.

The Prosecco Rosé joins Guinigi’s two single-varietal expressions of Prosecco D.O.C. from Treviso (\$17) and Pinot Grigio D.O.C. from Delle Venezie (\$14). All three labels appeal to lovers of crisp, clean wines with refreshing acidity and low levels of alcohol and residual sugar.

Both the name “Guinigi” and the label art are inspired by la Torre Guinigi, a historical landmark in the town of Lucca, Tuscany, where ancestors of the Sebastiani family resided. Built 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, paralleled in each new Guinigi vintage.

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

About 3 Badge Beverage Corporation

Established in 2015, 3 Badge Beverage Corporation is a négociant representing an innovative portfolio of terroir-driven wines and craft spirits from around the globe. Headquartered out of a

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historic, refurbished fire station in Sonoma, California, 3 Badge is led by fourth-generation vintner August Sebastiani. Named for his grandfather's volunteer firefighting service badges, 3 Badge is built upon a philosophy of exceptional craftsmanship and commitment to place. 3 Badge Mixology offers Benjamin Chapman Whiskey, La Pivón Vermouth, Uncle Val's Gin, Kirk & Sweeney Rum, Pasote Tequila and Bozal Mezcal, while 3 Badge Enology includes Gehricke Wines from Sonoma, Tree Fort Wines from the Central Coast, Cedar + Salmon wines from the Pacific Northwest and Guinigi Wines from Northern Italy. Additional information can be found at 3badge.com.

GUINIGI WINES / PROSECCO ROSÉ D.O.C.