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### **3 BADGE BEVERAGE CORP. INTRODUCES GUINIGI RED WINE PORTFOLIO ADDITIONS, ALL GROWN AND PRODUCED IN ITALY**

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3 Badge Beverage Corporation, the boutique wine and spirits négociant behind the growing Guinigi Italian wine label, today announced an exciting line extension, building on its popular Prosecco and Pinot Grigio labels with a set of classic premium Italian red wines. The new additions include a Barolo D.O.C.G., a Brunello D.O.C.G., a Chianti Classico Riserva D.O.C.G., and a Toscana I.G.T. Rosso (Super Tuscan).

The Guinigi portfolio honors the cultural roots of 3 Badge proprietor August Sebastiani. "Italian wines have always held a special place in my heart and in my cellar," said fourth-generation

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vintner, Sebastiani. "I'm thrilled to complete the Guinigi portfolio with these iconic Italian red varietal expressions. My family has always maintained a deep connection to Italy through our love of Barolo, Brunello, Chianti Classico, and Super Tuscan, so it's wonderful to bring them all home to 3 Badge and to the American consumer."

Guinigi's latest portfolio additions include:

- **2016 Guinigi Barolo D.O.C.G. Langhe, Piedmont** – 100% Nebbiolo sourced from D.O.C.G. Langhe, a hilly region of Piedmont in Northern Italy. Characterized by limestone-clay soils and a continental climate, the wine's complex and persistent bouquet leads into aromas of plum and cedar are delicately balanced with black pepper and licorice and framed by robust tannins and mouthwatering acidity. Perfect with mushroom or truffle dishes, braised beef and aged cheeses.
- **2015 Guinigi Brunello di Montalcino D.O.C.G. Tuscany** – 100% Sangiovese Grosso sourced from Montalcino. Characterized by draining, flaky galestro soil and a mild climate, these vineyards ensure the grapes reach a gradual and complete ripening. The wine is matured in Slavonian oak casks for about three years, leading to a complex, structured, elegant wine of great longevity with complex notes of berry, violet and spice. The ultimate companion to savory fare such as entrecôte, polenta with mushrooms, and wild game.
- **2017 Guinigi Toscana I.G.T. Rosso (Super Tuscan)** – A classic Super Tuscan Blend of 40% Cabernet Sauvignon, 40% Merlot, 10% Sangiovese, 5% Petit Verdot, and 5% Syrah, all sourced from the I.G.T. Toscana region, an area including several northern Italian provinces. Characterized by limey-clay soils, a hilly landscape and a continental climate, this Super Tuscan is intense and dynamic. Powerful aromas of red and black berries are delicately balanced with pleasantly spicy notes. Vibrant and round, this fresh red is characterized by soft tannins and a persistent finish with hints of violet. Pairs well with Tuscan cured meats, hearty ragù, or roasted Cornish hen.
- **2018 Guinigi Chianti Classico Riserva D.O.C.G.** – Comprised of 80% Sangiovese, 10% Cabernet Sauvignon, and 10% Merlot, the grapes were sourced from the D.O.C.G. Chianti Classico area, specifically the region between Florence and Siena. Characterized by shallow clay soils, high elevation and a temperate climate, the result is a captivating ruby red, with aromas of violets, ripe fruit, subtle balsamic notes and hints of licorice. Soft

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and velvety on the palate, the wine pairs exceptionally well with meat-based pastas, roasted leg of lamb, and especially sings alongside seasoned pecorino.

The red wines join Guinigi's Prosecco D.O.C. from Treviso, the Prosecco Rosé D.O.C. Spumante Brut from Treviso and the Pinot Grigio D.O.C. from Delle Venezie.

Both the name "Guinigi" and the label art are inspired by la Torre Guinigi, a historical landmark found in the town of Lucca, Tuscany, one of the towns where Sebastiani's ancestors resided. Constructed 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, which is paralleled in each new Guinigi vintage.

The pearlescent black label features a laser cut Guinigi tower shining in foil, which doubles as a marker as the wine level descends in the bottle. Tactile, geometric designs make for an elegant yet approachable design that stands apart from its more traditionally labeled peers.

Guinigi wines are available for purchase nationally via the 3 Badge wholesale tier, or consumers can visit [guinigiwines.com](http://guinigiwines.com) to purchase online.

#### GUINIGI WINES