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TREE FORT ANNOUNCES DEBUT OF TREE FORT ADVENTURE PACK

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SONOMA, Calif. (August 31, 2022) — Tree Fort, the California Central Coast wine label from 3 Badge Beverage Corporation, is excited to announce the launch of its Tree Fort Adventure Pack – the first 250 ml. Tetra Pak wine carton to be released in North America.

Featuring four perfect single-serving wine vessels for any occasion, the Tree Fort Adventure Pack (\$14.99) represents the first Central Coast appellation wine in this unique, portable packaging – a significant quality statement for the category. The Tree Fort Adventure Pack features versatile and eco-friendly Tetra Pak cartons designed to be enjoyed on the go, wherever the journey may take you.

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The Adventure Pack debut comes on the heels of significant growth for the Tree Fort brand in its regular 750ml screwcap glass bottle format. Through July 31st, overall shipments for Tree Fort were up by 103.5% over last year.

"Tree Fort's incredible success in 2022 inspired us to think outside the box in terms of alternative packaging," said August Sebastiani, president of 3 Badge Beverage Corporation. "We are thrilled to launch the Tree Fort Adventure Pack. Embodying the wild, rugged terrain of the California Coast, the lightweight, recyclable and renewable packaging of the Tetra Paks offer eco-friendly wine bottle alternatives that are easily transportable from the beach to the mountains."

The first 250 ml. Tetra Pak wine carton to be released in the United States or Canada, the Tree Fort Adventure Pack is 100 percent recyclable with a plant-based cap made of sugarcane. The packaging is also 92 percent renewable and BPA Free with a protective plastic film. Additionally, the cartons are made from energy-efficient paper sourced from sustainably managed forests. Convenient and portable for any adventure, no corkscrew is needed as each carton features an easy twist-and-go top. Significantly lighter than a bottle of wine, the Tree Fort Adventure Pack travels well, whether it's being carried by hand or transported by backpack or cooler.

The Tree Fort Adventure Pack is designed to meet consumers' needs for more accessible and eco-friendly offerings. According to NielsenIQ, 17 percent of consumers are more likely to purchase products that are environmentally responsible and sustainable. In addition, wine in smaller containers showed growth in 2022.

Packaged in a petite 250 ml. carton that's equal to just under two glasses of wine, the Tree Fort Adventure Pack is offered in Red Wine Blend and White Wine Blend varietals:

- **Central Coast White Wine Blend** (four-pack SRP: \$14.99) – With a bright and floral nose, aromatics of stone fruit and peach leap from the glass. The tropical and juicy palate offers fruity flavors of mango, lychee and peach. The finish is clean with a nice burst of acidity to cleanse the palate.
- **Central Coast Red Wine Blend** (four-pack SRP: \$14.99) – This bold red wine blend opens with spicy aromas layered with ripe plums and brown sugar. Flavors are commanding and

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juicy with notes of black and red cherry, dusty cinnamon and plum leading to a full and slightly drying finish.

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

TREE FORT / ADVENTURE PACK WINES