



OUR STORY Inspired  
by a deep-rooted legacy  
of commitment and  
craftsmanship, 3 Badge  
Beverage produces diverse  
and award-winning portfolio of  
wine, spirits, and beer.

cedar + salmon

GUINIGI

GEHRICKE

subterra



#### DIVERSE AND DISTINCT, YET ROOTED IN TRADITION

**As a family-owned company, 3 Badge Enology is committed to sourcing select wines from various winegrowing regions throughout the world. With a diverse and distinct lineup of wines our portfolio aims to please a variety of wine drinkers. Our wines are unique, yet approachable, and rooted in a rich tradition.**

**CEDAR + SALMON** Celebrates the artistic spirit of the Pacific Northwest. Sourced from family vineyards nestled in under the canopy of ancient forests, our wines are lush and mysterious, brimming with flavorful harmony. Gracing our labels are woodcut prints of cedar and ash trees that evoke the sylvan beauty of the region and the ancient march of time.

**GUINIGI** The rolling hills of northern Italy are beloved for their rich culture and wonderfully nuanced wines. Here, you will find la Guinigi Torre, rising over an ancient city, adorned with distinctive holm oaks. Our family roots run deep in this storied land, and we honor that heritage with Guinigi wines. Like the oak trees, it is our belief that each new vintage will inspire a sense of awe in you.

**GEHRICKE** Growing up in Sonoma, we spent a lot of time exploring the local countryside. I remember the excitement of discovery and freedom while thoroughly studying our small town and its outskirts. I remember old dusty roads that led to forgotten vineyards and properties... Gehricke is a tribute to one such road. - August Sebastiani, Proprietor

**SUBTERRA** Navigating the subterranean world of the wine industry to unveil rare and limited offerings from the underground, is what we take pride in. With a family history spanning over a century, our legacy runs deep like the roots of the vine. Subterra curates wines that reveal rich flavors and nuances of their highly sought-after, meticulous vineyards.



3BADGE.com/ENOLOGY

32 PATTEN STREET | SONOMA CA 95476



★UNCLE VAL'S★  
HANDCRAFTED GIN  
.....   .....

DOMINICAN RUM  
KIRK and SWEENEY  
SANTIAGO DE LOS CABALLEROS, D.R.

PASOTE  
TEQUILA

BOZAL  
mezcal

SOTOL QUECHOL



**TRADITIONALLY PRODUCED, AUTHENTICALLY DISTINCT**  
Explore the world of 3 Badge Mixology's craft spirits. Sourced from the finest distilleries around the world, our spirits are created to celebrate authenticity. Our family-owned company, established in Sonoma, CA., strives to carry on a deep-rooted legacy by offering a unique and memorable collection of spirits.

**GIN** Uncle Val's is a small-batch botanical gin inspired by Zio Valerio's love of gardening and Tuscan cuisine. The botanicals were chosen because they're not only Uncle Val's favorite cooking ingredients, but also happen to make exceptionally unique gin.

**RUM** Kirk and Sweeney was a wooden schooner, best known for smuggling rum from the Caribbean to the Northeast during the early years of Prohibition. In the spirit of this rum-runner, Kirk and Sweeney Dominican Rum is well worth pursuing. This rum is crafted from high-quality sugar cane and is oak barreled.

**TEQUILA** Aztecs were among the most loyal, ferocious fighters in history. Victories and sacrifices were celebrated by drinking the sacred agave plant. This Pasote spirit lives on in our matchless Jalisco Highlands tequila. Distilled with volcanic rock-filtered water and estate-grown agave, this liquid art is incredibly pure.

**MEZCAL** On the steep, precarious hillsides of Oaxaca, Guerrero and Durango, varieties of agave, indigenous to the region, grow wild and are heavily sought after by the local mezcaleros. These varieties produce flavors that are exotically intense and traditionally extracted to produce mezcal that is wildly refined.

**SOTOL** Quechol is a colorfully crafted sotol that honors the Aztecs and their sacred reverence for birds. Derived from the dasylirion plant in the Mexican state of Durango, Quechol is made in small batches using time-honored traditions that are thoughtfully passed down from one generation of sotoleros to the next.