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CEDAR + SALMON WINES UNVEIL REFRESHED BRANDING

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SONOMA, Calif. (July 30, 2024) – Cedar + Salmon, the Pacific Northwest winery dedicated to honoring the region’s unique spirit, today announced the debut of a significant brand refresh and reimagined vibrant packaging. The 2023 Willamette Valley Pinot Noir, with an SRP of \$25/750ML, will be the first wine to be released this summer with the newly designed labels, followed up by the 2024 Willamette Valley Pinot Gris in the coming year.

“The new Cedar + Salmon brand packaging embraces the unique terroir of the Pacific Northwest with a more impactful shelf presence designed to resonate with consumers,” said August Sebastiani, 3 Badge Beverage Corporation president and fourth-generation winemaker. “This brand refresh reflects the brand’s grounded ethos, rooted in such a powerful sense of place, and we are excited to show off this new package to Cedar + Salmon’s customers.

Artistic in tone, the new labels showcase abstract images of cedar on a bright and open canvas, evoking a clean and sophisticated Pacific Northwest wine identity. The brand mark had been refreshed to accomplish a striking, modern design, accented with the addition of foil. Cedar + Salmon’s signature screwcap closures will remain intact for ease of enjoyment.

With the classic savory complexity so typical of the region, the 2023 Willamette Valley Pinot Noir balances earthy undertones with fresh blackberry, juicy plum, and red cherry, accented by a dash of herbs. A drying, dark-fruited finish rounds out this easy-drinking Pacific Northwest red. Produced and distributed by Sebastiani’s 3 Badge Beverage Corporation, Cedar + Salmon wines are available nationally. For more information about Cedar + Salmon or to purchase, please visit cedarandsalmonwines.com

3 BADGE BEVERAGE CORPORATION

About Cedar + Salmon

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

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 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, Uncle Val's Gin, Kirk & Sweeney Rum, Pasote Tequila, Quechol Sotol 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.

CEDAR + SALMON