



June 18, 2025

## **CEDAR + SALMON WINES RELEASES 2024 WILLAMETTE VALLEY PINOT GRIS**

### **Press Release**

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**June 18, 2025 (Sonoma, CA)** — Cedar + Salmon, the Pacific Northwest winery committed to honoring the region's unique spirit, today announced the release of its 2024 Willamette Valley Pinot Gris, with an SRP of \$19/750ML/12%. The 2024 Pinot Gris is the second wine to be released under last year's brand refresh, following the 2023 Willamette Valley Pinot Noir.

"The Cedar + Salmon 2024 Willamette Valley Pinot Gris perfectly embodies the best of the Pacific Northwest's unique terroir," said August Sebastiani, 3 Badge Beverage Corporation president and fourth-generation wine producer. "We're especially excited to have one of our core products debut under the new package refresh. This wine continues the Cedar + Salmon tradition of being balanced, versatile, and food-friendly, delivering fruit flavors with a well-rounded finish."

The Willamette Valley 2024 is a bright wine that pours a pale straw hue, offering delicate aromas of white flowers, bursts of lime zest over fresh melon, and the flavors found in the unique terroir

## 3 BADGE BEVERAGE CORPORATION

of the Pacific Northwest. On the palate, the wine delivers a lively balance of tart green apple and citrus, driven by vibrant acidity that keeps each sip crisp and refreshing. The finish is clean and palate-cleansing, with hints of an underripe peach.

Produced by 3 Badge Beverage Corporation, Cedar + Salmon wines are available nationally. For more information or to purchase please visit: <https://www.cedarandsalmonwines.com/2024-willamette-valley-pinot-gris/>

### **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 Uncle Val's Gin, Kirk & Sweeney Rum, and Quechol Sotol, 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](https://3badge.com).

### **CEDAR + SALMON / WILLAMETTE VALLEY PINOT GRIS**