



News Release

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‘The Other Guys’ to Become ‘3 Badge Beverage Corporation’

Sonoma, Calif. (Nov. 18, 2015) – The Other Guys, Inc., has announced a transition to a new name, 3 Badge Beverage Corporation, effective January 1, 2016. The new name also includes the company’s spirits division, 35 Maple Street Spirits.

“The new name reflects our family’s history, and it underscores our connection to Sonoma and our commitment to producing a quality wines and spirits portfolio,” noted President August Sebastiani. “I’d like to emphasize, however, that this corporate name change will not affect our brands themselves, nor does it affect operations. We felt it appropriate to start a new chapter with a new name that unified our varied businesses and that connected more directly with our family history and new home.”

This past June, 3 Badge Beverage purchased the old Sonoma Firehouse – originally constructed in 1948 – and converted it to company offices. While researching the old building, Sebastiani discovered a number of documents that told the story of his family’s involvement with the building. One story specifically was that of his grandfather, and namesake, as a volunteer firefighter who had worked out of the same building. Subsequent conversations with family led Sebastiani to uncover the three service badges from his grandfather’s time as a volunteer (Active, Retired and Honorary). Therefore, they chose the name 3 Badge Beverage Corporation to speak to their deep roots in the community and in their new home.

Under 3 Badge Beverage Corporation, the company’s wine division will become 3 Badge Enology (no longer The Other Guys, Inc.) and the spirits division will become 3 Badge Mixology (no longer 35 Maple Street Spirits). The company’s wine brands include Leese-Fitch, Plungerhead, Pennywise, The White Knight, Hey Mambo, Moobuzz and Gehricke; its spirits brands include, Uncle Val’s Gin, Kirk and Sweeney Rum, Bib & Tucker Bourbon and Masterson’s Whiskey.

The company’s new headquarters and offices are located at 32 Patten Street, Sonoma, CA 95476. The telephone number is (707) 996-8463. Additional information is located at 3badge.com.

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