



**News Release**

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**3 Badge Beverage Corporation Hires Donald Morse as Southwest Regional Manager**

**Sonoma, Calif. (Jan. 11, 2017)** – 3 Badge Beverage Corporation has hired Donald Morse as Southwest Regional Manager for its wine division, 3 Badge Enology. Morse is based in Dallas and is responsible for Texas, Louisiana, New Mexico, Arkansas, Colorado, Nebraska, Iowa, North Dakota and South Dakota.

“As our company continues to expand, Donald will be a great asset in managing our southwest division and taking advantage of new opportunities,” noted August Sebastiani, president of 3 Badge Beverage Corporation. “Donald has significant sales management experience in wine, and we are very pleased to have him on our team.”

Prior to joining 3 Badge Enology he was the Regional Manager for Vina San Pedro, covering their southern U.S. region. Earlier in his career he was District Sales Manager for Republic National Distributing Company, where he successfully grew the business and managed the sales team. Donald has also been a Certified Specialist of Wine since 2008. Now he will be working with brands such as Leese-Fitch, Plungerhead, Moobuzz, The White Knight and Gehricke.

3 Badge Beverage Corporation is based in Sonoma, California, and offers a diverse collection of everyday luxury wines that over-deliver on quality and value. The company is located at 32 Patten Street, Sonoma, CA 95476. Additional information is located at [3badge.com](http://3badge.com).

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