



News Release

**Media Contact: Brooke Buringrud
Folsom + Associates
415-978-2685 tel.
brooke@folsomandassociates.com**

3 Badge Beverage Corporation Introduces Moobuzz GSM

Sonoma, Calif. (August 16th, 2016) – 3 Badge Beverage Corporation has just introduced a Grenache Syrah Mourvèdre (GSM) blend under its Moobuzz label, a line of Central Coast wines. This new wine is the first GSM across the entire 3 Badge Beverage Enology portfolio, which is headed by vintner August Sebastiani.

The Moobuzz 2015 GSM (\$21.99) joins the existing lineup of award-winning Moobuzz wines, which includes Chardonnay and Pinot Noir from Monterey. In crafting this wine, Moobuzz sourced grapes from the entire length of the Central Coast AVA - from the rolling hills of Paso Robles to the peaks of the Santa Barbara Highlands.

The 2015 vintage saw an early harvest with low yields but high quality, resulting in full, concentrated flavor. Consisting of 70% Grenache, 26% Syrah and 4% Mourvèdre, this bottling is a bright and fruit forward expression of what these grapes can deliver, showing flavors of blueberry, raspberry and a touch spice on the finish.

Moobuzz, named after the land of milk and honey, has seen tremendous growth with sales up 75.5% over last year. “We are confident that the addition of the GSM will only accelerate the success that we have seen over the past year with Moobuzz,” comments August Sebastiani, president of 3 Badge Beverage Corporation. “This Central Coast blend is an exciting addition, and we look forward to it entering key markets this month.”

3 Badge Beverage Corporation is based in Sonoma, California, and was founded in 2009 by August Sebastiani. The company offers a diverse collection of everyday luxury wines, and its mission is to over-deliver on quality and value. The company is 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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