



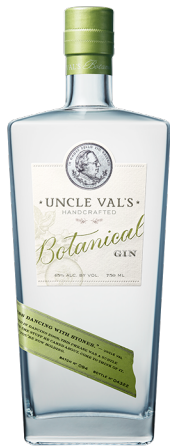
## SHANKEN NEWS*Daily*

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### NEWS BRIEF FOR SEPTEMBER 12, 2024

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Sonoma-based 3 Badge Beverage Corp. has launched new packaging for Uncle Val's Handcrafted Gin, giving the small-batch spirit a more modern look, according to the company. The new design features a new clear bottle made from a proprietary mold, while keeping the original design's tapered shoulders and historically inspired labels. The recipes for the four gins in the Uncle Val's portfolio are unchanged and the brand remains line-priced at \$39. The brand's Botanical gin will be the first to receive the packaging update.

### UNCLE VAL'S GIN