

DESSERT & APÉRITIF WINE DIGEST

Vol. 29, No. 1, November 1, 2014, pg.1

The Vermouth Renaissance Comes to the New World

Vermouth in Barcelona is experiencing a renaissance as tiny little *vermuterias* (vermouth bars) open on quiet back streets frequented by locals who spill onto sidewalks sipping long drinks in the Spanish sun. When Andrew and Laurel Quady visited last summer they enjoyed artisanal vermouth often served from the tap and discovered vermouth isn't for Sunday after church anymore!

Maybe you didn't know that vermouth was for Sunday drinking—to be honest, neither did we, until the Quadys visited Spain, talked to the locals, and discovered its cultural

The atmosphere of the Spanish vermuteria was striking to the Quadys—it was a place where sweet, red vermouth dominated...

history. Vermouth in Spain dates back to the mid 1800s, it's a drink that brings family and friends together on the weekend, often after church, in the afternoon. A few years ago, the younger generation started enjoying locally made vermouth on the weekdays. Perhaps they were attracted by the affordability of vermouth, or maybe it was a renewed interest in local products. Spanish vermouth is delicious with Spanish tapas: cured meats, fish, boccones, olives and cheese.

The atmosphere of the Spanish vermuteria was striking to the Quadys—it was a place where sweet, red vermouth dominated the drinking culture. Andrew thought to himself, perhaps we could try this with Vya: put it in kegs for restaurants and bars interested in a new on-tap experience. The practical reasons seemed favorable: it stays fresh, it's less expensive, and it makes a new and exciting apéritif.

Vya Sweet is available to keg now. A new blend, Andrew is calling it "El Vermut," is a blend of 3 parts Vya Sweet to 1 part Vya Extra Dry. El Vermut expresses the sweetness levels of Spanish vermouth while distinguishing itself as a uniquely refreshing Quady experience. El Vermut will be available in kegs pending label approval.

Perhaps in the not too distant



Try "El Vermut" on the rocks, similar to The Vya Apéritif Cocktail: approximately 3-1 Vya Sweet to Vya Extra Dry, with an orange twist.

future, you'll be enjoying tapas and drinking vermouth from the tap in the U.S. We're hoping it's Vya!



Andrew and Laurel Quady meet a couple of friendly vermuteria patrons in Barcelona.



The El Vermut prototype is a 20 liter, one-way, recyclable plastic keg, with a standard D fitting.

Electra Sweetens the Tap



Moscato is among the top three best selling whites in the U.S. so why not tap it? Most wines on tap are dry, although many Americans like to drink sweet. Electra on tap means less glass waste and more quality moscato for restaurants and bars. But will moscato aficionados go for it? We'd love to hear from our Electra fans, do you think Electra on tap is a good idea? [Let us know!](#)



The Electra keg is a 20 liter, one-way, recyclable plastic keg, with a standard D fitting.

Expanded Muscat Production Fills the Tanks

"We're filling all the tanks. Except, you can't fill all your tanks – or there's no room to make the wine!" – Michael Blaylock

What does winemaker Michael Blaylock mean by this? If all the tanks are filled to capacity, then there's no room to filter the juice—a vital step in any winemaking endeavor. Rookie winemakers take note! An interview with Michael lets us in on crush highlights and challenges in the San Joaquin Valley:

Why is the Quady crush big this year?

MB: One reason is the new Black Muscat coming into production from Denis & Terri Prosperi Farms. The vines have hit the three year mark, a naturally high yielding year, on a twelve acre parcel. I am pleasantly surprised: the fruit is beautiful, color is superb.

Why do you think the Black Muscat is particularly beautiful?

MB: We've gone through four different trellis systems. We can really say that Black Muscat does well in the San Joaquin Valley on this new system and the Prosperis are the only ones to have figured it out.

From where do all the Quady Winery grapes come?

MB: We have thirteen acres here at the winery. The rest we buy: there's two acres in Amador County (foothills around Sacramento), ten acres in Manteca (northern San Joaquin Valley), and fifty acres in the Madera area. We have close relationships with all of our growers.

How does grape growing and winemaking fit into the San Joaquin Valley drought picture?

MB: A lot of people are asking about the drought, and I have a difficult time conveying to others the creeping damage to farmers and farming communities across the valley. However, in our industry, grape growing with drip irrigation is very water efficient. People forget that grapes are a sprawling vine that grows wild around the world without any attention. Grape vines have very deep roots. At Quady, we're being very thrifty with water and we have a stable water well situated over a fairly shallow water table. Our winery production wastewater gets recycled into the vineyard, we're conscious of every drop of water we use.



Michael Blaylock is Quady's Winemaker since 1984.

Black Muscat Thrives On New Trellis System

After experimenting with four different trellis systems, Quady's primary grower Denis Prosperi has a beautiful crop on a new twelve acre parcel in the Madera area of the San Joaquin Valley. Denis' system takes advantage of the effects of diffused light and air movement around the grapes.



Innovative trellising is a powerful tool for growers and winemakers looking to create ideal growing conditions in an ever changing climate. The sun may be too hot, but the right amount of canopy can provide needed protection. Conversely the leaf cover may be too thick, but proper thinning allows access to sunlight. In Prosperi's words, "Black Muscat vines produce large bunches and if the bunches are clumped together in a confined area, the fruit doesn't have access to air movement or light—both of which are needed for better color and ripeness."— Denis Prosperi

and if the bunches are clumped together in a confined area, the fruit doesn't have access to air movement or light—both of which are needed for better color and ripeness. We counteract this by spreading the fruiting canes out on two wires. In the beginning we leave probably double the fruit buds necessary for an adequate crop. In early spring we thin roughly 40% of the shoots. This separates the grape bunches along the fruiting cane. The bunches hang separately, allowing for diffused light to surround them, bringing in better overall color."

As a consequence of Prosperi's innovative trellising, the Black Muscat has amazing flavors and aromatics. Elysium produced with Prosperi's Black Muscat is indeed heavenly: with a rose aroma, honey-lychee, black cherry flavors, and a perfect finish.

Denis Prosperi is Quady's primary muscat grower since 1987.

Quady Wines In the Spotlight

Appreciative of his entire crew, Andrew Quady comments, "A big thank you to Michael Blaylock, our production team, and our growers for making these delicious wines."



Essensia (vintage 2012) received an **Outstanding Gold** at the International Wine and Spirits Competition in London.

Starboard Batch 88 (non-vintage) won **Best of Class** at the San Francisco Chronicle Wine Competition, in San Francisco, California.

Vya Whisper Dry and **Essensia** (vintage 2012) received **Best of Show** at the Winemaker Challenge International Wine Competition in San Diego, California.

Vya Whisper Dry and **Vya Sweet** took home **Reserve Class Champion** and **Class Champion** respectively at the Houston Livestock Show & Rodeo Wine Competition in Houston, Texas.

Essensia and **Elysium** (vintage 2012) won **Best of Class** at the Los Angeles International Wine & Spirits Competition and **Best of Class** at the Sunset Magazine International Wine Competition, in Menlo Park, California.

Elysium (vintage 2012) won the **Chairman's Award** at the Riverside Intl. Wine Competition, in Riverside, California.

Find more awards by clicking on each of our wines at www.quadywinery.com/wines.

Rediscover Quady Wines Online at our Redesigned Website

“The discovery of a wine is of greater moment than the discovery of a constellation,” Ben Franklin once said, no doubt while tasting a newly treasured wine.

At Quady Winery, discovery is at the core of who we are. Our new website,

www.quadywinery.com is our attempt to give every Quady fan the feeling of exploring uncharted territory in American winemaking.

The spirit of discovery



embodied by founders Andrew and Laurel Quady, Winemaker Michael Blaylock, General

Manager Cheryl Russell, and our loyal production crew wasn't easy to convey with mere pixels. With

At Quady Winery, discovery is at the core of who we are.

vivid pictures, stories, recipes, wine descriptions, and timely trade materials, we invite you to rediscover Quady Winery. We value your feedback and would love to include your recipes on our recipes pages: www.quadywinery.com/recipes.

The Red Electra Float

The only real question here is: why didn't we think of this before! We love Elysium over vanilla ice cream, but what about Red Electra? The black cherry notes in Red Electra pair nicely with milky vanilla ice cream, and you can use more of it than you would the Elysium. The low alcohol makes for a grown-



up root-beer float. Enjoy slurping it up at your next shindig!

Ingredients:

1 cup Red Electra
2 scoops vanilla ice cream

Recipe:

Spoon 2 scoops vanilla ice cream into a glass. Top with Red Electra. Enjoy with a straw or a spoon.

IWSC Producer of the Year Contender

The International Wine and Spirits Competition in London recently shortlisted Quady Winery along with four other producers for U.S.A. Producer of the Year. The winner will be announced at their November banquet.

Quady previously won U.S.A. Producer of the Year in 2009. Then, as now, we are thrilled to be in the running! Competition at IWSC is fierce and the judges are outstanding.

IWSC is the longest running competition of its kind. The award winners, according to the IWSC awards committee, “set the standards of excellence for the rest of the industry to follow and influence the quality, variety, value, and educational information available to the wine and spirit consumer.”

We're appreciative of the opportunity to be recognized as among the best in the U.S.A. by IWSC.



Quady North Finds a Bigger Home: Sales Double!

Herb Quady moved Quady North Winery into a new 11,000 case winery facility early this year, allowing him his own winemaking home for the first time since 2006, when Quady North began making small lot, Rhone style wines in a shared space at Troon Vineyard in the Applegate Valley in Southern Oregon.

To take advantage of the larger, more dynamic space and the rising interest in his wines, Herb left his winemaking position at Troon in January and devoted his full attention to Quady North and Barrel 42 (his custom

crush operation). Herb thinks it's both the larger facility and his new focus that's allowing Quady North to double sales mostly in the Pacific Northwest market.

The Quady North 2013 Rosé is a particular bright spot: named one of Oregon's top 50 wines in Portland Monthly. Herb's Rosé is dry, balanced, and full of bright cherry and



Winemaker Herb Quady and Cellar Master Davis Jantzi in Quady North's new 11,000 square foot Medford, Oregon location.

strawberry fruit. It's made with Grenache, Syrah, and Mourvedre.

Herb reports on harvest: “Great harvest: warm, early year, and that's generally a good thing. We're looking at nice yields, ripe fruit, and high quality due to the

nice heat.”

Listen to Herb and the wine blogger James Fink discuss Southern Oregon's rising stature as a winemaking region and a wonderful place to visit via podcast at www.jamesonfink.com.

Looking ahead at new projects, things are getting bubbly: expect a sparkling rosé of Cabernet Frank, method champenoise, available in 2016.

Quady North wines are available in Oregon, Washington, northern California, Georgia, Sweden and the Netherlands. Visit www.quadynorth.com to buy direct.

Fall Pumpkin Punch: Punch up your Holiday Party

This sangria inspired punch brings autumnal spices out to play. Vya Whisper Dry provides an excellent base for a sangria, punch or infusion. Add bourbon, apple cider, and Electra to holiday spices and savor the fall.



Ingredients:

2 apples
2 pears
1 orange
1 bottle Vya Whisper Dry, chilled
1 half bottle Electra, chilled
2 cups bourbon
3 cups apple cider
1 tbs lemon juice
¼ cup honey
¼ cup brown sugar
½ tsp cinnamon
½ tsp nutmeg
½ tsp ground cloves
½ tsp ground ginger

Directions:

Thinly slice apples, pears and oranges lengthwise. Coat with lemon juice to prevent discoloration. Place the fruit in a large bowl. Add Vya Whisper Dry, Bourbon (Buffalo Trace suggested), apple cider, honey, brown sugar, and spices. Stir to combine. Cover and refrigerate for 2-4 hours, or overnight. Before serving, top with chilled Electra. Serve in a punch bowl, or hollow out a large pumpkin and serve inside.

Check out more recipes on our recipes page: www.quadywinery.com/recipes.

Recipe by Quady Mixologist, Dana Fares.



Electra Lights Up Wine Enthusiast's Top 100

Electra received **90 points, & top 100 Best Buys** of 2014 in the November 2014 issue of Wine Enthusiast Magazine. Wow! For [review details](#) and more reviews on all our wines, check the wines pages on www.quadywinery.com/wines.

Drinks With Friends



Madera County Spritz

Ingredients:

1.5 oz Vya Extra Dry Vermouth
.75 oz Aperol
1.5 oz Dry Cucumber Soda
grapefruit peel garnish

Recipe:

Fill a rocks glass with ice. Add Aperol and Vya Extra Dry. Fill with Dry Cucumber soda. Peel a two-inch strip from a grapefruit and bend to express oils over the top of the effervescent cocktail. Drop peel for garnish.

Created by Scott Stierwalt, Bartender at Ox Lot 9, Covington, LA. Served at the Vya El Vermut Tasting Room at Tales of the Cocktail 2014. For details of Scott's drink, visit our Vermouth You Ask? blog: www.quadywinery.com/blog.



Pacific Crest Trail

Ingredients:

1 oz Vya Whisper Vermouth
.75 oz pür•likör spice, blood orange liqueur
.5 oz fino sherry
.5 oz lemon juice
.25 oz simple syrup
soda water
fresh thyme

Recipe:

Gently muddle 6 sprigs of thyme in a mixing tin. Add the rest of the ingredients, shake, and strain into a white wine glass filled with ice. Top with soda. Garnish with fresh thyme.

Created by Summer Jane Bell as part of the [Pür in Spirit cocktail book collection](#). Photo by Kelly Puleio.



The Apple Moon

Ingredients (2 servings):

1 oz Vya Sweet Vermouth
4 oz Apple Pie Moonshine
1.5 oz fresh squeezed lemon juice
1.5 oz Apple Brandy or Calvados
3 dashes Peychauds Bitters
2 thinly sliced apples for garnish

Recipe:

In a tall shaker with ice, add all ingredients except the apples. Shake until shaker frosts over, pour into glasses and garnish with apple slices.

Created by Maria Nelson blogging at www.pinkpatisserie.com.



Zarzuela

Ingredients:

1.5 oz Vya Sweet Vermouth
.5 oz Aperol
4 Dashes Regan's No. 6 Orange Bitters
.25 oz lemon juice
.25 oz clove infused simple syrup

Clove infused simple syrup:

To make clove infused simple syrup, simmer 1 cup water and 30 cloves for 5 minutes and strain out cloves.

Recipe:

Combine ingredients with ice and stir well. Strain and serve in martini glass.

Created by Kaleb Cribb, Sales Representative at Republic National Distributing, Texas. Served at the Vya El Vermut Tasting Room at Tales of the Cocktail 2014. For Kaleb's drink details, check www.quadywinery.com/blog.

Thinking of You: Holiday Specials Now Through January 1st

Find the perfect match for everyone in your crew: whether it's sparkly Electra, rich Starboard port, or unparalleled vermouth for the cocktail or apéritif crowd, everything we make has holiday appeal. We make it easy with our seasonal offers and shipping discounts.

Tasting room: Purchase in our tasting room and receive 10% on your next wine purchase.

Electra On Sale: 375 ml half bottles are only \$6,



Andrew Quady entertains tasting room regulars: Export Manager, Dave Glover; General Manager, Cheryl Russell; and Tasting Room Host, Vanessa Leon.

online and in the tasting room (reg. \$11).

Holiday Case Discount: Stock up on Quady wines and receive our holiday case discount: 15% off of 12 full bottles or more,

shipped at our holiday shipping rate (below) online or in our tasting room.

Holiday Shipping Rate: Enjoy 1¢ shipping on three to twelve 750 ml bottles. Each additional case thereafter,

\$9.99 to all U.S. states where we currently ship.

Order online at www.quadywinery.com/store or give us a call: 1-800-733-8068.

Join Club Quady!



Members received Vya, Batch 88, and half bottles of Electra and Essensia in November.

This holiday season consider a Club Quady membership for family and friends. A club membership is the gift that keeps on giving, three times a year! In February, May and November receive a special club shipment delivered directly to you. You designate which wine club to join (in addition to Club Quady, we have two clubs solely for Electra fans, details online) and we will handle the rest.

Club membership benefits include: 20% discount on wine purchases year around, 10% off merchandise, exclusive club newsletters with new releases, winery updates and recipes as well as an invitation to our annual club party. For additional information and to sign up please visit www.quadywinery.com/club.

Quady's Essensia Brined Turkey

Make a sweet, savory, and juicy turkey with notes of apricot orange spice. This recipe from General Manager Cheryl Russell is a Quady Winery favorite.

Brine:

2 cups brown sugar
1 cup maple syrup
¾ cup coarse salt
3 whole heads of garlic, cloves separated (not peeled) & bruised
6 large bay leaves
½ cups coarsely chopped unpeeled fresh ginger
1 ½ cups soy sauce
3 qt. water
1 bunch fresh thyme
1 750ml bottle Essensia

Turkey:

Olive oil for braising
12-14 lb. fresh turkey

To Brine the Turkey:

Combine all brine ingredients in a stainless steel pot large enough to sustain the turkey and brine. Bring brine to a simmer. Remove from heat and let cool. Remove the turkey's gizzards and rinse the turkey well. Immerse the turkey in the brine (add water if the turkey is not fully immersed.) Refrigerate for 2-3 days, turning the bird twice a day.

To cook the Turkey:

Remove the turkey from the brine, pat dry, brush with olive oil, set aside. Fire up the grill. When the coals are hot, place

an aluminum foil drip pan (at least 1" deep) in between the coals. Place the grill rack onto the grill and center the turkey on top of the rack, breast side up directly over the drip pan. Cover the grill with the vents partially open. Keep the coals burning slowly, add coals as needed. Keep the temperature in the grill between 275 - 325 F. The total cooking time is about 3-3 ½ hours. When the internal temperature is 155 F, remove the turkey from the grill. Let cool for 20 minutes.

Enjoy with Electra.