

SWEET & APÉRITIF WINE DIGEST*

Vol. 30, No. 1, November 1, 2015, pg. 1

**Note our name change from the Dessert & Apéritif Wine Digest to reflect that our sweet wines are enjoyed on diverse occasions - not just for dessert!*

A Moscato & Vermouth Pioneer Looks Back On 40 Years

In his 40th vintage and 70th birth year, Andrew Quady reflects on his unique career—from Zinfandel Port to Vya Vermouth—with a lot of Muscat in between.

What do you love about the wine business?

Working with nature to transform fruit into a product which people love. Also the people in this business, both customers, other winemakers, and the wine press.

Who were your biggest supporters in the early years?

Darryl Corti (Corti Brothers in Sacramento), The Duke of Bourbon (David Breitsstein), Wallys (Steve Wallace), Alice Waters (Chez Panisse), Hugh Thatcher (San Francisco Wine Exchange), Vern Rollins (MV Wine Company), Pat Ellsworth, Mike Golick. Michael Druitt of Hallgarten in the U.K. The list goes on. I was lucky to start at the time that I did, when the wine industry was smaller in California. There was curiosity in niche wine styles and unheard of varieties.

What are your biggest markets and how has that changed?

Thanks to the San Francisco Wine Exchange, we had national distribution in 25 states by 1979 or so. The biggest markets were California, Illinois, Colorado, Texas, and New York. We got into the export market fairly early. In the mid-1980s the U.K., Canada, and the Netherlands were selling *Essensia* and *Elysium*. After we came out with *Electra* in 1990, we started

selling to Taiwan. Korea opened up in 2007. When the Moscato boom started in the 2000s, we started selling more to the Midwest, downstate Illinois, Indiana, Missouri, Ohio, and Kansas. More recently, Texas, Arkansas, and Oklahoma.

How would you describe the style and philosophy of winemaking at Quady Winery?

Our business is built on the development, production, and marketing of new wine styles especially suited to grapes from our region: the warm, dry climate of the San Joaquin Valley. This led us to emphasize Muscat varieties, particularly the formerly ignored Orange Muscat variety and the little appreciated Muscat Hamburg (Black Muscat) as well as Muscat Canelli.

What is the most exciting thing you've done in the wine business?

Working with our long time Winemaker, Michael Blaylock, to develop the low alcohol frizzante Moscato style. This style of Muscat is enjoyed by people who like sweet beverages, juicy flavors, and lower alcohol levels. It was exciting to see the acceptance in our market, and in certain Asian markets for these wines. We are a pioneer in this area and these wines account for some 85% of our sales.

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Andrew Quady with Port wine grapes circa 1975.



Darin Peterson, Winemaker; Michael Blaylock, Director of Winemaking; Herb Quady, NW Regional Sales Manager at Quady Winery, Winemaker at Quady North; Andrew Quady, CEO, 2015.

A Quady Timeline: Charting New Territory in Sweet Wine

The 2015 crush marks forty years of sweet Quady wines! Quady Winery blazed a trail

over the past four decades, producing fine wines in categories not previously

considered to be popular or prized. So how did we do it? Here's an in-depth

look at Quady history, including the products and the people that made a huge impact

on the Quady Winery success story. It all started with fireworks and love in 1969...

'69

Andrew works on underwater fireworks for the U.S. military, coming home with singed hands, and a yearning for something different. He meets his future wife Laurel and the two begin dreaming of leaving Southern California for a rural life making wine.



'71 Andrew and Laurel move to Davis and Andrew pursues enology at U.C. Davis. Laurel considers a career in accounting.

'72 Andrew's professor at Davis, Maynard Amerine, gives a seminal lecture on vermouth—secrets learned from a visit to Spanish vermouth producers in the 1960s. Andrew takes good notes.

'73 Andrew graduates from Davis and Laurel passes the Certified Public Accounting exam, setting herself up for a future private practice, and eventual expertise in winery financial management.

'75 Darryl Corti, from Corti Brothers in Sacramento, asks Andrew to make 200 cases of Zinfandel Port for a consortium of specialty liquor stores. Quady moonlights while working at Lodi Vintners, using a 40,000 gallon tank to make a bit more than Darryl requested.

'76

Andrew finds a new job at United Vintners in Madera. He and Laurel find a home nearby that is also bonded as a winery. Andrew makes Port at home on evenings and weekends.



'77

Quady releases 1,600 cases of Zinfandel Port. Corti Brothers and a consortium of specialty wine shops buy 200 cases. Quady sits on 1,400 cases until the word starts to spread—his 1975 vintage is impressive.



'79

San Francisco distributors Vern Rollins (MV) and Hugh Thatcher (San Francisco Wine Exchange) start calling about the Port. Vern sells Quady in the Bay Area. Thatcher offers Quady national distribution starting with twenty five states.



'79

Andrew arranges for a selection of Portuguese Port varietals, including Tinta Cao, Bastardo, and Tinta Amarela, to be planted in the foothills east of Sacramento, California, at the 2,000 foot elevation.



'80

Andrew is contacted by a county farm advisor who knows of his interest in fortified wines: Orange Muscat, a little known Muscat variety, is growing nearby, would he be interested?



Andrew buys the grapes but before he can crush, workers go on strike at United Vintners, leaving Andrew and fellow managers to work in their place. Andrew puts the Orange Muscat in cold storage. When the strike is over, he finishes the winemaking. The resulting wine is intensely aromatic and flavorful. Quady's method involving longer skin contact results in a wine bolder and brighter than expected. Andrew calls it *Essensia*, the essence of Orange Muscat.

1969

1973

1975

1976

1977

1979

1980

From Fortified Wines and Frizzante Moscato to Fancy Vermouth

'81 Andrew leaves his day job to focus on Quady Winery full time. Laurel supports him and their two children (Herb, 6, and Allison, 3) with her small town accounting practice.



'86 Quady Winery begins exporting to the United Kingdom thanks to the interest of visionary Michael Druitt and his company Hallgarten & Druitt.



'90

Andrew and Michael Blaylock make a new discovery: by carefully tracking (and tasting) during the



'97 San Francisco restaurateur Michael Dellar approaches Andrew with a daring question: could he make vermouth that is enjoyable?

'82 Alice Waters puts *Essensia Orange Muscat* on her list at Chez Panisse.



'84 Michael Blaylock starts at Quady Winery fresh out of the California State Fresno Enology Program. Michael takes over winemaking operations as Andrew focuses on sales and new product development.



'87 Quady Winery begins a long-term relationship with grape grower Denis Proserpi. Over time, the Proserpi family become experts in the distinctive Muscat varieties used in Quady wines.



Muscat fermentation process they find a new sweet spot: a low-alcohol Moscato d'Asti style wine they call *Electra Moscato*.

'93

Red Electra is released. It is similar to *Electra*, only with the addition of Black Muscat.



'83

A Black Muscat grape grower hears of Quady's success with muscat and comes calling. Andrew buys the Black Muscat and treats these grapes in the same manner he treated the *Essensia*. While filling the tanks an aroma of roses fills the winery. Andrew holds a contest to name this new wildly aromatic wine and selects *Elysium*, Greek for heaven.



'85 Cheryl Russell starts out as first office staff member (now one of five) and later becomes General Manager.



'88

Quady trademarks *Starboard* and discontinues the use of the term "Port" out of respect for the idea that a geographic region can have the rights to a name.



'95

Production reaches 16,000 cases: export markets include Canada, the U.K, the Netherlands, and Taiwan.



'99 Andrew digs up his notes from the 1972 U.C. Davis lecture on vermouth—secrets of Spanish producers. He combines elements of the past and innovates using quality herbs and base wine. After two years of experimentation he releases *Vya Sweet* and *Vya Extra Dry Vermouth* with the idea that they are delicious on their own as well as with spirits.

1981	1983	1984	1986	1988	1990	1995	1999
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Dreams, Deviations, and a New Generation

‘01

Michael Blaylock creates *Visão*, a dry red table wine made primarily from Tinta Roriz, one of the Port varieties in *Starboard*. *Visão*, Portuguese for dream, is Quady Winery's only dry table wine, and is in limited supply, available online and in our tasting room.



‘05 Andrew and Laurel partner with their winemaker son Herb Quady and found Quady North with a 100-acre estate vineyard in the Applegate Valley of Southern Oregon. The family plants the vineyard to Rhone varieties: Cabernet Franc, Syrah, and Viognier.

‘09

The International Wine and Spirits Competition, the largest wine competition in the world, based in London, designates Quady Winery Top U.S. Producer.



‘12 Allison Quady joins Quady Winery as Marketing Manager with the goal of developing Quady's marketing strategy to represent the innovative company she knows from the inside.



‘03

Total production reaches 30,000 cases, *Electra* and *Red Electra Moscato* production jumps to 15,000 cases.



‘06

Andrew takes a "deviation" from traditional dessert wine-making and infuses two herbs into Orange Muscat: Rose Geranium and Damiana. The result is *Deviation Aromatized Orange Muscat Dessert Wine*: powerfully fragrant and deliciously deviant.



‘12

Andrew releases *Vya Whisper Dry Vermouth* – a vermouth made to drink alone or mix with subtle spirits (vodka martini drinkers, that means you).



‘15

A year of big events: First, Quady Winery hires a National Sales Manager (Jim Fricke) and leaves the San Francisco Wine Exchange to begin working directly with wholesalers in all fifty states. Back at the winery, solar panels are mounted on the roof, with plans to convert 68% of its energy use to solar, saving precious resources. A new cold room and warehouse are also planned. Production from the 2015 crop is estimated to be about 78,000 cases.

2001

2003

2005

2006

2009

2012

2015

Quady Winery Promotes Winemaking Team

Quady's long time Winemaker Michael Blaylock is now our Director of Winemaking. Michael continues to oversee winemaking operations while gaining much needed support from Darin Peterson, newly promoted from Assistant Winemaker to Winemaker. Here's a little bit about our new Winemaker in his own words.



Darin Peterson, Winemaker and Michael Blaylock, Director of Winemaking.

What are your favorite wines to make?

I really enjoy making port and vermouth. Port is made quickly with a different kind of intensity than the majority of our wines. The fermentation is short, it's pumped over several times per day, so there's quite a bit of active work to do—you're really getting your hands dirty when you're

making port. Our ports smell incredible when they're fermenting, like berry pies baking. Usually we are making them towards the end of the crush season, so it signals the end of grape processing and hopefully a bit of rest for us all.

Vermouth is unlike any other wine I have made. It's created from basic parts, wine, herbs,

bark, botanicals and spices. If making wine is like cooking an entrée, then making vermouth is like baking. There is a recipe that is followed. We search for good sources of high quality components, and the recipe may change over time but not by much.

What do you love about winemaking?

It's never the same. Although

we strive for consistency in all of our products, each year is a different story. The weather; the way the vines were tended; the choice of when to harvest; processing changes or improvements; fermentation; blending—all of these elements combine differently every year when we start anew.

How did you get started making wine?

While working in the advertising industry, I was exposed to fine wine at client dinners. Wine and wine history fascinated me. I began educating myself. I went to wine shops, tastings, toured wine producing areas and eventually found my way back to the CSU Fresno enology program. After visiting with the professors in the department, I signed up and jumped right in to wine production.

Quady Handles Wholesale Directly

We are pleased to announce that as of August 1st we have been handling sales with distributors and brokers directly.

To lead these changes we've hired Jim Fricke in the newly created National Sales Manager role. Jim has over 20 years of industry experience, most recently leading Blackfield Beverage, his consulting and brokering



Jim Fricke, National Sales Manager

company. He has also had various sales leadership roles with Constellation Brands

“Working for a close knit family business like Quady Winery has been a great experience thus far. It is easy to see why so many employees have been here so long.” —Jim Fricke

and Mionetto USA. We are excited to have Jim on our team and look forward

to connecting more closely with our national wholesale network.

Jim is currently exploring Quady territory and meeting the people who sell our wine around the country. This gives the entire Quady team much desired support and leadership on the sales front.

For wholesale information contact Jim.Fricke@quadywinery.com.

Drinks With Friends



Electra Jubilee*

**25 years of Electra!*

Ingredients:

3 oz. *Electra Moscato*
0.5 oz. pear cranberry
puree*
garnish: fresh rosemary
sprig

Recipe:

Add pear cranberry puree to the bottom of your coupe glass. Top with *Electra Moscato*. Garnish with a rosemary sprig.

*Pear cranberry puree:
Cook 0.5 cup cranberries and 0.5 cup pears (peeled and chopped) in a small saucepan over low heat with the lid on. Stir occasionally. Cook until fruit is extremely soft, about 15-20 minutes. Press fruit through a fine small mesh strainer. Discard solids. Chill in fridge until ready to serve.



Apple Pear Electra Sangria

Ingredients:

1 bottle *Electra Moscato*
6 oz. pear nectar
4 oz. apple vodka
2.5 oz. simple syrup
2.5 oz. cup lime juice
2 pears sliced
2 limes sliced
2 green apples sliced

Recipe:

Combine the sangria ingredients in a large pitcher and stir well. Add sliced fruit. Refrigerate for a few hours, until chilled. Pour over ice in individual glasses and garnish with remaining fruit slices.

Note that there are many ways to make Electra Sangria! This version is less sweet, a little tart. For a simple, sweet Electra Sangria, visit our cocktails page on quadywinery.com



The Winter Rose

Ingredients:

3 oz. sparkling rosé
0.75 oz. *Vya Sweet Vermouth*
1 Tbsp. sage infused
honey*
1 dash rosewater
lemon zest or sage leaf

Recipe:

Combine *Vya Sweet Vermouth*, sage honey, and rosewater. Stir with ice. Pour in to champagne flute. Top off with sparkling rosé. Garnish with lemon zest or sage.

*Sage-infused honey:
Heat 0.25 cups honey and 0.25 cups water in a small saucepan over medium-high heat. Turn off heat. Place 5-7 sage leaves in honey mixture. Steep for ten minutes. Strain.



Trip To Manhattan

Ingredients:

2 oz. Rye (*Rittenhouse*)
0.5 oz. *Vya Sweet Vermouth*
0.5 oz. *Vya Extra Dry Vermouth*
0.5 oz. *Vya Whisper Dry Vermouth*
2 dashes Angostura
aromatic bitters
Luxardo Cherry

Recipe:

Combine ingredients over ice and stir. Strain into a martini glass. Drop in cherry.

All cocktails and cocktail photos created by Quady's mixologist, Dana Fares.

What's Ahead? 2015 Show Stealers

(continued from pg. 1)

Where do you see the vermouth category headed?

We developed our *Vya Vermouth* with the idea of vermouth being an interesting and delicious beverage on its own, not just as a mixer. As more and more people discover how good some vermouths taste by themselves, there will eventually be a larger market for vermouth on its own and in vermouth-based wine cocktails.

What is one of your favorite pairings with one of your wines?

Blue cheeses with *Elysium*. I particularly like Roquefort cheese with this wine: the salty tang of cheese makes a great counterpoint to the luscious Black Muscat fruit in *Elysium*.

What do you know now that you wish you had known when you started?

The importance of relationships with distributors and key accounts.

Where is Quady Winery headed?

Continual growth in the Moscato and vermouth segments; building our sales and wine-making teams. Andy and Laurie stepping back a little to enjoy our families.

Vya Sweet Vermouth and Vya Extra Dry

Vermouth win Class Champion and Reserve Class Champion at the Houston Livestock and Rodeo Show, Houston, Texas.

Vya Extra Dry Vermouth and Elysium Black Muscat both win **Four Star Gold** at the Orange County Fair & Orange County Wine Society in Costa Mesa, California.

Vya Sweet Vermouth wins **Best of Class** at the Pacific Rim International Wine Competition in Hawaii.

Vya Extra Dry Vermouth wins **Double Gold** at the Wine and Spirits Wholesalers of America Convention in



Las Vegas, Nevada.

Electra Moscato wins **Double Gold** at the California State Fair Commercial Wine Competition, Sacramento.

Essensia Orange Muscat wins **Platinum** at the Monterey Wine Competition in Monterey, California.

Starboard Vintage 2006 wins **Best of Class** at the San Francisco Chronicle Wine Competition in San Francisco, California.

Join The Club



Members received *Vya Whisper Dry*, *Essensia* and half bottles of *Vintage Starboard 2006* in November.

This holiday season consider a Club Quady or Electra Club membership for family and friends. Members receive special club shipments delivered directly to their door.

Club membership benefits include: 20% discount on wine purchases year round, 10% off merchandise, club newsletters with new releases and recipes, and an invitation to our annual club party.

For additional information and to sign up please visit www.quadywinery.com/club.

40th Anniversary & Holiday Specials



Orders of \$40 or more receive 1¢ shipping!*

Check out our store at quadywinery.com and share in our 40 years of making sweet fortified wine with 40% off our entire library of Quady Port and Quady Starboard. Quady Port is of limited quantity and sold only online at quadywinery.com or at Quady Winery.

*Everywhere we ship, on every wine, nationwide until January 1st, 2016.

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