



QUADY

SWEET & APÉRITIF WINES  
DIGEST — 2017





# NEW SEASON ~~NEW~~ WINEMAKER

It's difficult to deny the legacy of innovative and remarkable winemaking that's been at work within the walls, and bottles, of Quady Winery over the past four decades. Andrew Quady (Founder, Owner & Winemaker) and Michael Blaylock (Former Director of Winemaking) have made their mark on the artistry with brands like Essensia, Elysium, Electra, Vya, Starboard and others - but the Quady legacy doesn't stop there. Darin Peterson, now the lead winemaker for Quady Winery, has taken the reins from his former mentor, Michael Blaylock, and is driving Quady into the next chapter of sweet and aperitif wines.

While Darin is new in his position as head winemaker - he's by no means new in any other sense of the profession.

Some say that winemaking is full of big personalities and vehement persons. With a subtle demeanor and inviting management style, Darin is on the other side of that spectrum. His presence may give some the impression of being a bashful newcomer, but don't make the mistake of assuming that's the case. Darin has contributed immensely to over a dozen Quady harvests and is in the midst of overseeing the largest production year in Quady's forty plus year history.

As Darin reflects on his transition to head winemaker, he comments, "In one sense, it's actually been pretty easy. Mike was making wine here for almost thirty years. He developed a method for making these wonderful wines and he taught me all he could about the process. In addition,

he kept extensive notes on everything, and rarely does a day go by that I don't refer to them."

There are a lot of moving targets and unknowns that take place during a single year of winemaking at Quady. It's part experience, part intuition and in large part, nothing short of magic as far as the rest of us are concerned. When you factor in our ambitious growth plan, stringent quality control standards and rapidly growing demand, you begin to understand some of the pressures Darin and the entire winemaking team are facing.

While most of us are sleeping easy at night, it's not uncommon to see Darin and his crew up late in the moonlight prepping Starboard for fortification, receiving a late night delivery of muscat, or any number





Winemaker Darin Peterson and Assistant Winemaker, Cole Dennis, meticulously pick through and examine every aspect of the 2017 harvest - sight, taste and smell.



Darin leads Quady's experienced production crew through the Quady vineyards in search of the ripe bunches that will make up the next versions of Starboard, Vya Sweet and Visão.



of tasks that seem to come knocking whenever they please. Plain and simple, winemaking is hard work, long hours and requires a level of dedication above and beyond - fortunately for us, Darin is all about it.

"As to the difficulties, there is never a shortage of expectations placed on the winemaker. Because we have developed a successful line of products, you are expected to uphold their excellence and there isn't much room for variance. The range of products that we create is challenging in its own right: moscatos and fortified dessert wines, port, vermouth, a dry sherry, a dry red. We cover a lot of ground that most wineries don't." Darin goes on, "One of the biggest challenges currently has been working through the expansion project. It's chaotic at times, but the goal is to be able to utilize our new space as the 2017 wines are finished and bottled."

Fortunately, the 2017 harvest has been cooperative. A rain soaked, moderate California winter and relatively uneventful Central Valley spring and summer have helped things flow smoothly. The additions of state of the art equipment completed over the past couple of years have only helped Darin and his team progress through crush efficiently and with a greater level of quality and control over years past.

"Some late season heat spikes made for challenges with predicting ripeness, but our growers are more accustomed to dealing with high heat than those in other areas around the state. Actual harvest dates would probably have been close to the early dates of last year, but many vineyards stalled in the extreme, late heat wave in August, causing later ripening. Overall quality looks great, and the production team's hard work will be evident in the wines of 2017."

RIGHT: A few captured moments of the 2017 harvest at Quady Winery with Darin Peterson and his dedicated production team.



Johnnie Hendrix, *Production Team Member* & Mauro Molina, *Cellar Supervisor*



"Ray" George, *Production Specialist*, Brandon Hananouchi, *Line Supervisor* & Jason Le, *Laboratory Technician*



Tonya Thomas, *Production Team Member*



# DEMAND & GROWTH CONTINUE

Our extensive expansion project is inching towards completion! As you may remember reading in last year's digest, we recently broke ground on a long term project to expand winemaking capacity and keep up with demand for our Electra Moscatos. Over the past year, significant progress has been made: foundations poured, tanks installed, warehouse and office framing erected and more.

"The winery was originally designed to produce about 40,000 cases, or 480,000 bottles of wine, annually. Never in our wildest dreams did we anticipate shattering that ceiling. This year alone we're set to produce over 100,000 cases. As you can imagine, we're looking forward to some additional breathing room!" said Andrew Quady.

Much of the growth we've seen has come over the past five years. It wasn't that long ago that we were capping out every year at approximately 50,000 cases of wine. So much growth in such a short time frame can create a lot of obstacles to overcome.

"We probably could have expanded faster, in terms of total production capacity,

LEFT: Darin Peterson, Laurel Quady and Andrew Quady observe from a safe distance as six new tanks are installed.





ABOVE: A skeletal view of the warehouse expansion to be completed in the early part of 2018.

however, we're not willing to give up a single inch when it comes to the quality of our product. That unwillingness to compromise comes at a cost, but without a doubt, will pay off in the long run."

The expansion project includes a warehouse facility which will serve as home base for bottling, production and product storage. A number of new offices, a lab and a break room will also be contained within the 22,000 square foot structure.

"Not only will this expansion aid in our efforts to keep up with

market demand for Electra Moscato and Vya Vermouth, but it will allow us greater flexibility in serving our tasting room visitors, club members and those who buy directly from us," said Colin Hough, Marketing Manager for Quady Winery. "While most of our fans find their favorite Quady wine at a retailer across the country, many of our most loyal following, especially those that have been with us since the very beginning, are right down the road from us and regularly pay a visit to taste, buy and introduce friends and family to Quady wines. We want to ensure the tasting experience

they, and others, encounter here at Quady Winery meets the expectation found in our product - nothing short of exceptional. Having this new warehouse and additional room will give us the opportunity to create a more exciting and memorable visitor experience."

As progress continues on the expansion project, projections anticipate the structure will be fully operational in early 2018.

BELOW: A peaceful view of a few of the recently installed tanks just after the break of dawn.







fresh, clean dry white wine. That is because the botanicals impart aroma, but not taste. The aroma from the botanicals evaporates in the warmth of your mouth, leaving you with the taste of the base wine. There is a touch of sweetness at the end. Also, notice that this wine does not have a lot of length. It has about the length you would expect from something like a Pinot Grigio. Try this Vya in the Reverse Whisper Martini or Vya Summer Peach cocktail.

### **Tasting Vya Extra Dry Vermouth**

Andy then led the group through tasting Whisper's more intensely herbaceous sibling, Vya Extra Dry.

This year we hosted an educational seminar titled **Vya™ Reinvents Vermouth** at the international cocktail festival, Tales of the Cocktail®. During the seminar, Andrew Quady took bartenders, mixologists and enthusiasts through an in-depth exploration and personal tasting of Vya Vermouth. We've prepared a detailed recap of the tasting so you can experience that same in-depth exploration from the comfort of your own home, so grab a glass and read on!

Vya Extra Dry will transport you to a mountain meadow on a river of dry white wine, Orange Muscat, angelica, orris, linden, lavender, sage and more... The flowers and leaves of different plants make Vya Extra Dry powerfully herbaceous, crisp, and refreshing. Vya Extra Dry wakes up the taste buds, and makes a wet martini or an aperitif on the rocks that livens up the end of the day.

### **Tasting Vya Whisper Dry Vermouth**

When Andrew Quady led the group, he started with Vya Whisper Dry Vermouth.

*In Whisper Dry, the idea was to make a vermouth where the qualities of a fresh, clean dry white and subtle addition of botanicals make the wine. I wanted a vermouth which anyone who enjoyed a dry white wine would like. The dry white we use is not particularly varietal, it is grapy. I love a glass of Whisper on the rocks before dinner. It's a beautiful aperitif, leaving a nice refreshing taste in your mouth - a great alternative to a glass of dry white.*

*Swirl the wine in your glass. Concentrate on the smell. What scents do you recognize? I get a little pine forest, combined with a meadow of grasses and not too much floral. What you are smelling are the botanicals.*

*Now Taste. Notice how now it tastes more like a*

RIGHT: Andrew Quady illustrates the delicate flavor profiles of Vya Whisper Dry Vermouth as demonstrated in the Vya Summer Peach - a recipe which can be found on [www.quadywinery.com](http://www.quadywinery.com).







## Tasting Vya Sweet Vermouth

Last but not least, attendees tasted Vya Sweet.

*Sweet or Rosso style vermouth is by far the most important of the major styles and around the world, it is the favorite among people who enjoy straight vermouth as an aperitif. Whereas other wines are balanced by acidity, sweet vermouth is balanced by bitterness.*

*Give it a sniff: There is a very complex, full and spicy aroma to Vya Sweet. To me, the cinnamon stands out, but there is also nutmeg, clove, ginger, and cardamom present in the aroma. You may be able to pick out gentian, and bitter seville orange peelings. Just from the aroma, you can sort of feel the imagination kick in. Think, not what you are smelling but where you have smelled this. Where is this wine taking you? Is there a time of year? Is there a specific time or setting during your childhood? Holiday baking perhaps?*

*Now taste: Vya is sweet at first, then becomes bitter, a bitterness which lasts and lasts. It makes you want to take another sip to bring back the sweet. This back and forth between sweet and bitter is very important in sweet vermouth. You will also notice some new aromatics becoming more apparent as the vermouth warms in your mouth. It is the sweet/bitter balance plus its complex taste and aromas which places Vya Sweet closer to the classic sweet or rosso vermouth category.*

*Evaluate the aroma of the Vya Extra Dry. Notice the aroma is bigger than in the Whisper, there is more going on.*

*Now taste. There is a lot happening in your mouth, but more importantly, this doesn't taste like a regular wine. There is a kind of texture on the palate and a very long aftertaste. What is going on here is that we have included botanicals which impart flavor as well as aroma. Vya Extra Dry is delicious on its own, but in a different way from Whisper Dry. It's more botanically driven, less grapy. Try it in The Vya Extra Dry Wet Martini (w/ gin)."*

ABOVE: Again, Andy takes two new faces through the Vya tasting experience, specifically around Vya Whisper Dry Vermouth.

RIGHT: Laurel Quady, Wife of Andy Quady and CFO of Quady Winery, walks attendees through tasting Vya Extra Dry Vermouth in a 50:50 gin martini and the Reverse Whisper Martini.





# AWARDS & RECOGNITION

The past twelve months have been marked with a number of noteworthy achievements and recognition for a variety of Quady wines. One award we're particularly proud of this year is the Vermouth Trophy given to our Vya Sweet Vermouth for the second time by the International Wine Challenge (IWC) out of London, England.



The IWC is one of the largest wine competitions in the world and we were the only US supplier to win a trophy medal at the competition, which recognizes the recipient as the best in that particular category or classification.

Some of our other noteworthy awards are below.

## **WINE ENTHUSIAST MAG. (DEC. '16)**

*Starboard Vintage 2006* -  
**95 Points, Top 100 Cellar Selection**  
*Deviation* - **93 Points, Editor's Choice, Top 100 Wines of 2016**  
*Starboard Batch 88* -  
**94 Points, Editor's Choice**  
*Elysium, 2014* -  
**91 Points, Editor's Choice**  
*Vya Sweet Vermouth* -  
**90 Points, Best Buy**  
*Vya Extra Dry Vermouth* -  
**90 Points, Best Buy**  
*Electra, 2015* - **90 Points, Best Buy**  
*Essensia, 2013* -  
**90 Points, Editor's Choice**  
*Vya Whisper Dry Vermouth* -  
**89 Points**  
*Red Electra, 2015* - **88 Points**

## **AWS COMMERCIAL WINE COMP.**

*Essensia, 2015* - **Double Gold, Best Dessert, Overall Best of Show**  
*Elysium, 2015* - **Gold**  
*Electra, 2015* - **Silver**  
*Starboard Batch 88* - **Silver**

## **HOUSTON LIVESTOCK SHOW & RODEO**

*Vya Sweet Vermouth* -  
**Double Gold, Class Champion**  
*Essensia, 2015* -  
**Gold, Class Champion**  
*Electra, 2015* -  
**Gold, Reserve Class Champion**  
*Vya Whisper Dry Vermouth* -  
**Gold, Reserve Class Champion**  
*Starboard Batch 88* - **Gold**  
*Elysium, 2015* - **Silver**  
*Red Electra, 2015* - **Silver**  
*Vya Extra Dry Vermouth* - **Silver**

## **INT. WINE CHALLENGE (IWC)**

*Vya Sweet Vermouth* -  
**Gold, Vermouth Trophy**  
*Elysium, 2015* - **Silver**  
*Starboard Batch 88* - **Silver**  
*Essensia, 2015* - **Bronze**

## **SF CHRONICLE WINE COMPETITION**

*Elysium, 2015* - **Double Gold**  
*Red Electra, 2015* - **Double Gold**  
*Starboard Batch 88* - **Double Gold**  
*Vya Sweet Vermouth* - **Gold**  
*Electra, 2015* - **Silver**  
*Vya Extra Dry Vermouth* - **Silver**

## **TEXSOM INT. WINE AWARD**

*Essensia, 2015* - **Silver**

## **CALIFORNIA STATE FAIR**

*Essensia, 2015* -  
**Silver, Best of Class (Region)**  
*Elysium, 2015* - **Bronze**  
*Red Electra, 2015* - **Bronze**

## **SAN JOAQUIN VALLEY WINE COMP.**

*Starboard Batch 88* - **Gold**  
*Starboard Vintage 2006* - **Silver**

## **INT. WINE & SPIRITS CHALLENGE**

*Essensia, 2015* - **Gold**  
*Vya Sweet Vermouth* - **Silver**  
*Elysium, 2015* - **Silver**  
*Deviation* - **Bronze**

## **SAN DIEGO WINE & SPIRITS CHALLENGE**

*Vya Sweet Vermouth* -  
**Gold, 92 Points, Best Vermouth**  
*Essensia, 2015* - **Gold, 91 Points**

## **PACIFIC RIM WINE COMPETITION**

*Vya Sweet Vermouth* - **Gold**  
*Vya Whisper Dry Vermouth* - **Silver**

## **ULTIMATE WINE CHALLENGE**

*Elysium, 2015* - **95 Points, Chairman's Trophy, Great Value**  
*Essensia, 2015* -  
**95 Points, Great Value**  
*Starboard Batch 88* - **92 Points, Finalist, Tried and True Award**

## **LOS ANGELES INT. WINE COMP.**

*Elysium, 2015* - **Silver**  
*Electra, 2015* - **Silver**  
*Red Electra, 2016* - **Silver**

## **TASTERS GUILD INTERNATIONAL WINE JUDGING**

*Red Electra, 2016* - **Gold**

## **DAN BERGER INTERNATIONAL WINE COMPETITION**

*Vya Extra Dry Vermouth* - **Gold**  
*Vya Sweet Vermouth* - **Silver**  
*Vya Whisper Dry Vermouth* - **Silver**

## **CRITICS CHALLENGE**

*Essensia, 2015* - **Critics Silver**

## **SUNSET INT. WINE COMP.**

*Essensia, 2015* - **Gold, Best of Class**  
*Elysium, 2015* - **Gold, Best of Class**  
*Vya Extra Dry Vermouth* - **Silver**  
*Vya Sweet Vermouth* - **Silver**

## **ORANGE COUNTY FAIR**

*Vya Sweet Vermouth* - **Gold**  
*Essensia, 2015* - **Bronze**



# MANHATTAN™ Month



We're huge fans of our Vya Sweet Vermouth (we're not biased, honest!) and we especially love it in a good Manhattan cocktail. 50:50 – Half Vya Sweet with the other half a quality rye whiskey, topped off with a few splashes of orange bitters. How much do we enjoy Manhattans? So much so that we've decided to create an entire month dedicated to the timeless cocktail. This year was the launching point for what we're calling *Manhattan Month: an annual month long celebration of the Manhattan cocktail occurring every October.*

During Manhattan Month, we've been busy all month long sharing unique Manhattan recipes (found on [www.quadywinery.com](http://www.quadywinery.com), [manhattanmonth.com](http://manhattanmonth.com) and our social media channels) posting interesting history around the Manhattan, creating pairing guides and of course, drinking Manhattans. This year, to help fans celebrate, we also offered 20% off all purchases of Vya Sweet Vermouth.

As commented within a recent press release on the announcement of Manhattan Month, "We love our Manhattans and are amazed by the interplay between Vya Sweet Vermouth and all types of American whiskeys, ryes, and bourbons!" Jim Fricke,

our Sales & Marketing Director passionately expressed. "We hope to spark conversation about what truly makes a great Manhattan, and to learn more from cocktail fans about what elements they think are important in this classic cocktail. Every year, we envision participating restaurants and bars will honor Manhattan Month with Manhattan drink specials in October and mixologists and bartenders will create unique recipes to share online."

"For our part, we notice that the baking spices in Vya Sweet Vermouth (cinnamon, cardamom, nutmeg, and clove) pair particularly well with the vanilla notes in whiskey and contribute to making beautifully rich, spicy, and aromatic Manhattans. We're curious to know what the rest of the world thinks and hope they'll share with us on social media," Andrew Quady explained.

Did you get the chance to celebrate with us this year? If not, don't worry! We'll be doing it again next year and hope to see you in the midst of it. In the meantime, visit [www.manhattanmonth.com](http://www.manhattanmonth.com) to learn more about the occasion and mark your calendars for next Manhattan Month - October, 2018!



# COOKING WITH QUADY

As is customary, we've put together a number of our favorite cold weather, holiday recipes to enjoy with your loved ones. Below you'll find some of our all time favorites and a couple of new additions that are sure to warm your company and spice up conversation. To view our full library of recipes and cocktails - visit [quadywinery.com](http://quadywinery.com).



## Vya Sweet Brined Turkey

Vya Sweet Vermouth makes a fabulous brine. You'll end up with dark, delicious, caramelized skin. This also works really

well with chicken. Start brining the turkey 2-3 days before you plan to cook it.

### Ingredients:

#### Brine:

2 cups brown sugar  
1 cup maple syrup  
3/4 cup coarse salt  
3 whole heads of garlic, cloves separated (not peeled) & bruised  
6 large bay leaves  
1/2 cups coarsely chopped unpeeled fresh ginger  
1 1/2 cups soy sauce  
3 qt. water  
1 bunch fresh thyme  
1 750ml bottle Vya Sweet Vermouth

#### Turkey:

Olive oil for braising  
12-14 lb. fresh turkey

#### Recipe:

To brine the turkey:  
Combine all brine ingredients in a



## Roasted Vegetables w/ Vya Extra Dry Reduction

The depth and complexity offered by the botanicals within Vya Extra Dry season roasted vegetables

perfectly. This recipe is both easy and delicious.

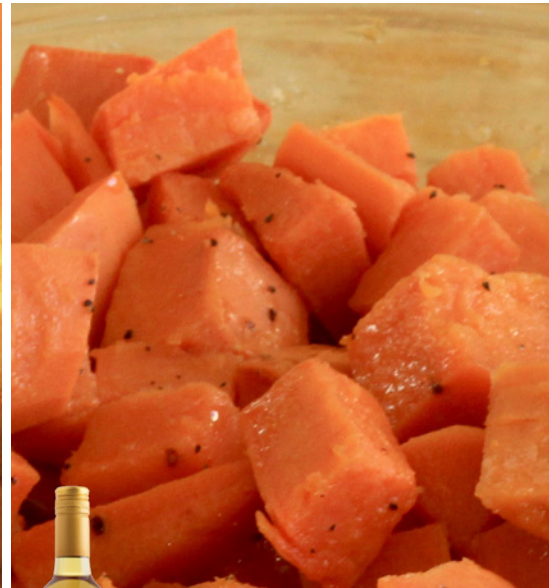
### Ingredients:

#### Vegetables:

1 red onion, peeled and quartered  
2 red or yellow peppers, cleaned, seeded and cut into eighths  
6 cloves garlic  
3 small zucchinis, cleaned, cut into 1-inch pieces  
3 summer squash, cleaned, cut into 1-inch pieces  
8 petite Yukon Gold potatoes, halved  
4 small shallots, peeled and halved lengthwise  
8 small plum tomatoes, quartered  
5 Tbsp grapeseed oil  
3 sprigs rosemary  
sea salt and freshly ground black pepper, to taste

#### Vya Extra Dry Vermouth Reduction:

1 cup Vya Extra Dry Vermouth  
1 tsp plus 3 Tbsp cubed unsalted butter, divided



## Essensia Yams

If you have fans of super-sweet holiday yams or sweet potatoes in your family, try them on the

Essensia Yams. These have delicious flavors of apricot and orange, that only Essensia can bring different from the usual sugary-sweet potato recipes. Use whichever type of sweet potatoes or yams you enjoy.

### Ingredients:

4 medium sweet yams, peeled and sliced in 1 inch squares  
3 Tbsp unsalted butter, cut into 1/2-inch pieces  
1/3 cup honey  
1/3 cup Essensia  
1/3 cup water  
1/2 tsp salt  
3/4 tsp freshly ground pepper

#### Recipe:

Preheat the oven to 400°. In a large saucepan, place the sweet yam squares. Cover the yams with water and bring to a boil. Reduce heat to moderate and cook for 5 minutes or until tender. Strain well.

Arrange the yams in a glass dish.



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.

1 shallot, minced  
1 cup vegetable stock

Recipe:

Roasted Vegetables:

Adjust oven racks to the highest and lowest slots. Preheat oven to 425°F.

Place all vegetables in a large bowl. Drizzle with oil, add rosemary, salt, pepper and toss. Spread vegetables onto 2 or 3 large baking sheets; do not crowd. Roast for 10 minutes, toss and rotate pans low to high and front to back. Roast for another 10 minutes until vegetables are tender and caramelized. Remove from oven and discard rosemary. Keep warm and set aside.

Vya Extra Dry Reduction: While vegetables are roasting, heat small saucepan over medium heat. Add 1-teaspoon butter. Once melted, add shallots. Sauté shallots until translucent, add Vya and stock. Bring pan to a boil and reduce by half. Continue to cook until mixture turns syrupy, then add 3 tablespoons butter, 1 cube at a time, while constantly whisking. Drizzle wine reduction sauce over vegetables and toss. Adjust seasoning to taste and serve.

Season with salt and pepper, then dot with the butter pieces. Whisk Essensia and honey together in a separate dish. Sprinkle the yams with water. Drizzle the Essensia honey mixture over the yams. Bake for 15 minutes. Turn yams over. Bake until they're tender and lightly browned, about 12 - 15 minutes.



### *Vya Christmas Punch*

2 bottles Vya Whisper Dry  
3/4 cup sparkling apple cider  
1/4 cup sugar  
1/4 cup cranberries, halved

3/4 cup cranberries, whole  
1 granny smith apple, chopped  
3 rosemary sprigs

Combine all ingredients in a large pitcher and stir together to help the sugar dissolve. Refrigerate for at least 4 hours before serving. Serve chilled or over ice. Freeze berries and herbs in cubes of ice to add a beautiful touch.



### *Sweet & Soda*

2 oz Vya Sweet Vermouth  
Top with Soda Water  
Garnish with an orange wedge

Place ice in a highball glass. Add Vya Sweet Vermouth. Top with soda water. Squeeze orange slice in glass. Place the orange slice in glass. Serve.



### *Pomegranate Mint Moscato Punch Cocktail*

1 bottle (750ml) Electra Moscato  
1 cup pomegranate juice  
1/2 cup peppermint

schnapps  
fresh mint leaves, for serving  
pomegranate seeds, for serving

Combine the Electra moscato, pomegranate juice, and peppermint schnapps in a pitcher. Serve in flute; garnish with some mint leaves and pomegranate seeds.