

QUADY

SWEET & APÉRITIF WINES
DIGEST — 2018





The left side of this picture shows the progress of the new warehouse in 2017, and the right shows it as it is today.

It's little secret anymore that we're growing—faster than a newly planted Orange Muscat vine in the warmth of the San Joaquin Valley sun. Over the past several decades, our Electra angel has achieved global recognition in the world of Moscato. Vya Vermouth continues to expand in part thanks to its recognition as the world's best vermouth by the 2017 International Wine Challenge in London. We're so pleased by the way Vya contributes to making outstanding cocktails that we've started an annual celebration around it, Manhattan Month (read more about Manhattan Month on page six). We're not letting all of this go to our heads, honest. We're just so excited to see so many finding love in what we do!

This year Quady Winery is set to produce more than 130,000 cases of wine, delivered to over 15 different countries. We're on track to grow even more next year. All of this growth leaves us needing more... More grapes, more hands and more space! Fortunately, our ambitious 22,000 square foot expansion project is just weeks away from completion.

Take a drive towards our winery and

you'll most likely take first notice of our architecture. Designed in the early 80's by San Francisco architect Stanley Saitowitz, our winery is the only one of its kind and a beautiful introduction to what lies within. Once you arrive, you'll pass through the double doors, stroll the tasting room, and pass a number of hulking wine tanks. Keep going and crack open the door leading to the back of the winery. There you'll notice another building—different from the first but almost equally as impressive. The

nearly finished 20,000+ sq. ft. addition is more closely related to a supersized refrigerator than a warehouse. This building is packed with innovations and controls that allow our winemakers eyes and ears on nearly 350,000 gallons of wine all at once.

It may be 110 degrees outside in the predictable valley summer (forecast: hot), but inside the recently constructed warehouse it's a cool and comfortable 65 degrees. Not cold enough? Pass



Quady Winery's architecture viewed from just inside the initial entrance gate.



A look inside shows the nearly completed warehouse with only the office construction remaining.

into the attached tank room where it's only 40 degrees and your breath becomes visible. Our Electra Moscato is light, delicate, and requires frigid temperatures for its signature cold fermentation. While some of this artificial winter weather is generated by the building's air conditioning units and the cooling from the tanks, it's maintained by the building's industry leading insulated shell. There are approximately 500, 4" thick panels that enclose the steel skeleton of the building. Each one has been painstakingly pieced together and sealed to ensure the heat stays out and the cool in. Every panel is painted snow white to reflect the warmth of the sun, which gives the building a towering radiance in the sunshine.

Inside you'll find enough space for four full size basketball courts. Amongst that space are five offices, a lab, a soon-to-be Starbucks-esque break room,

a conference room and restrooms. A break area slash observation deck is planned for the top of the offices, making for a great place to relax and take in the hustle and bustle that will soon light up the area.

Quady Winery has always been committed to not only making award winning wine, but to winemaking processes that are sustainable and responsible. The new building is packed with energy efficient lighting and equipment wall-to-wall and floor-to-ceiling. LED lights equipped with motion sensors brighten up the entire area inside of the structure using about as much energy as a dozen 60 watt light bulbs. Not that long ago, it would have taken as much energy to light up a modestly sized home. Nearly every square inch of the roof is packed with the latest in solar powered technology—producing more energy than the building consumes. Our

vines get their energy from the sun, so why shouldn't we?

This latest building project is a significant step in helping us to deliver more Electra angels around the world and to your door. However, we're not stopping here. Plans are in the works for more expansion.

All of this expansion is really fueled by customer interest. We feel so grateful for our loyal fans, and for all the new customers that are interested in exploring our brands. We put a lot of ourselves into these wines and we want it to show.

- Darin Peterson

Winemaker for Quady Winery

Next time you're in the area, we hope you stop by, enjoy the wine and ask to tour our latest project in its completion.



A new press, one larger than any other on the property, filters our wines at a faster rate needed to keep up with the increase in supply.



A number of tanks inside the new warehouse's tank room are already up and running. Set to a frigid 33 degrees, the Moscato in this tank is going through its signature cold fermentation process.



The view of the new warehouse from the west side of the building. The tanks pictured are also recent additions from just a few years prior.



NEW YET FAMILIAR FACES

is bursting with flavors of fresh peaches, refreshing citrus & perfectly ripe melon. The ideal picnic wine, it goes well with just about everything — salad, spicy food, fruit, dessert, blue skies & fresh air. Painting by Ardison Phillips. Serve chilled. Refrigerate after opening.

Nutrition Facts

5 servings per container
Serving size 5 FL. OZ.

Amount per serving
Calories 140

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 27g	8%
Dietary Fiber 0g	
Total Sugars 25g	
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of vitamin D, calcium, iron, and potassium.

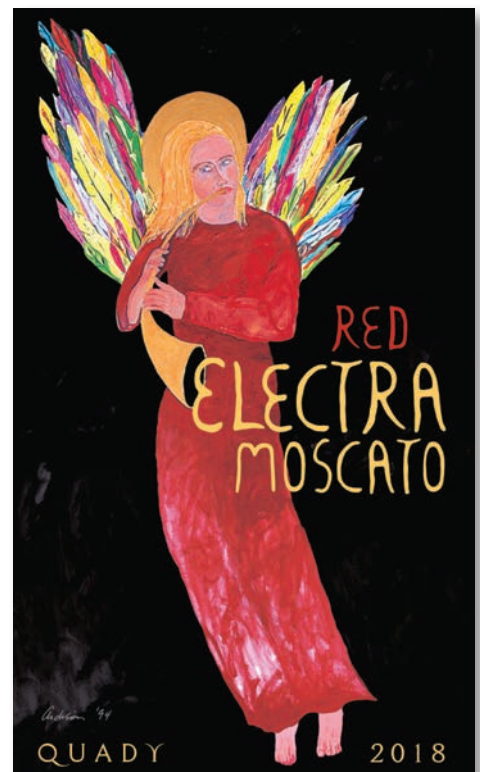
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Light alcohol wine, malic acid, tartaric acid, and sulfur dioxide (to protect flavor)

CALIFORNIA MOSCATO
4.5% ALC/VOL
750 ML/25.4 FL OZ

PRODUCED & BOTTLED
BY QUADY WINERY
P.O. BOX 728
MADERA, CA 93639
www.quadywinery.com

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Nutrition Facts

5 servings per container
Serving size 5 FL. OZ.

Amount per serving
Calories 150

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 27g	8%
Dietary Fiber 0g	
Total Sugars 25g	
Includes 0g Added Sugars	0%
Protein 0g	0%

CALIFORNIA MOSCATO
5.5% ALC/VOL
750 ML/25.4 FL OZ

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We're marrying the traditional yet iconic look of Quady wines and the innovation which has taken place at Quady since the beginning. To do so, we've transformed the look of Quady on our signature line of Muscats and Moscatos. Rest assured, what's on the outside of our bottles is the only thing that has changed. The magic that lies within is still the same smile inducing experience that it has always been!

The iconic artwork found on the faces of our wines has been a treasured mark of Quady Winery since the very beginning. For many of us, the vibrant and colorful impact of the Electra angel, the abstract and painterly feel of Essensia and the elegant and romantic presence of Elysium are what first drew us in to experience that lies within. That still holds true with new Quady tasters even to this day. Amongst the sea of labels that crowd our lives and battle for our attention, Quady labels have always stood out amongst the group, offering a deviation from the usual.

Many Quady wines are entirely different styles completely, often making it challenging for our retail friends to find the ideal home for Quady amongst the shelves of Merlot, Cabernet Sauvignon and Chardonnay. But this is precisely why Quady is so special. How do you categorize something so unique as our Deviation aromatized dessert wine? Even simply describing these wines often requires using new and unconventional word play.

At Quady, we are innovators, but we are also loyalists to our Quady history and traditions. That very human dichotomy led to some passionate ideas about the future of our labels. The Quady marketing team, led by Sales & Marketing Director, Jim Fricke and Marketing Manager, Colin Hough, saw an opportunity for us in the marketplace. Colin worked to make the iconic artwork on the Quady labels more accessible to today's consumers, thereby meeting the needs of our sales force and our brand. The result is a set of updated, complementary labels that we believe will help retailers and consumers alike

recognize that, albeit their different styles, our four most popular muscats and moscatos all stem from the same innovative and high-quality family of wines. In other words, they look fantastic on the shelf together.

*- Allie Quady
Quady Winery Board of Directors*

Here's what you'll find come 2018: We wanted to emphasize the captivating artwork that Ardison Phillips first created decades ago. To do so, we cleaned up some of the elements around the art pieces themselves, which in turn allowed us to increase the actual size of the paintings as they're seen on the bottles. We also wanted to tie in the wine type

(Moscato, Orange Muscat) better with the original artwork. We used Laurel Quady's update of the Elysium label as a starting point, carefully painting the words Orange Muscat and Moscato to match the painting of Essensia and Electra in the original art. These new labels now all pay respect to the Quady brand in a consistent and clean manner; done so carefully as to not detract from the center piece—the art.

We hope you'll love these updated labels as much as we do! Be sure to look out for them on the bottles of our upcoming 2018 vintage. If you have any questions or comments regarding the changes—let us know!



MANHATTAN[®] Month

When October rolls around, we've got Manhattans on the mind. Pumpkins, cool weather and falling leaves are all great, but it's no longer a proper October without the warming vanilla and spice of a well made Vya Manhattan!

We hope you were able to sip and celebrate the Manhattan with us this October for our annual Manhattan Month celebration. If you did, you were doing more than just celebrating... You helped us and others around the nation **put a meaning behind every Manhattan.**

For the first time this year Manhattan Month included an opportunity to donate to your favorite charity while enjoying your Manhattans. All industry participants, such as Rabbit Hole[®], Dad's Hat[®], Bittercube, 18.21 Bitters and Portland Bitters, were encouraged to select a good cause and make a donation based on their involvement in the occasion. Yours truly made a donation to this year's official charity partner, Mercy Corps, for every case of our Sweet Vermouth sold during the month of October. Did you pick up a bottle during that time? If so... YOU played a part!

There was also plenty of celebrating happening on social media in October as well. Many others, including well known cocktail blogger @BeautifulBooze (pictured bottom right), joined us online to share their favorite Manhattan recipes and more using **#manhattanmonth**. Chilled Magazine, a nationally distributed publication focused on the beverage culture, came on board as the official media partner for Manhattan Month this year. Their participation made this year's event bigger and better than ever before with Manhattan articles and features happening throughout the year.

Whether you were able to join us this October or not, we hope you'll mark your calendar for 2019's Manhattan Month as we continue to mix, sip and celebrate the Manhattan all October long!

Visit www.manhattanmonth.com for more details.

#manhattanmonth



 beautifulbooze

 officialvyavermouth • Follow

officialvyavermouth Classic or with a twist... we just love Manhattans!
Repost @beautifulbooze

TGIF! 🍹 Pouring a Manhattan to get the weekend started. October is Manhattan Month and I really love the classic! Are you a classic Manhattan lover or do you like a twist? #BeautifulBooze #ManhattanMonth #Rye

17 likes
5 DAYS AGO

Log in to like or comment.



Like any good classic, the most popular account of the Manhattan's creation is a bit of a myth. As the story goes, the first Manhattan was made at the Manhattan Club during a posh political event. Dr. Ian Marshall stirred it up on the spot to impress Winston Churchill's Mother. It is said that as the popularity of this cocktail grew, people began to associate it with the place it was made, hence calling it, "The Manhattan." However, it seems this story is far from likely, as historical documents confirm that Lady Randolph Churchill was in France at the time and pregnant with Winston himself.

The more likely genesis of the libation can be found in the 1923 publication, *Valentine's Manual of New York*, where it states, "The Manhattan cocktail was invented by a man named Black who kept a place 10 doors below Houston Street on Broadway in the 1860's—probably the most famous drink in the world in its time."

THE MANHATTAN CLUB'S MANHATTAN (1870's)

- 1.5 oz straight rye whiskey
- 1.5 oz sweet vermouth
- 2 dashes orange bitters

Stir well with cracked ice. Strain into a chilled cocktail coupe and zest a thin-cut lemon peel over the top.

Wait, the original 1870's Manhattan recipe calls for rye whiskey? Yup! The answer is relatively straightforward. Rye was America's whiskey of choice for decades, maintaining its popularity from 1790 until prohibition in 1920. During pre-prohibition, millions of gallons of rye were produced every year, making rye the most available spirit of the time. Its availability is attributed to the fact that American grain farmers found rye to be more resilient and easier to grow than other grains. Rye was also the original base for other classic cocktails such as the Old Fashioned. In a Manhattan, rye is lean, yet spicy and assertive on the pallet, which makes it the perfect partner for the sweet and herbal flavors of vermouth and bitters.

During the mid-1930's, Manhattans began to include bourbon instead of rye, because bourbon was more readily available after prohibition. Post-prohibition, bourbon

distilleries were able to increase production quite quickly because many remained open for "medical purposes" during prohibition. In fact, over a million gallons of whiskey were prescribed for consumption per year. Bourbon also takes significantly less time to age than Rye, giving bourbon the edge it needed to out-produce rye whiskey after 1933.

THE 1930'S MANHATTAN

- 2.5 oz bourbon
- 1.0 oz sweet vermouth
- 2 dashes orange bitters

Stir well with cracked ice. Strain into a chilled cocktail coupe and garnish with an orange zest

Amongst cocktail enthusiasts, there is much debate over which makes a better Manhattan, a bourbon or rye? Each spirit brings different qualities to this classic drink.

RYE:

- Must contain 51% rye
- 49% can be corn, wheat, or barley
- Must be distilled at 80% or lower
- The aging barrel must be made of brand new, charred, new American oak
- Must be aged for a minimum of two years.

So basically, the mash bill (the ratio of grains it includes) and the aging process are the factors that distinguish bourbon from the rye. These two simple facts make all the difference when it comes to the taste of your Manhattan.

BOURBON:

High levels of corn give bourbon a strong alcohol backbone. Many cocktail aficionados argue that because bourbon's mash bill includes so much corn and wheat, they don't marry well with other ingredients. Sweet and smoky bourbon Manhattans tend to feel rounder on your pallet. They often have notes of vanilla, honey, and toffee, which create richness in the cocktail.

So which one is better in a Manhattan? Well, that's up to you!



AWARDS & RECOGNITION

WINE ENTHUSIAST MAGAZINE ('17)

Red Electra, 2016 - 89 Points

Electra, 2016 - 88 Points

INTERNATIONAL WINE CHALLENGE ('17)

Vya Sweet Vermouth - Silver

Starboard Vintage 2006 - Silver

WINE ENTHUSIAST MAGAZINE ('18)

Essensia, 2016 - 91 Points

SAN FRANCISCO CHRONICLE WINE COMPETITION

Electra, 2016 - Double Gold

Elysium, 2015 - Double Gold

Essensia, 2015 - Silver

Starboard Batch 88 - Silver

Palomino Fino - Silver

INTERNATIONAL WINE & SPIRITS CHALLENGE

Vya Sweet Vermouth - Gold

Essensia, 2016 - Silver

Elysium, 2016 - Silver, Outstanding

Starboard Vintage 2006 - Silver

CALIFORNIA STATE FAIR

Elysium, 2016 - Double Gold

Essensia, 2016 - Gold

Electra, 2016 - Silver

Palomino Fino - Silver

SAN DIEGO INTERNATIONAL WINE & SPIRITS CHALLENGE

Starboard Batch 88 -

Platinum, Best Port

Vya Sweet Vermouth - Platinum

Starboard Vintage 2006 - Gold

Essensia, 2016 - Silver

TASTINGS.COM

Vya Extra Dry Vermouth - 92 Points

Vya Whisper Dry Vermouth - 92 Points

PACIFIC RIM WINE COMPETITION

Vya Sweet Vermouth - Gold

Vya Whisper Dry Vermouth - Silver

Vya Extra Dry Vermouth - Silver

Elysium, 2016 - Silver

LOS ANGELES INTERNATIONAL WINE COMPETITION

Elysium, 2016 - Silver

Essensia, 2016 - Silver

ULTIMATE WINE CHALLENGE

Elysium, 2016 - 96 Points, Chairman's Trophy, Great Value

Red Electra, 2016 -

94 Points, Chairman's Trophy,

Great Value

Electra, 2016 - 93 Points,

Great Value

Starboard Batch 88 - 92 Points, Tried and True Award

HOUSTON LIVESTOCK SHOW & RODEO

Vya Sweet Vermouth -

Gold, Class Champion

Vya Extra Dry Vermouth - Gold, Reserve Class Champion

Electra, 2016 - Gold

Red Electra, 2016 - Silver

Essensia, 2016 - Silver

ORANGE COUNTY FAIR

Red Electra, 2016 - Gold, 90 Points

Vya Sweet Vermouth - Silver, 89 Points

Electra, 2016 - Silver

Elysium, 2016 - Silver

Essensia, 2016 - Silver

Starboard Batch 88 - Silver



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COOKING WITH QUADY

At a recent Quady retreat, Laurel Quady served a dessert and wine pairing that had us all wishing we had skipped dinner and gone straight for dessert. We knew it was a recipe we had to share in this year's newsletter. So, here it is, along with a few others which are perfect for the holidays, special occasions and everything in between! To view our full library of recipes and cocktails - visit www.quadywinery.com.

Creamy Strawberry Moscato Torte

By Melissa Clark

New York Times Cooking (<https://cooking.nytimes.com>)

Ingredients

- 1.5 quarts strawberries
- 1 tablespoon superfine or granulated sugar, more to taste
- 1 bottle (750 mL) Electra Moscato wine, more for serving
- 2 pounds mascarpone
- 0.5 cup heavy cream
- 1/3 cup confectioners' sugar, more for sprinkling if desired
- 2 plump, moist vanilla beans
- 48 ladyfingers (2 packages)

Step 1

Hull and slice 1 quart of strawberries. Leave remaining 1/2 quart whole for garnish. Put sliced berries in a bowl and gently toss with superfine or granulated sugar, adding more if berries are very tart. Add a splash of moscato to bowl and macerate for 15 minutes.

Step 2

Meanwhile in a large mixing bowl, whisk together mascarpone, heavy cream and 1/3 cup confectioners' sugar. Use a sharp knife to split vanilla beans lengthwise. With the knife's flat side, scrape out seeds and add to mascarpone mixture. Lightly whisk until soft peaks form. (Save vanilla pods for another use, like vanilla sugar.)

Step 3

Pour 3 cups of moscato into a shallow bowl. Working with 2 or 3 cookies at a time, dip ladyfingers into the wine, turning once to coat for a few seconds so that they can absorb some of the liquid; use as many of them as fit to line a 9- by 13-inch baking dish (or other 2-quart casserole) in one layer.

Step 4

Spread half of mascarpone mixture onto ladyfingers. Spoon strawberries and juices on top of mascarpone in an even layer. Dip more ladyfingers and arrange on top of berries in an even layer. Top with remaining mascarpone mixture, using a spatula to smooth. Cover and refrigerate torte for at least 6 hours and for as long as 2 days. Garnish with reserved strawberries. Scoop torte into bowls or goblets to serve and drizzle with a little more moscato.





Electric Berry

An exciting and berry filled take on a simple two ingredient cocktail. Bursting with fresh raspberry flavors and sweet Red Electra Moscato.

2.5 oz Red Electra Moscato
1.5 oz Raspberry Vodka
Garnish Fresh Raspberries

Combine Raspberry Vodka and Red Electra in a cocktail shaker with ice. Shake gently and strain into a chilled martini glass. Garnish with a raspberry, or a few!



The Sparkling Elysium

A simple yet thrilling combination of sweet, dark berry accented Elysium and refreshingly bubbly sparkling wine.

1 to 1.5 oz Elysium Black Muscat
3 to 6 oz Sparkling Wine/Prosecco

Pour Elysium into champagne flute and top off with sparkling wine or prosecco.



Vya Egg Nog

Full of baking spices—cinnamon, clove and ginger—Vya Sweet will turn traditional nog into a nostalgic wintertime treat.

1/2 Vya Sweet Vermouth
1/2 Egg Nog

Combine Vya Sweet and egg nog in a glass, pitcher, or bowl. Garnish with nutmeg and/or cinnamon stick.