



QUADY

SWEET & APÉRITIF WINES
DIGEST - 2019

Our Newest Angel

Electra Moscato and Red Electra Moscato have become house hold names for many moscato drinkers around the country, and even the world. It's been nearly 30 years since Electra first flew out of our doors, and now a brand new angel has arrived to join her - **Electra Moscato Rosé**.

Electra Moscato Rosé's label showcases Electra's trademark angel, originally painted by artist Ardison Phillips after the likeness of owners Andrew and Laurel Quady's daughter, Allie Quady. This variation flaunts the angel in a pastel pink dress, surrounded by a sky of blue. The wine delivers a profile Electra fans will recognize and has a twist of strawberry and dragon fruit flavors. Like all of our Electras, these flavors are naturally occurring from the muscat varieties used and do not include any additional ingredients.



The difference for this Electra is the way we handle our signature Black Muscat grape. Instead of letting the wine sit on its skins, much of the skin and pulp of the grape is quickly removed from the juice just after crush. This process delivers a lighter and more delicate side to the Black Muscat grape and creates the lustrous coral pink hue you find sitting pretty inside every bottle.

"Our rosé offers something new and exciting for both fans of Electra and moscato wine," said Darin Peterson, head winemaker at Quady. "We use the signature premium muscat varieties we've been crafting with for over four decades: Black Muscat, Orange Muscat and Muscat Canelli. While these varieties are more demanding in terms of growing and winemaking, they offer more expressive tastes and aromas. What we've ended up with is a rosé wine that delivers an experience that sweet wine lovers of all kinds will enjoy."

Electra Moscato Rosé is the ideal pairing for brunch, warm weather occasions and as an alternative for cocktail hour. Like our red and white Electras, it goes well with a wide

variety of sweet and savory foods such as BBQ, Asian foods, Mexican foods, spicy dishes, fruits, desserts and more.

Our new rosé is currently a club member exclusive item available in our tasting room and on our online store. The current vintage was also released to retailers in select states: OH, KY, IL, KS, AR, GA, FL & CA. The next vintage and those to come will be available from a growing list of states across the country as we continue to produce more of this lovely new addition.

Be sure to stay on the lookout for more new products to come! Our recently completed expansion project is allowing our winemakers to not only produce and ship more angels across the globe, but it also offers them the much needed space to do what we do best - create and innovate. Our new rosé is the first fruits of that harvest. You can get the latest from us by regularly visiting our website, www.quadywinery.com, and following us on Facebook, Instagram and Twitter.



It's a warm and sunny summer day. You're headed out to the lake to get some much needed R&R after too many weeks and weekends of "things-to-do." Finally, a chance to sit back, relax and enjoy yourself. Of course, you'll be doing it with a few close friends and one of your favorites, Electra Moscato. As you pull up to the shore and coast into the parking space in eager anticipation, you notice a sign towering over the hood of your car: "No Glass Allowed."

This year we released our signature Moscatos, Electra and Red Electra, in 250ml cans. Coming in conveniently sized 4-packs, these cans help tread new ground where traditional glass bottles can't go. Since their release, we've had a few questions as to why we canned our wine. The scenario above illustrates just one perfect example. Some occasions and locations may specifically restrict the presence of glass bottles: beaches, lakes, concerts and certain events are to name a few. There is an added level of convenience with cans in the form of portion size as well. If you're not looking to finish a whole bottle in one sitting, you can open just one or two cans and the others will remain as fresh as the day you bought them!

Some have asked, "Don't cans change the flavor of the wine?" Nope! The canning industry has experience canning nearly every kind of consumable beverage imaginable. Every can is lined with a special barrier which maintains the integrity of the wine and keeps it from contacting the aluminum. These cans also preserve the wine effectively. There's absolutely no light or air getting in until you're ready to enjoy.

"With our winery's expansion coming online alongside new grape contracts, we wanted to innovate and offer our loyal fan base something they've been asking for," said Jim Fricke, our Director of Sales and Marketing. "Our Electra Moscatos are light, refreshing and effervescent, making them absolutely perfect for cans. At 4.5%-5.5% alcohol, it's also the ideal wine for active consumers who enjoy low ABV beverages."

You can find our cans in our Tasting Room, soon to be on our online store, and in select states across the country: OH, KY, MI, KS, MO, WI, TX, AR, OK, TN, CO, and CA. They will be made available in additional states in 2020 as we increase production. There's also a rumor that our new Electra Moscato Rosé may make its way into these cans as well...



NOW YOU **CAN**
TAKE ELECTRA
WITH YOU
ANYWHERE



Faces the Behind Bottles

1. Andrew Quady (CEO), Laurel Quady (CFO) **2.** Tanya Thomas (Asst. Prod. Line Supervisor & Gen. Winery Worker), Brandon Hananouchi (Prod. Line Supervisor) **3.** Jesus Romero (Gen. Winery Worker), Jose Yeniss (Gen. Winery Worker) **4.** Cole Dennis (Asst. Winemaker), Darin Peterson (Winemaker) **5.** Cassie Oglesby (HR & Business Ops. Specialist), Dave Glover (Business & IT Manager) **6.** Darrius Cavazos (Gen. Winery Worker), Jacob Mejia (Gen. Winery Worker), Juan Rodriguez (Gen. Winery Worker) **7.** Jason Le (Lab Tech.) **8.** Mauro Molina (Cellar Supervisor), Dan Mejia (Production Manager), Johnnie Hendrix (Gen. Winery Worker) **9.** Marnee Cushman (Bookkeeper) **10.** Cynthia Leon (Customer Service Specialist) **11.** Ray George (Freight Coord. & Prod. Specialist) **12.** Colin Hough (Marketing Manager). **Not Pictured:** Aubrie Tone (Retail Sales and Marketing Supervisor), Jim Fricke (Director of Sales and Marketing), Beth Cantu (Tasting Room Associate), Jessica Lara (Tasting Room Associate), Alice Cooper-Vaughan (Winery Custodian).



In honor of this last October's Manhattan Month celebration, we went to our Quady winemakers for their take on the iconic Manhattan cocktail. Our winemakers have been producing Vya Vermouth for over 20 years and we believe that it is arguably the best vermouth for Manhattans. We're not the only ones who think so - tastings.com's World Cocktail Championships awarded our Vya Sweet Vermouth with 1st place as the best vermouth for Manhattans!

What do you enjoy about Manhattans?

Andrew Quady (Owner, CEO and Vya Creator): Simply put, if properly made, they are delicious.

Darin Peterson (Winemaker): I don't drink spirits that often. When I do, I prefer bourbon and rye, so I've always been partial to Manhattans and the Old-fashioned cocktail.

Cole Dennis (Asst. Winemaker): I find enjoyment out of the memories that arise in preparing the drink. My father has been making them for as long as I can remember and I would have the privilege of eating one or two of the cherries he had in his drink. I've been told that my family has been making Manhattans at home for decades.

What's your preferred time and place to enjoy a Manhattan, and your favorite recipe?

Andrew: Before dinner as an aperitif. I enjoy them at home or at a restaurant and my go-to recipe is 1:1, whiskey to vermouth.

Darin: I like them with less octane. So more vermouth than whiskey, a couple dashes of bitters and a splash of juice from the cherries (Woodford bourbon soaked or Luxardo if you can splurge) is the way I like mine. I'm a fan of the single large-sized ice cube as well. Garnish with one of the cherries and a wide strip of orange rind taken with a peeler.

Cole: Preferred time is happy hour of course. Place is home amongst good friends and especially family. Recipe is 2-1-2: 2 dashes of bitters, 1 shot of vermouth, 2 shots whiskey. Sometimes a 1:1 ratio is quite delightful as well.

What makes a good Manhattan?

Andrew: Balance of flavors from the whiskey, vermouth, and added bitters. The Vermouth component which makes up 1/3 to 1/2 of the volume is critical. It should have a flavor which complements the vanilla flavor in the whiskey, and the correct level of sweetness and bitterness so that the Manhattan tastes just sweet enough, with a little bitterness to round out the mouth feel. The added bitters are very important. Use 1 dash of bitters per ounce of Manhattan. Note that the added bitters are not the main source of bitterness in the Manhattan. The bitters add additional flavors which make the drink more complex and interesting. The bitterness in a Manhattan (which should not be excessive, just noticeable) comes from the vermouth.

I find it more enjoyable if the proper glass is used, which for me is the classic martini shape, holding about 3 ounces.

Chill the glass in the freezer or by filling it with ice cubes before you start. Add all ingredients to a mixing glass filled with cold ice. Stir gently until the sides of the glass feel very cold; a sign that the mixture is also cold and has a percentage of water added from the melted ice. Strain the contents of the glass into the martini glass. I usually leave out the cherry garnish because it can add too much sweetness for me, but if you have one of the special Italian dark cherries, that sweet wild cherry flavor is something to be savored. This method of making a Manhattan is more precise than serving it "on-the-rocks" because you can produce a composition which does not change during the course of drinking the Manhattan. Served "on-the-rocks" and your Manhattan will start out strong and finish watery.

Darin: Decent bourbon. Doesn't have to be top shelf. Good ice—buy it if you must, but you don't want anything floating in your drink. Good company and good conversation to accompany it.

Cole: Only 2 things: the ingredients and the company that you surround yourself with.

Why do you think Vya makes a uniquely good Manhattan?

Andrew: The flavors in Vya Sweet are like a mixture of cinnamon, clove, nutmeg, cardamom, and more. These flavors are perfect complements to the vanilla component of whiskey. The blend works in either the classic 1/3 vermouth or 1/2 vermouth levels. Besides the sort of flavors which complement whiskey, Vya contributes sweetness and bitterness in levels needed to make a great Manhattan. Once you have had a properly made Vya Manhattan you will never go back to ordinary sweet vermouth.

Darin: Vya Sweet pairs well with bourbon because it is bold and intense.

Cole: Vya makes a good Manhattan because of the spice bill of the product. It has a variety of baking spices that are complementary to rye whiskies or bourbons that are "woodier" in nature and derive their aromas from the requisite repertoire of the oak flavor profiles: vanilla, coconut, spice, toasty, and charred notes.

MANHATTAN[®]
Month





CRUSH 19

Ask any winery when their busiest time of the year is, and you'll get the same response 9 times out of 10 - crush! It's no different for us at Quady. Winemaking is a labor of love, and it requires plenty of both, especially during harvest.

Our production level is inching towards 150,000 cases of wine annually. As you can imagine, that takes a lot of grapes, approximately 1,900 tons of grapes. That's 342,000,000 berries! It takes about 2-3 months for us to get through harvesting and crushing all of those berries. While most wineries start their crush season in September, we're usually already a few weeks into it. Muscat grapes tend to ripen earlier than most other varieties, especially when paired with the warm summers we experience in California's Central Valley.

The bulk of our harvest season includes 'round the clock grape deliveries, seven days a week, with the majority of them happening in the late hours of the night, between 11:00PM and 4:00AM. Our winemakers and grape growers have moved to these late night harvests and deliveries as they're ideal for maintaining the integrity of the berries. Cooler temperatures ensure slower fermentation times as well, which is critical when making sweet wines as they're prone to race through fermentation rapidly. There are naturally occurring wild yeasts that collect on the grapes as they sit on the vine, so as soon as the berry is crushed, the process wants to begin on its own.

We recently just crushed our last delivery two weeks into October. Orange Muscat and Muscat Canelli grapes are almost

always the first ones to come in, with Black Muscat following behind and then finally our Portuguese varieties which are used in our Starboards.

So what did the 2019 crush season have in store for us? Well, lots and lots of grapes... Our annual production grew 40%-50% from just a few years ago, which has been a significant jump for our winemaking team. Our winemakers are meticulous about our quality, and that only makes the growth even more challenging. But, with more hands, larger equipment and an ever increasing level of experience, it's been possible.

Our Winemaker, Darin Peterson, noted another particular challenge they overcame this year, "This harvest was the most compact I've experienced in my time here.

The white varieties ripened later than normal, then the reds were ready early. That really compressed everything into a shorter crushing time frame. We only had a few days between the end of the whites and the beginning of the reds. The local industry was done with crush as early as I've seen, most of them completely done by the first week of October."

We also received the second real harvests from new vineyards of Black Muscat that were planted some years ago. These additional grapes helped make our new Electra Moscato Rosé possible, and are helping us to keep up with the demand for our leading seller, Red Electra Moscato.

Crush can be hard work, but when the season's wine is finished, bottled and poured for others to enjoy... It's all worth it.





AWARDS & RECOGNITION

INTERNATIONAL WINE CHALLENGE ('18)
Starboard Vintage 2006 - Silver

WINE ENTHUSIAST ('18)
Essensia Orange Muscat, 2016 - 91 Points

SAN FRANCISCO INT. WINE COMPETITION ('18)
Vya Sweet - Double Gold, 95 Points, Best Vermouth
Starboard Batch 88 - Double Gold, 95 Points, Best Port
Elysium Black Muscat, 2016 - Silver
Vya Extra Dry Vermouth - Silver
Vya Whisper Dry Vermouth - Silver

TASTINGS.COM WORLD COCKTAIL CHAMPIONSHIPS
Vya Sweet Vermouth - 1st Place Manhattan Vermouth

TASTINGS.COM WORLD WINE CHAMPIONSHIPS
Essensia Orange Muscat, 2016 - Gold, 90 Points
Starboard Batch 88 - Silver
Elysium Black Muscat, 2016 - Silver

SAN FRANCISCO CHRONICLE WINE COMPETITION
Vya Sweet Vermouth - Best of Class
Starboard Batch 88 - Gold
Elysium Black Muscat, 2016 - Silver
Palomino Fino - Silver
Vya Whisper Dry Vermouth - Silver

INTERNATIONAL WINE & SPIRITS COMPETITION
Essensia Orange Muscat, 2017 - Silver, 92 Points

HOUSTON LIVESTOCK SHOW AND RODEO
Vya Sweet Vermouth - Double Gold, Class Champion
Vya Extra Dry Vermouth - Gold
Elysium Black Muscat, 2017 - Silver
Electra Moscato, 2017 - Silver

PACIFIC RIM INTERNATIONAL WINE COMPETITION
Vya Sweet Vermouth - Double Gold
Essensia Orange Muscat, 2017 - Silver
Elysium Black Muscat, 2017 - Silver

LOS ANGELES INTERNATIONAL WINE COMPETITION
Essensia Orange Muscat, 2017 - Gold, 92 Points
Elysium Black Muscat, 2017 - Gold, 92 Points

ORANGE COUNTY FAIR COMMERCIAL WINE COMP.
Vya Sweet Vermouth - Double Gold, 94 Points
Vya Extra Dry Vermouth - Gold, 91 Points
Elysium Black Muscat, 2017 - Gold, 91 Points
Vya Whisper Dry Vermouth - Gold, 90 Points
Starboard Batch 88 - Gold, 90 Points
Essensia Orange Muscat, 2017 - Silver
Electra Moscato, 2018 - Silver

USA WINE RATINGS
Elysium Black Muscat, 2017 - Silver
Red Electra Moscato, 2018 - Silver

WINE ENTHUSIAST
Electra Moscato, 2018 - 90 Points, Editor's Choice



Holiday **SALE**

The Holidays is the perfect time to shop Quady wine!
From now until January 1st, 2020,

Order **3** bottles or more and pay just
\$0.01 for Shipping!

Order **6** bottles or more and get,
\$0.01 Shipping & 10% OFF

Order **12** bottles or more and you'll receive
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\$0.01 shipping on 3 bottles or more alongside your
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Shipping discount only applies to UPS Ground services. Only 750ml sized
bottles and Deviation 375ml are eligible for this sale. Cannot be combined with
other discounts. Must be 21 or older.



Apple, Pear and Dried Cherry Almond Crisp

Recipe from: *The Taste of the Season*, by Diane Worthington

Ingredients:

- 1/2 Cup Dried Cherries
- 3 Medium Anjou Pears, Peeled, Cored and Cut into 1 1/2" Pieces
- 3 Medium Gala Apples, Peeled, Cored and Cut into 1 1/2" Pieces
- 1/2 Cup All-Purpose Flour
- 1/4 Cup Sugar
- 1 Cup Creme Fraiche

Topping:

- 3/4 Cup All-Purpose Flour
- 1/3 Cup Packed Brown Sugar
- 1/4 Cup Finely Ground Almonds
- 1/2 tsp. Salt
- 1 tsp. Pumpkin Pie Spice
- 1 tsp. Finely Chopped Lemon Zest
- 1 tsp. Vanilla Extract
- 1/2 Cup (1 Stick) Unsalted Butter, Melted

Our Recommended Wine Pairing

- Quady Essensia Orange Muscat

Step 1: Preheat the oven to 375°F. Grease an 8" X 10" or 9" X 12" gratin or baking dish.

Step 2: Place the cherries in a bowl and pour over boiling water to cover. Let sit for 10 minutes to plump them, then drain.

Step 3: In a bowl, mix together the cherries, pears, and apples. Add the flour and sugar and toss until the fruit is well coated. Transfer to the gratin dish. Spread the creme fraiche evenly over the fruit.

Step 4: *To make the topping:* In a medium bowl, combine the flour, brown sugar, almonds, salt, pumpkin pie spice, and lemon zest and mix together. Add the vanilla and melted butter and mix until the consistency resembles a soft dough. With your fingers, crumble the mixture evenly over the fruit.

Step 5: Bake for 55 minutes, or until the topping is golden brown and cooked through. Let rest for 10 minutes and then serve, or let cool to room temperature before serving.

Advance Preparation: This may be prepared up to 8 hours ahead, covered, and kept at room temperature. Reheat in a 375F oven for about 10 minutes before serving.



COCKTAILS & APERITIVES



Red Electra Moscato-Rita

2 oz. Quady Red Electra Moscato
1 oz. Quady Essensia Orange Muscat
2 oz. Tequila
1/4 cup Chopped strawberries
1 oz. Lime juice
Garnish: Lime wheel
Rim: Salt, lime zest, sugar*

Combine tequila, strawberries, Quady Red Electra Moscato, Quady Essensia Orange Muscat, lime juice, and ice in a blender. Blend until smooth, transfer to a margarita glass and garnish with a lime wheel.

*On a small plate, combine equal parts salt, lime zest and sugar. Rub a lime wedge around the rim of a margarita glass. Dip the rim into the salt mixture.



Strawberry Lemonade Moscato

4 oz. Electra Moscato
2 oz. Fresh squeezed Lemonade
4-8 Fresh strawberries
Garnish: Strawberry, mint leaf, and lemon peel or wheel

Muddle the strawberries in the bottom of a shaker tin. Add the fresh lemonade. Shake vigorously and strain into your glass. Or, simply add fresh cut strawberries to your glass with the lemonade. Add Quady Electra Moscato and stir. Garnish.



Elysium Hard Seltzer

2 parts Club soda or seltzer water
1 part Quady Elysium Black Muscat
Splash of lemon juice
Garnish: Lemon wedge or wheel

Build in a glass over crushed ice. Add Quady Elysium, club soda or seltzer water and lemon juice. Stir. Add garnish. Use more or less of the Elysium to get the amount of flavor you want!



Friends & Strangers Manhattan

2 oz. High West Campfire Rye Whiskey
1 1/2 oz. Vya Sweet Vermouth
3 dashes Portland Bitters Project Orange Bitters
Garnish: Orange zest

Combine all ingredients in a mixing glass filled with ice. Stir. Strain into a coupe. Garnish.