

QUADY

SWEET & APÉRITIF WINES

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FOR IMMEDIATE RELEASE

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QUADY WINERY RELEASES 250ML CANS FOR ITS LEADING BRAND, ELECTRA MOSCATO

Quady Winery's (Madera, CA) popular line of premium moscatos, Electra and Red Electra, are now available in 250mL cans in select markets across the country.

Sold in four packs at \$15.99 SRP, the introduction of Electra Moscato cans is in response to the widespread success of the Electra brand and the tremendous growth in the U.S. canned wine market. The new extension to Quady's Electra Moscato brand provides convenience and flexibility for consumers and for those looking to take their wine where traditional glass bottles may not be allowed.

"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, Director of Sales and Marketing for Quady Winery. "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. We're already seeing incredibly positive feedback from our customers in our tasting room and on social media."

Quady's Electra Moscato cans will be available in the Quady Winery tasting room in Madera, CA, online via their website (www.quadywinery.com) and in select states for 2019: OH, KY, MI, KS, MO, WI, TX, AR, OK, TN, CO, and CA. Plans for increased Electra Moscato can production and distribution are in the works for 2020.

Earlier this year Quady's Electra brand experienced two other notable developments: a package redesign and the release of Electra Moscato Rosé.

For more information on Quady Winery, visit www.quadywinery.com or email Colin Hough at colinh@quadywinery.com.

Quady Winery is known for its sweet, dessert and aperitif wines from varieties and in styles hard to find anywhere else. Quady's wines are the products of over 40 years of expertise in muscat winemaking and a partnership with expert muscat grape growers in California's Central Valley. Their wines are full of character: spicy and floral, fresh, fruity, and well balanced. Andrew Quady made a name for himself in the '80's as the 'Muscat King' by introducing first Essensia, an Orange Muscat variety, and then Elysium, made from Black Muscat. These two aromatic and intense wines broke new ground in the dessert wine category, and today are used behind the bar as high-quality ingredients for signature cocktails. Andrew then introduced Electra, the first U.S. Moscato and now the winery's fastest growing label; Deviation, an aromatized dessert wine; Palomino Fino, an Amontillado style Sherry; and Starboard, a port-style wine.



