

QUADY

SWEET & APÉRITIF WINES

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VYA® VERMOUTH ANNOUNCES CHILLED® MAGAZINE AS THE OFFICIAL MEDIA PARTNER OF MANHATTAN MONTH®

Vya Vermouth is proud to announce Chilled Magazine as the official media partner of Manhattan Month - an annual celebration of the classic American cocktail among the restaurant, bar, and mixology communities. Together, the two will be working to raise awareness for the program, which occurs throughout the month of October.

Manhattan Month was launched in 2016 and reaches fans of the Manhattan cocktail across the nation both online and in bars and restaurants. While its first two years primarily sought to share Manhattan cocktail recipes, history and experiences through manhattanmonth.com and on social media (#manhattanmonth), 2018 will showcase a number of additional ways to celebrate the Manhattan with Chilled's support.

"We're looking to include a charity tie-in with Manhattan Month, something we wanted to do from the beginning," said Jim Fricke, Director of Sales & Marketing at Quady Winery, the producer of Vya Vermouth. "Chilled Magazine is going to be critical in helping us spread the news and build excitement around Manhattan Month. We couldn't be more excited about their participation."

Chilled Magazine is a full service media company dedicated to the beer, wine and spirits industry. They are well-known for offering interesting insights into the personalities, recipes and best spirits of the industry, in addition to featuring some of the biggest names in entertainment on their magazine covers.

"There's no doubt that 2018 is going to be a big year for Manhattan Month," Jim Fricke continued. "Some very well-known high-end national restaurant chains are looking to participate, in addition to numerous small and independent establishments."

For more information about Manhattan Month, Chilled Magazine or Vya Vermouth, or to learn how to participate in Manhattan Month 2018, contact Colin Hough at colinh@quadywinery.com.

