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QUADY WINERY REDESIGNS LABELS & PACKAGING FOR ELECTRA AND RED ELECTRA MOSCATOS

Quady Winery, Madera, CA, has unveiled updated labels and packaging for the 2018 vintage of its fastest growing brand, Electra and Red Electra Moscato.

Electra and Red Electra are often known as the "angel wines" by fans for the defining angel featured on the front label. Originally painted by Ardison Phillips, the angel is inspired by a likeness of Allison Quady, the daughter of owners, Laurel and Andrew Quady. The updated label accentuates the artist's vision of the Electra angel.

"We've always viewed winemaking as a form of artistic expression, and we've held to that philosophy when making all of our wines. Updating our labels to highlight the artistry of the Electra angel illustrates that connection," states Laurel Quady, Co-Owner and CFO of Quady Winery.

Quady's Electra brand is growing rapidly, displaying over 10% growth year over year, doubling in size over the past five years. Andrew Quady attributes the brand's success to the delicate flavors, intense aromas, and balance found in the Electra brands. These qualities, combined with unique packaging, have spurred the majority of growth for Quady Winery over the past ten years.

Consumers will find the updated designs on the 2018 vintages of Electra and Red Electra Moscato. Bottling for the 2018 vintages has already begun. Electra and Red Electra are available at retailers nationwide, on the Quady Winery website (www.quadywinery.com), and in the Quady Winery tasting room.

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 varietals and in styles hard to find anywhere else. Quady's wines are the products of 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 '80s as the 'Muscat King' by introducing first Essensia, an Orange Muscat varietal, 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 cocktail enhancers 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.



