

# QUADY

SWEET & APÉRITIF WINES

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FOR IMMEDIATE RELEASE

CONTACT: Colin Hough  
Asst. MKTG Manager  
(559) 673-8068  
colinh@quadywinery.com

## **VYA™ SWEET VERMOUTH TAKES VERMOUTH TROPHY AT THE 2017 INTERNATIONAL WINE CHALLENGE**

On May 22nd, Vya Sweet Vermouth was honored with the Vermouth Trophy at the 2017 International Wine Challenge (IWC) in London, an award which highlights its recipient as the best of all vermouths at the competition. Vya brand vermouths are produced by Quady Winery in Madera, California, and are considered by some to be the US's first American craft vermouth.

At the IWC, wines of all varietals, regions, and styles are blind taste tested and recognized accordingly during two stages of judging. From there, gold medal recipients go on to compete for the competition's prestigious trophy medals. Only a single gold medal winner can be awarded a designated trophy medal, earning it the reputation of being the best in that category.

Reflecting on news of the award, Andrew Quady expressed his gratitude, "Speaking for our talented winemaking team, Mike Blaylock, Darin Peterson and Cole Dennis, we are honored for the recognition of our achievement in the most important vermouth style, classic sweet or rosso vermouth."

Vya brand vermouths were created by Andrew Quady nearly two decades ago after a friend challenged him to do so. Quady Winery had already become well recognized for several very successful muscat based wines including Quady's Essensia, Elysium and Electra Moscatos. Much of Andrew's inspiration for Vya came from the determination to create and style it around vermouth being a wine first before anything else. Crafting accordingly, Vya was formed with the aroma, balance and complexity you'd expect to find in a fine wine. Vya Sweet and its two siblings, Vya Extra Dry and Vya Whisper Dry, ultimately evolved into the ideal vermouths for both mixing and enjoying on their own, and impressing the judges at IWC.

For more information on Vya Vermouth or Quady Winery, visit [www.vya.com](http://www.vya.com) or [www.quadywinery.com](http://www.quadywinery.com).

**Vya**<sup>™</sup>  
VERMOUTH