

QUADY

SWEET & APÉRITIF WINES

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FOR IMMEDIATE RELEASE

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VYA® VERMOUTH, CHILLED® MEDIA & OTHERS ARE PUTTING A MEANING BEHIND EVERY MANHATTAN THIS OCTOBER

Vya Vermouth, Chilled Media and a growing number of beverage industry members nationwide are helping to put a meaning behind every Manhattan this October. Participants of Manhattan Month 2018 will be mixing Manhattans for a good cause all month long as the celebration incorporates a charity tie-in for the first time this year.

For every case of its sweet vermouth sold in October, Vya Vermouth will be donating to this year's official charity partner, Mercy Corps. Vya is inviting all beverage industry producers, distributors and retailers to take part in this year's Manhattan Month and support a good cause. A number of industry producers have already signed up, including Rabbit Hole®, Dad's Hat®, Bittercube, 18.21 Bitters and Portland Bitters. Bars and restaurants across the country are signing up to mix and serve unique Manhattan cocktails at their establishments while donating a portion of the proceeds. Venues can register on manhattanmonth.com to participate and have their location added to the website for consumers to visit in October.

"We're excited to see so many members of the beverage industry wanting to participate in celebrating this timeless cocktail while supporting a range of wonderful nonprofits," said Jim Fricke, Director of Sales and Marketing for Quady Winery, producer of Vya Vermouth. "One of the most exciting aspects is the opportunity for enthusiasts at all levels of the industry to participate." Manhattan fans, including media members, bloggers and influencers, will also be using #manhattanmonth on social media all month long to share recipes, photos and conversation around the celebration.

Manhattan Month was first launched by Vya Vermouth in 2016 to celebrate one of the most influential cocktails in history. The Manhattan was the first cocktail of the late 19th century golden age of mixology to use vermouth and is arguably the most popular cocktail in America today. The interaction of vanilla notes in American whiskey and baking spices in Vya Sweet Vermouth create an especially elegant and aromatic Manhattan. Vya Vermouth is making it their mission to explore the Manhattan cocktail in all of its glory and invites you to put a meaning behind your next Manhattan!

For more information on Manhattan Month, visit www.manhattanmonth.com, www.chilledmagazine.com or email manhattanmonth@gmail.com. For more information on Vya Vermouth, visit www.vya.com or email Colin Hough at colinh@quadywinery.com.

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