

QUADY

A P É R I T I F & S W E E T W I N E S

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FOR IMMEDIATE RELEASE

CONTACT: Allie Quady
Quady Winery
press@quadywinery.com
Phone: (503) 467-1579

Quady Winery Now Handles Wholesale Directly

Quady Winery (Madera, CA), a leading producer of premium Moscato, dessert, and apéritif wines, has announced that due to sustained growth they will be handling sales with their distributors and brokers directly beginning August 1st. Quady Winery was previously aligned with the San Francisco Wine Exchange.

In addition, Quady Winery has announced the hiring of Jim Fricke to lead these changes in the newly created National Sales Manager role. Jim has over 20 years of industry experience, most recently leading Blackfield Beverage, his consulting and brokering company. He has also had various sales leadership roles with Constellation Brands and Mionetto USA.

Family owned and operated since 1979, Quady Winery makes sweet and apéritif wines from varietals especially suited to the warm San Joaquin Valley climate in central California. A close network of specialty Muscat growers and the Quady estate vineyard produce exceptional grapes for Quady's best-selling *Electra*, *Red Electra*, *Essensia* and *Elysium* Moscatos. On the apéritif side, *Vya* is considered America's top craft vermouth and *Palomino Fino* is America's only amontillado sherry-style wine, made with biodynamic grapes. Quady Winery also produces *Starboard* port-style wine, and *Deviation* aromatized dessert wine. Quady Winery's Director of Winemaking, Michael Blaylock, has been making wine for Quady Winery since 1984.

For wholesale information contact Jim.Fricke@quadywinery.com. For samples to review, press, or other trade questions contact press@quadywinery.com. For more details on wines, winery history and bottle-shots, visit quadywinery.com.