

# QUADY

SWEET & APÉRITIF WINES

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## QUADY WINERY INTRODUCES NEW ELECTRA MOSCATO ROSÉ

Quady Winery (Madera, CA) recently unveiled a new addition to its successful brand of Electra Moscatos. Quady Electra Moscato Rosé marries the crisp aromas and flavors of rosé with Electra's signature delicately sweet and refreshing frizzante style.

The new label showcases Electra's trademark angel, originally painted by artist Ardison Phillips after the likeness of owner Andrew Quady's daughter, Allie Quady. This variation flaunts the angel in an appropriate rosé suited pastel pink dress, surrounded by a sky of blue. The wine delivers a profile Electra fans will know and love and has a twist of strawberry and dragon fruit flavors. Like all of Quady's Electras, these flavors are naturally occurring from the muscat varieties used and do not include any additional ingredients. Electra Moscato Rosé is the ideal pairing for brunch and warm weather occasions, and like Quady's rapidly growing red and white Electras, it goes well with a wide variety of sweet and savory foods.

"This rosé offers something new and exciting for both fans of Electra and moscato wine," said Darin Peterson, head winemaker at Quady. "We use the signature premium muscat varieties we've been crafting with for over four decades: Black Muscat, Orange Muscat and Muscat Canelli. While these varieties are more demanding in terms of growing and winemaking, they offer more expressive tastes and aromas. What we've ended up with is a rosé wine that delivers an experience that sweet wine lovers of all kinds will enjoy."

Electra Moscato Rosé comes during a particularly exciting time for Quady Winery, as it nears completion of an ambitious expansion project, a packaging update for its Electra brand and more. Electra Moscato Rosé's current 2018 vintage is available in OH, KY, IL, KS, AR, GA, FL & CA. Quady plans to increase its distribution for the 2019 vintage.

For more information on Quady Winery or Electra Moscato Rosé, visit [www.quadywinery.com](http://www.quadywinery.com) or email Colin Hough at [colinh@quadywinery.com](mailto:colinh@quadywinery.com).

*Quady Winery is known for its sweet, dessert and aperitif wines from varieties and in styles hard to find anywhere else. Quady's wines are the products of over 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 '80's as the 'Muscat King' by introducing first Essensia, an Orange Muscat variety, 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 ingredients 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.*





