



# Vya

VERMOUTH  
Aperitif

FOR IMMEDIATE RELEASE

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## Vya – America's Original Craft Vermouth – Gets a New Look to Reveal its Essential Nature

MADERA, Calif. – Vya Vermouth has rebranded to showcase the magic and creativity in the Vya formula. First released in 1999 ahead of the craft cocktail phenomenon, Vya was created at a time when ingredients were a well-kept secret. Now Quady Winery, home of Vya, is lifting the veil on the Vya formula with beautiful illustrations of the botanicals and imagined spirits representing the ingredients and inspiration in each of the Vya formulas.

"Today's consumers are curious, open to vermouth, and interested in ingredients and authenticity," said Allison Quady, vice president at Quady Winery. "We want to meet that curiosity and show consumers the playfulness, creativity and magic that's in Vya."

Vya Vermouth was released when there were no other premium vermouths sold in the U.S. It was created by fortified winemaking expert and founder of Quady Winery, Andrew Quady. Quady was already known for his award-winning sweet wines when he was presented with a challenge in the mid-1990s.

"Some friends of mine in the restaurant business asked me if I would make a better vermouth," recalled Quady. "They thought the world needed a better vermouth to make better cocktails."

A lifelong plant and nature lover, Quady accepted the challenge and saw an opportunity to combine his passion for winemaking with his love of plants. Quady used his flagship Essensia Orange Muscat as part of the base in his vermouths, and his Starboard port-style wine in Vya Sweet, along with 17 botanicals. Over two years of research and development, Quady found that well balanced, aromatic vermouth marries well with spirits and makes cocktails with the same desirable attributes of aroma, balance, complexity, and aftertaste.

"The grand idea was to create a picture in your mind, which would make you want to recall certain memories," Quady said of his inspiration for the botanicals and spices selected for each flavor profile.

From a blooming spring meadow in crisp mountain air (Vya Extra Dry) to holiday baking in a glass (Vya Sweet), Vya Vermouths were designed to conjure the imagination and enliven the senses in cocktails or on their own. The new labels, with their whimsical spirits dancing in a garden of botanicals, put the energy and inspiration that's in the bottle, on the bottle.

"You can start to daydream about all sorts of things just from looking at the new labels," said Quady. And then of course, you can be carried away, once you try what's inside.

For the complete story and more information about Vya Vermouths, visit [www.Vya.com](http://www.Vya.com).

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# VYA SWEET



Vya Sweet Vermouth, released in 1999, is America's Original Craft Vermouth developed at Quady Winery by fortified wine expert Andrew Quady. Quady infused his winemaker's passion for aromatics, balance, flavor and aftertaste into crafting Vya's formulas.

Vya Sweet Vermouth is made in an Italian style, with 17+ botanicals and spices like cinnamon, nutmeg, cardamom, and clove that open the palate and marry with the vanilla notes in whiskey. Vya Sweet's unique base is a blend of dry white wine, Quady's own proprietary Essensia® Orange Muscat, and Starboard® Batch 88, a port-style wine. Essensia® is a fortified dessert wine with orange marmalade characteristics. Starboard® Batch 88 has a chocolate-raisin character and is made with Portuguese grape varieties aged an average of five years. **Proprietary ingredients, carefully crafted formulas, and expert winemaking result in vermouth that you can use more of in your cocktails because it is superbly balanced and harmonizes well with other spirits.**

## How to enjoy:

Try Vya sweet in the Quady family's favorite 50:50 Manhattan, or in the classic 2:1 style, if you prefer. Enjoy it in a Negroni, a famously bitter cocktail made exceptionally palatable with Vya's enticing aroma and harmonious sweet characteristics. As an aperitif or digestif, simply pour Vya Sweet Vermouth on the rocks and add a twist of orange to experience "Christmas in a cocktail glass." Vya Sweet makes 3-ingredient cocktails taste fabulous and is equally exciting in more complex drinks.



*"Ideal for Negronis and other cocktails, this zesty vermouth has a honeyed sweetness, dried figs and sarsaparilla, plus a rounded finish with plenty of dried apricot, dried fig, Sherry and baking spice notes."*

- Kara Newman , Wine Enthusiast, 2016



Vya Sweet 750ml

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## Classic 50:50 Manhattan

1 ½ oz. Vya Sweet  
1 ½ oz. Rye whiskey  
3 dashes Bitters

*Combine ingredients in a mixing glass with ice.  
Stir and strain into glassware.  
Garnish with an orange twist.*

## El Vermut

2 oz. Vya Sweet Vermouth  
½ oz. Vya Extra Dry Vermouth

*Combine in a glass over ice. Stir.  
Garnish with an orange slice and green olives.*



## Vya Negroni

1 part Vya Sweet Vermouth  
1 part Campari  
1 part balanced gin  
Garnish: orange twist

*Stir in a mixing glass with ice.  
Strain into a rocks glass over ice.  
Garnish with an orange twist.*



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# VYA EXTRA DRY



Vya Extra Dry Vermouth, released in 1999, is America's Original Craft Vermouth developed at Quady Winery by fortified wine expert Andrew Quady. Quady infused his winemaker's passion for aromatics, balance, flavor and aftertaste into crafting Vya's formulas.

Vya Extra Dry Vermouth is made in a dry French style, with 15+ botanicals like lavender, linden, elecampane and rosebuds that enliven and refresh the palate. Vya Extra Dry's unique base is a fresh blend of dry white wine and Quady's own proprietary Essensia® Orange Muscat, a dessert wine with orange marmalade characteristics. **Proprietary ingredients, carefully crafted formulas, and expert winemaking result in vermouth that you can use more of in your cocktails because it is superbly balanced, adds enticing aroma, and harmonizes well with other spirits.**

### How to enjoy:

Vya Extra Dry Vermouth's cool, aromatic botanicals pair fantastically with the juniper notes in gin for a fresh and exciting Martini. Pair it with Vya Sweet Vermouth and whiskey for an outstanding Perfect Manhattan. As an aperitif or digestif, simply pour Vya Extra Dry Vermouth on the rocks and add a twist of lemon to experience "a blooming spring meadow in crisp mountain air." For the bartender or mixologist, Vya Extra Dry is an exciting, fresh base that plays well with a variety of ingredients. It is equally lovely in 3-ingredient drinks and in more complex cocktails.



*"Made with a base of California wine, this golden vermouth has a gentle golden raisin and dried apple fragrance. The citrusy, herbaceous palate offers hints of lemon peel, sage, and grapefruit peel and pith, finishing dry, with mouthwatering acidity."*

- Kara Newman, Wine Enthusiast, 2022



Vya Extra Dry 750ml

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## Vya Wet Martini



- 1 oz. Vya Extra Dry Vermouth
- 2 oz. Gin (London dry style preferred)
- 1 dash Orange Bitters
- Garnish: Lemon or Olive

*Combine ingredients in a shaker or mixing glass. Stir gently until very cold. Strain into chilled glassware. Garnish with lemon or olive.*



## El Vermut



- 2 oz. Vya Sweet Vermouth
- ½ oz. Vya Extra Dry Vermouth

*Combine in a glass over ice. Stir. Garnish with an orange slice and green olives.*



## Madera County Spritz



- 1 ½ oz. Vya Extra Dry Vermouth
- ¾ oz. Aperol
- 1 ½ oz. Dry cucumber soda
- Garnish: Strip grapefruit peel

*Fill a rocks glass with ice. Add Aperol and Vya Extra Dry. Fill with dry cucumber soda. Peel a two-inch strip from a grapefruit and bend to express oils over the top of the effervescent cocktail. Drop peel for garnish.*



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# VYA WHISPER DRY

Released in 2011 by fortified wine expert Andrew Quady, Vya Whisper Dry Vermouth is Quady's answer to the Vya fans who wanted a subtle carrier for their vodka martinis. The difference between Vya Extra Dry and Vya Whisper Dry is in the botanicals; although the same variety of botanicals are used, a much lighter infusion is made. This results in an aromatic, yet lightly flavored dry white wine experience that provides a more neutral base for cocktails.

A delicate, graceful vermouth, Vya Whisper Dry is infused with 15+ botanicals like elecampane, orris and fir needles that are light and bright on the palate. Vya Whisper Dry's base is a blend of dry white wine and Quady's own proprietary Essensia® Orange Muscat, a dessert wine with orange marmalade characteristics.

## How to enjoy:

Vya Whisper Dry Vermouth's gentle botanicals pair especially well with vodka for a smooth and aromatic Martini. As an aperitif or digestif, simply pour Vya Extra Dry Vermouth on the rocks and add a twist of lemon to experience the enjoyment of a fine white wine with a little something extra. Vya Whisper Dry is equally fantastic in 3-ingredient cocktails, simple aperitifs, as a neutral, fresh base for an infusion, and for more complex cocktails.



Double  
Gold

LOS ANGELES INVITATIONAL  
WINE CHALLENGE,  
2023

Best of  
Class

LOS ANGELES INVITATIONAL  
WINE CHALLENGE,  
2023

90  
POINTS

WINE ENTHUSIAST  
MAGAZINE,  
2022

*"This feather-light vermouth has a pale gold hue and mild, almost neutral aroma. The drying palate has faint red and green apple tones and a barely-there vanilla exhale, finishing brisk and tart."*

- Kara Newman, Wine Enthusiast, 2022



Vya Whisper Dry 750ml

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## The Hummingbird

1 oz. Deviation Aromatized Orange Muscat  
1 oz. Vya Whisper Dry Vermouth  
1 oz. Prosecco  
5 blueberries

*Muddle blueberries in a shaker with Deviation. Add ice and Vya Whisper Dry. Shake. Strain into a flute. Top with Prosecco.*



## Reverse Whisper Martini

2 oz. Vya Whisper Dry  
1 oz. Vodka or gin  
1 dash Orange bitters

*Combine ingredients in a shaker or mixing glass with ice. Stir gently until very cold. Strain into chilled glassware. Garnish with strip of lemon peel or olive.*



## Elderflower Manhattan

2 oz. Rye whiskey  
1 oz. St-Germain Elderflower Liqueur  
½ oz. Vya Whisper Dry Vermouth  
2 dashes Bittercube Boulevardier Bitters  
Garnish: Lemon twist

*Add all ingredients to a mixing glass, then add ice and stir. Strain into a cocktail coupe and garnish with a lemon twist.*



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