



Vya

VERMOUTH
Aperitif

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Vya – America’s Original Craft Vermouth – Gets a New Look to Match Its Personality

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 peeling back the secret Vya façade 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 had no intention of adding a vermouth to his portfolio of award-winning sweet wines, but in the early 1990s, he was presented with a challenge.

“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. He spent two years developing the formulas, infusing his winemaker’s zeal for aromatics, balance, flavor and aftertaste into his vermouths. Quady used his flagship Essensia Orange Muscat as part of the base in all of his vermouths, and his Starboard port-style wine in Vya Sweet, along with 17 botanicals.

“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. 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.

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