

# Vya

VERMOUTH  
Aperitif

**Why rebrand Vya Vermouth?** Vya was launched in 1999, before premium vermouths were sold in the U.S. In the past two decades the market has transformed. Today's consumer can choose from the finest vermouth in the world. They are curious, open to vermouth, interested in ingredients and authenticity. We wanted to appeal to women as well as men, and to attract younger consumers. Bartenders requested a shorter bottle to fit in small fridges, and we listened. Sales said do not change the formula! We did not change the formula.

**In conceiving Vya, Andy infused his winemaker's passion for aromatics, balance, flavor, and aftertaste into his vermouths.** The new package tells a light-hearted, playful, and creative tale of Andy Quady's dance with the plant world and calls out his story on the back label. In redesigning the label, we put the magic in the bottle on the bottle, inviting consumers to create enchanting drinks on their own.

**The drawings depict a selection of aromatic plants in Vya:** lavender, galangal, orris, alfalfa, and rosebuds in Extra Dry; linden, elecampane, fir, and Orange Muscat in Whisper Dry; cardamom, nutmeg, cinnamon and cloves in Vya Sweet. The baking spices set Vya Sweet apart – they dance with the vanilla notes in whiskey and stir memories and daydreams. Extra Dry and Whisper Dry have more cooling, refreshing plant energies; mostly leaves and flowers. Extra Dry is highly aromatic; it's a fresh and surprising vermouth – the snake represents these attributes. Whisper Dry is a delicate vermouth, light and fresh, represented by a dancer with Orange Muscat grapes on her dress.



**Vya uses proprietary base wines.** Quady pushed vermouth tradition forward with the use of a quality base wine that includes a dry white blend, Quady's Essensia® Orange Muscat, and Starboard® Batch 88, a port-style wine. These proprietary wines – balanced and beautiful in themselves - make a more balanced vermouth. They are named on the back label.

**Proprietary ingredients, carefully crafted formulas, and expert winemaking** result in vermouth that is easy and enjoyable to use because it is superbly balanced and harmonizes well with other spirits. We hope you enjoy the storytelling and harmony in this exciting new package!