

infused. We do not use any oils or commercially produced flavors. In Dry Vya we use the above ground parts of the plants; leaves and flowers from about 15 different plants such as linden, lavender, spearmint, etc. The resultant aromas are like a mountain meadow after a rain; the taste of mint and flowers; and the sensation of coolness and roundness in the mouth. We suggest serving Dry Vya very cold in a wine glass with ice and a twist of lemon accompanied by salty appetizers such as olives, nuts and caviar.

### Sweet Vya

Sweet Vya is also a blend of Columbard and Orange Muscat with a little port added to give the traditional reddish hue. (The hue usually comes from the addition of caramel.) We use fresh whole dried herbs and spices (no commercially produced flavors) from the below ground parts of the plants, the bark, stems and seeds, where the plant energy is stored. You can feel this energy in the mouth as a sensation of warmth and tingling. The aroma is spicy, peppery, earthy and the taste is both bitter and sweet. Serve Sweet Vya on the rocks in a tumbler or mix it with a little sparkling wine, just enough to turn the hue to amber.

### Accolades for Vya

**Dry Vya** was recognized in the July 2009 issue of *Gourmet Magazine* as the number 1 aperitif for summer drinking.

“One of the entries that sparked the current vermouth renaissance, this American version from Andrew Quady is intense stuff, with notes of sandalwood, nutmeg, cinnamon, rosemary, and pine”.

**Sweet Vya** was awarded the trophy by the prestigious London International Wine Challenge for the “**Best Vermouth**” for the last **two consecutive years**.



www.quadywinery.com  
P. O. Box 728, Madera, Ca 93637  
800.733.8068

# *In Truth ~ Vermouth*

*presented by:*  
*Andrew & Laurel Quady*



## What is Vermouth ?

Vermouth is an aromatized wine, which means that botanicals or spices are added or infused into wine. The infusion is like making tea except that the herbs and spices are soaked in alcohol rather than water to extract flavor and aroma. Aromatic plants have been used in cuisine, aromatherapy, teas, in personal products and by herbalists throughout history. Aromatized wine is the fusion of winemaking and the arts involving the use of botanicals.

In vermouth in addition to taste and aroma, you can feel sensations in the mouth: warmth, coolness and tingling. These sensations are produced by properties of the herbs. For instance Blessed Thistle and Nettle give a tingling feeling; Cloves, a feeling of warmth: Spearmint, coolness. Commonly used are angelica, aloe juice, cinnamon, coriander, gentian, hyssop, lemon balm, marjoram, mace, orange peel (bitter & sweet), quinine, sage, thyme, linden, lavender, spearmint, etc., and formerly wormwood.



## Where & When Did Vermouth Originate ?

Since Roman times when honey-sweetened wines with healing herbs like bitter wormwood were first made and used as medicines (notably to treat intestinal worms) or elixirs these wines have been in use.

In later times, the making of these wines was centered in Turin, Italy. In 1786, Carpano opened a *wine bar* and made the first commercially produced vermouth using white wine and an infusion of herbs and spices. Carpano was reputedly a lover of Goethe's poetry and all things German. He named his blend of aromatized wine "*Wermut*" which is the German word for the main ingredient, wormwood. The French translation of *Wermut* is *Vermouth*. Wormwood was the main ingredient in his vermouth and in Absinthe. Carpano made more than 30 varieties of *Wermut*. In addition patrons could order specific amounts of herbs, spices, vanilla, bitters and sweetening to be added to their vermouth.

The making of Sweet Red Vermouth or *Punt e Mes* is credited to the inspiration of a local broker from the nearby Borsa who ordered – in trader lingo a *Punt e Mes*– a blend of one point bitters and a half-

point sweetener to the usual white vermouth. This became Carpano's most popular vermouth.

Joseph Noilly began making a French dry white vermouth in 1813 and in 1855 the family joined with his son-in-law Claudius Pratt to form the company still known today for vermouth, Noilly-Pratt, which is located in the small port village of Marseillan, north of the Spanish border and south of Marseille.

## Vermouth's Traditional Use

Traditionally in Europe, Vermouth was drunk as an aperitif. The word aperitif comes from the Latin word, *aperire*, which means to open: hence the idea that an aperitif is drunk at the opening or beginning of the meal. The herbs stimulate the appetite and wake up the taste buds for the meal to follow. In France Vermouths have been so popular as an aperitif or before dinner cocktail that until recently if you requested a "Martini", the waiter would assume you wanted one of the vermouths produced by Martini and Rossi and ask if you wanted it "red" or "white". Vermouth, being wine based, has a shelf life similar to other wines and should be cared for as a wine. Left in a cupboard above the stove for a month vermouth will oxidize as any other wine, losing its freshness and verve.

## History of Vya – Vermouth

Vya began as a challenge. In 1997 one of Andy's friends, the owner of a fine restaurant in San Francisco, challenged Andy, (a chemist, gardener, accomplished cook, and lover of herbs and spices) to make vermouth that would liven up cocktails. A vermouth that would actually be used in a martini, not just "acknowledged with a nod towards France" in the paraphrased words of Winston Churchill. For two years our house was filled with the aromas of herbs and spices as Andy experimented with different combinations. Finally in 1999 we released our first dry and sweet Vermouths, which we call Vya. Since then interest has grown in the use of fine and original ingredients to make true cocktails. (True cocktails, referring to a mixture of ingredients to make exciting drinks, as opposed to straight shots of vodka, gin, whiskey, etc.)

## Dry Vya

Dry Vya is made using a combination of fresh Columbard and Orange Muscat wines into which fresh whole dried herbs are