



Background

The times, they are a changing. Bars featuring *craft cocktails* are sprouting in America's centers of food and drink hedonism (especially New York and San Francisco) where "mixologists" are crafting better drinks. Their cocktails are meant to be savored - like fine wine. Although their influence is still small they are starting to make a change in the idea of what drinking is all about.

The posting below (with permission from Darcy O'Neil, author of *Art of Drink.com*), gets to the heart.

The Big Old Boring Vodka Martini

Why do people order dry vodka martini's? Is it because they don't know what else to order? Is it the herding effect? Or do people actually think they taste good? This is as much a study in psychology as it is in drinking trends. Remember the term "monkey see, monkey do", that's how I sometimes feel at the bar. People will order what others order, not because they necessarily know what they are getting, but because everyone else is doing it. This is how the vodka martini trend got started, and we could probably lay some blame on James Bond for this, but mostly over stressed business people who need a quick fix at lunch.

Theoretically, vodka shouldn't have much in the way of flavour. We know it has more of a sensation (astringency) caused by the ethanol than a true flavour. Actually, ethanol in high concentrations can act like an anesthetic by causing nerve ending to be overloaded, so it inhibits taste. There are trace amount of organic components that do provide some very small hints at flavour. But, if the names of these organic compounds were put on the bottle it would make people run for the hills because they would think they are being poisoned. People don't want to believe that the stuff they put in their bodies is bad, they want to think it is pure and healthy. Vodka has this image of being pure ethanol and pure spring / iceberg / glacier / lake / etc. water. Almost every vodka bottle alludes to some form of "purity" factor. Reality, ethanol is a poison itself, a fun one, but a poison none the less.

I once got sucked into an infomercial that was selling some magical health food product on a Saturday afternoon. As the hostess waxed on about how great their product was, she looked over to the other sales dude and started acting horrified at the ingredients in a competitor's product. Specifically, she started reading off a list of ingredients and came across d-alpha-tocopherol and said that she would never want to put that horrible sounding chemical in her body. Well based on her IQ, she probably never has, because d-alpha-tocopherol is Vitamin E. That's right Vitamin E and without Vitamin E we would pretty much be dead or very nonfunctional human beings. I chuckled,

changed the channel and probably started watching some Godzilla rerun or something. But it makes the point that people fear what they don't know.

Same goes for a martini. People seem to fear the vermouth, when in reality vermouth is your friend. It is the vermouth that adds the flavour to a martini and not the vodka. But the "monkey see, monkey do" principal applies. Ordering a plain old martini was boring, so it became a dry martini, which sounded better and made the purchaser look more "in the know." Then the extra dry vodka martini became all the rage because it seemed sophisticated. The reality is that if you give an alcoholic a bottle of vodka and jar of olives this is about the same level of sophistication. Extra dry martini's are a joke that alcoholics use to indicate they aren't interested in flavour, they just want their ethanol fix. But to not seem pathetic, they make up some unique, often funny, way to add the vermouth spirits to their glass, such as passing the vermouth bottle over the glass. Funny the first two times, but annoying as hell the 1000th time. Now the majority of people who enjoy a drink are not alcoholics, but they seem to follow this martini making trend, thinking that an experienced drinker must know better.

When I make a martini, I make it as traditional as possible. That includes a good splash of vermouth and an olive planted dead centre in the glass. While I'm behind the bar I often get people sitting at the bar who order an extra dry vodka martini, and occasionally when I free pour the vermouth it doesn't equate to a "mist" of vermouth, more like a 1/4 ounce to 1/2 an ounce. Every single time the response is "this is the best martini I've had in a long time." Hmmm, that is an interesting response.

Now I never intend to make a drink wrong, but using a pour spout, old habits and free pouring always puts more vermouth in the shaker than "misting" or "rinsing" the ice. The interesting part is that the people find these good, probably because they are balanced and have the alcohol dampened down. I get more returns of rye and coke because I used the wrong whisky than I ever do for adding too much vermouth to an extra dry vodka martini. Actually, I've never had a martini returned because it tasted like something. Maybe this means something, and I think it means that so many people have forgotten, or never even tried a real martini, that they don't know what they are missing.

What is my point? Well it is to go out and discover things, and try stuff. Don't be a nondescript zebra in the herd doing what everyone else is doing. If we all listened to the infomercial girl and panicked every time we saw the word d-alpha-tocopherol, we'd all be very, very unhealthy because of Vitamin E deficiency. Try a real martini, hell give up on the vodka martini, find a good bartender and explore the cocktail world, there is a lot out there to discover.

Thank you Darcy. Wouldn't the world be better if it were no longer cool to order "a dry vodka martini" and drinkers became interested in what sort of vermouth goes in? Can't you just imagine a cocktail waitress asking the customer which vermouth he wants, and what should the proportions be – in the same way that we are now asked if we want the martini up or on the rocks and with how many olives? And

by the way, it is O.K. to order a glass of vodka straight up if that's what you want but this isn't really a martini. Certainly a real martini, with 1/3 or so vermouth in it, is an improvement over straight vodka or gin but it is still strong and if we want to enjoy our dinner and wine to come we don't want to anesthetize those taste buds.

Lets assume that we want to entertain our taste buds, not anesthetize them. What are the choices? Grouping the drinks according to increasing alcohol level, it is useful to think about categories. The terms: *Aperitifs*, *aperitif cocktails*, and *cocktails* can be helpful because cocktails are usually made with spirits whereas *aperitifs* also include wine and beer which is lower in alcohol. *Aperitifs* (from the Italian word "apeiro" (to open) were historically used to wale up the tastebuds and are usually not of a high alcoholic strength. At the opposite end of the alcoholic spectrum are typical *Cocktails*, (made largely with distilled spirit) and which dull the taste buds along with the drinker.

The term "*Aperitif cocktail* " is useful to describe drinks which fall in the middle, moderately alcoholic with a significant proportion (at least 50%) wine but also containing distilled spirit. The list below, from all three levels of alcohol, is limited to those containing at least one Quady wine as a significant ingredient.

QUADY COCKTAILS

Aperitifs

Deviant

Place 1.5 to 2 oz Deviation in a flute and top with Prosecco or sparkling wine.

Duplex

1 1/3 oz dry Vya vermouth
1 1/3 oz sweet Vya vermouth
1 dash Angostura or Orange bitters

Serve with or without rocks in an old-fashioned glass.

Elysium Cooler

1 part Elysium
1 part Tonic water
Lemon wedge

Fill glass with ice. Add tonic followed by Elysium. Stir twice with long handled cocktail spoon. Squeeze lemon wedge on top.

Essensia Spritzer

4 parts sparkling water
1 part Essensia
Fill a glass with ice. Add sparkling water and Essensia.

Champensia

4 oz Champagne or sparkling wine
1 oz Essensia

Add Champagne or sparkling wine to a flute glass. Float Essensia on top.

Evviva

From Uva Enoteca, San Francisco

Made from: Tahitian green tea infused Vya dry vermouth, lemon bitters, pinot bianco & lemon . (no proportions or methods given)

Extra Dry Vya

2 ounces Vya Extra Dry

Pour over ice.

Add a twist of lemon or orange.

Punt E Mess Fizz

$\frac{3}{4}$ ounce Punt E Mes

1 $\frac{1}{2}$ ounces Vya Sweet Vermouth

1 $\frac{1}{2}$ - 2 ounces Champagne

Stir Vermouth and Punt E Mes and strain into a chilled cocktail glass

Top with Champagne

Garnish with a lemon twist

Sweet Vya Fizz

When Joshua Wesson (founder of Best Cellars and a judge of our dessert pairing competition) declared on tasting Sweet Vya: "This would be good with sparkling wine", the Vya Fizz was born. Sparkling wine is the medium and Sweet Vya the message.

3 oz Sparkling wine 1 oz Sweet Vya

Fill a champagne flute about $\frac{3}{4}$ full and top up with Sweet Vya.

Vya Cooler

1 twist lemon peel 2 oz dry Vya Vermouth

carbonated water

$\frac{1}{2}$ tsp grenadine syrup

1 orange spiral

Pour grenadine and carbonated water into a collins glass and stir. Add ice cubes and dry vermouth. Fill with carbonated water and stir again. Add the twist of lemon peel and the orange spiral so that the end dangles over rim of glass.

Vya Delight

2 oz dry Vya vermouth
1 tsp sweet Vya vermouth
1 tsp grenadine syrup
4 oz ginger ale

Pour the vermouth, grenadine and ginger ale into a collins glass almost filled with ice cubes. Stir well, garnish with a twist of lemon, and serve.

The Vya

2 oz Vya extra dry 1 oz Vya sweet
1 twist orange peel 1 twist lemon peel

This is our version of the Duplex. We find that the higher proportion of Extra Dry allows the flavors of both vermouths to be in better balance. Shake Vya with ice and strain into a chilled cocktail glass. Or serve on the rocks. Add orange and lemon peel and serve.

The Vya Elixir

We were pleased to discover Vya at the Craft Restaurant in New York City when we last dined there and even more so when Troy Daigle, managing director at Craft Restaurant in Dallas created the drink below which has since become a favorite in our house:

1 oz Vya extra dry 2 oz Vya sweet
 $\frac{3}{4}$ oz Essensia Splash green Chartreuse
1 twist orange rind (flamed if desired)

Combine ingredients and serve on the rocks.

Vya Seasonal Fruit Cup (A variation on the classic "Pimms Cup")

Todd Smith, Bourbon and Branch, San Francisco

From mixologist Todd Smith: I enjoy using Vya vermouths the same way I use the classic Pimms from England. Depending on the season,

the drink can change quite a bit, but the recipe stays pretty much the same. The following are some of my favorite fruits to use:

Fall: Apple, pears, figs, grapes, ginger & mint

Winter: Grapefruit, lemons, oranges, tangerines & mint

Spring: Apricots, pineapple, mango, strawberries & mint

Summer: Blackberries, blueberries, raspberries, nectarines, peaches, cucumbers & mint

Individual drink: In a tall glass, add sliced fruit layered with some ice cubes. Depending on the season my favorite are the fruits listed below. Pour 2 oz. Vya Sweet or Dry top with Champagne, Sparkling wine or Ginger beer add a sprig of mint and enjoy! If you want to make a batch for a party, use a bottle of vermouth and approx. 2 cups of fruit and ½ -1 bottle of Champagne or Sparkling wine.

*Note: I prefer to use the sweet vermouth for fall and winter and the dry for spring and summer, although there is no set rule - I sometimes use both!

Vya Cocktail Number One

2 ounces Vya Extra Dry

2 dashes orange bitters

2 dashes Angostura bitters

Shake well with ice and strain into a martini glass.

Add a twist of orange.

Sweet Vya

2 ounces Vya Sweet

Pour over ice.

Add a twist of lemon or orange.

V & V

1 ounce Vya Sweet

1 ounce Vya Extra Dry

Pour over ice.

Add a twist of lemon or orange.

Vya Royale

1 ounce Vya Sweet
Sugar cube
4 ounces Sparkling Wine
Orange zest

Place sugar cube in flute. Add 4 oz sparkling wine and 1 oz sweet Vya. Garnish with orange zest

Aperitif Cocktails

Americano Sour

From a fan in Norwalk Ct.

1.5 oz Vya Sweet

1 oz Campari

2 oz sour mix or lemon juice and simple syrup (homemade sour mix)

Shake and garnish with one orange wheel tucked down the side of the glass and one cherry on top.

The Andy Quady

1 oz extra dry Vya

1 oz sweet Vya

1 oz Tanqueray 10 gin.

Shake with ice. Strain into cocktail glass. Garnish with a lemon strip.

The Improved Andy Quady

Same as above but use Petron silver tequila instead of gin.

Andy Dandy

1 ounce Vya Sweet

1 ounce Campari

2 ounces club soda

Pour over ice. Add a twist of lemon.

Americano

1 oz Campari

1 oz Sweet Vya Vermouth

1 twist lemon peel

1 twist orange peel

Pour over ice into a collins glass. Garnish with lemon and orange twists. Add club soda if desired.

Chrysanthemum

1 ½ oz dry Vya Vermouth

¾ oz Benedictine
3 dashes pastis or pernod

Stir with ice, strain into cocktail glass and garnish with orange peel.

Cucumber Wet Martini

2 parts Hendricks Gin
1 part Extra Dry Vya Vermouth
¼ cucumber

Combine gin, vermouth, and ¼ cucumber in a shaker with ice. Shake vigorously, strain and serve up.

Devious Cocktail

Created by Gary Regan, Ardent Spirits.com

2 ounces Deviation (dessert wine from Quady Winery)
1 ounce Armagnac
Fresh lemon juice to taste (go easy)
1 lemon twist, for garnish
Fill a cocktail shaker two-thirds full of ice and add all of the ingredients. Shake for approximately 15 seconds, strain into a chilled cocktail glass, and add the garnish.

Essensia Margarita

3 oz Essensia
1.5 oz Tequila
0.5 oz Fresh lime juice

Serve in a glass with ice and a salted rim

Fallen Leaves

Submitted by a fan from Baltimore Md.

.75 oz Calvados
.75 oz Sweet Vermouth
.25 oz Dry Vermouth
Dash of brandy
Shake with ice, strain, serve up in chilled martini glass

Fifty-Fifty Martini

1½ ounces Plymouth Gin
1½ ounces Vya Dry Vermouth
Stir over cracked ice and strain into a chilled cocktail glass
Garnish with olives or a twist

Red Vyalin

1 ounce Vya Sweet
1 ounce Maker's Mark
5 shakes Peychauds Bitters
Tsp Marachino cherry juice
Shake and pour into an 8 oz. glass
Add 2 - 3 ounces sparkling wine
Garnish with a Marachino cherry and orange zest

Reverse Martini

Martin Duderoff, New York

2 oz dry Vya
1 oz dry gin (again, Plymouth or Beefeater recommended)
Stir with large ice cubes and strain into a chilled cocktail glass.
Garnish with a lemon twist.

Rose Cocktail

2 oz dry Vya vermouth
1 oz kirschwasser
1 teaspoon raspberry syrup
Shake in an iced cocktail shaker and strain into a cocktail glass
Garnish with a cherry.

Vya Bentley

From a fan in Ann Arbor Mi.

2 oz Sweet Vya Vermouth
1 oz Apple Jack or smoother apple brandy
dash grenadine or cherry juice.
Shake over ice and strain into glass

Cocktails

Baron Cocktail

1/2 oz dry Vya vermouth
1/2 tsp sweet Vya vermouth
1 1/2 tsp triple sec
1 1/2 oz gin
1 lemon wedge garnish

Stir with ice, strain into cocktail glass and serve UP. Add the lemon wedge and serve.

Classic Martini

Frisson Restaurant, San Francisco

Lotus vodka and Vya extra dry vermouth, served up

Deviant Martini

1.5 oz Deviation
2.0 oz Wright lemon gin
Good squeeze of lemon

Shake with ice and serve up.

El Presidente

Absinthe Restaurant, San Francisco

Barbancourt 3-Star rum,
Vya sweet vermouth,
dash of Peychaud bitters.

Served up with an orange twist. Proportions not given

Negroni Cocktail

1 oz gin
1 oz sweet vermouth
1 oz Campari® bitters

Stir with ice and strain into a chilled cocktail glass 3/4 filled with cracked ice. Add a splash of soda water if desired. Garnish with a half slice of orange.

Negroni Sour

From a fan in Norwalk Ct.

1 oz Bombay Sapphire gin

1.5 oz Vya Sweet

1 oz Campari

1-2 oz sour mix or lemon juice w/simple syrup. Shake and garnish with orange wheel tucked down side of glass and cherry on top.

Presidente Vincent

2 ounces Neisson Blanc Rhum

1 ounce Vya Dry Vermouth

$\frac{3}{4}$ ounce fresh lime juice

$\frac{3}{4}$ ounce simple syrup

Shake and strain into a chilled cocktail glass.

Garnish with a lime wheel.

Rye's Redemption

Kiernan Walsh, Solstice Lounge, San Francisco

2 oz. Square One Organic Rye Vodka

1/2 oz. Deviation

3 dashes Lemon-Thyme Bitters (see recipe below)

Stir all ingredients in mixing glass with ice and strain into cocktail glass. Garnish with orange twist

LEMON-THYME BITTERS RECIPE

- * 1/2 pound dried (Lisbon) lemon peel, chopped finely
- * 8-10 sprigs of dried lemon thyme
- * one sprig dried lemon balm
- * Pinch of coriander seeds
- * 2 cups grain alcohol

1. Mix the lemon peel, herbs, seeds, and the alcohol
2. Let stand in a sealed jar for 15 days, agitating every day.
3. Pour off spirits through a cloth, and seal again.
4. Take the strained off herbs, seeds and peel, put them in a

saucepan, crushing with a wooden muddler or the back of a spoon.

5. Cover them with boiling water, simmer 5 minutes;

6. Put this liquid in a covered jar for 2 days, then strain this off and add liquid to the spirits.

7. Filter again, let stand until it settles perfectly clear, then bottle for use.

Stargazer

Una restaurant, Portland Maine

Absolut mandarin & citron vodkas, Quady Electra Orange Muscat, white cranberry and sliver sheen. A final flourish: a flower floats on top.

The Last S F Negroni

The Last Supper Club, San Francisco

$\frac{3}{4}$ oz Distillery 209 Gin

$\frac{3}{4}$ oz Aperol

$\frac{3}{4}$ oz Vya Sweet Vermouth

Dash Simple Syrup

Shaken, served up with an Orange Twist

The Rising Sun

Kiernan Walsh, Solstice restaurant, San Francisco

mix equal parts of:

Yamakazi 12-year single malt scotch

pinot noir juice

Vya extra dry vermouth

add a few shakes of orange bitters

Shake over ice and strain into cocktail glass.

Electra Martini

From a fan in Chicago

1 oz Vodka.

.5 oz of Contraeu
2 oz Electra

Shake and strain into cocktail glass.

Purple Haze

From a fan in Chicago

1 oz Vodka.
.5 oz of Elysium
2 oz Electra White

Shake and strain into cocktail glass.

Solstice Martini

Solstice Restaurant, San Francisco

choice of Skyy 90 vodka, Pastis, Chilean Carica or Dmarak gin,
with Vya dry vermouth
garnish with pappadew pepper

Top of The Mark Martini

Mark Hopkins Intercontinental Hotel, San Francisco

3.5 oz Chopin vodka
Splash of Vya vermouth
Tomolive
Shake with ice and strain

Unnamed

From the barman at the Forbury hotel Reading, England

1 oz Lord Gin
¼ oz Vya dry
1 oz Aperol

Mix in a cocktail shaker with iced. Strain into an old fashioned glass.
Garnish with an Orange Twist.

Unnamed

From Robert Heugal, Beavers, Houston

1 oz rye whiskey
1 oz sweet Vya
heaping tbs marmalade

juice of 1/2 lemon

Combine ingredients. Shake over ice and strain into cocktail glass.

Vya con Dios

Lark Creek Steak, San Francisco

Myer's dark rum

Vya sweet vermouth

raspberry puree

fresh lime

pinapple juice and fresh orange juice

Waldorf

From Paul Clarke, Seattle

1 ounce bourbon

1 ounce sweet Vya

1 ounce absinthe

Instructions: Combine ingredients in a mixing glass and fill with ice.

Stir well and strain into a chilled cocktail glass.

Manhattans and Rob Roys

I have given this large and important group of cocktails its own section because the Manhattan, the king of cocktails, is a great way to show off the qualities of Sweet Vya vermouth. In those recipes where a classic reference has called for sweet or Italian vermouth I have substituted sweet Vya after first testing the drink to make sure the change was appropriate.

Aperitif Cocktails

Manhattan Cocktail (No. 1) Savoy Cocktail Book

2 dashes Curacao or Maraschino liqueur
1 oz Rye Whiskey
2 oz Sweet Vya
3 dashes Angostura Bitters
2 small cubes of ice

Shake well and strain into a wine glass. Garnish with ¼ slice lemon

Manhattan Cocktail (sweet) Savoy Cocktail Book

1 ½ oz Sweet Italian Vermouth (**substitute Sweet Vya**)
1 ½ oz Rye or Canadian Whiskey

Stir well with ice and strain into cocktail glass.

Pony Express Manhattan

Courtesy of a Sweet Vya Manhattan devotee from St. Joseph Missouri

1 ½ oz Crown Royal
1 ½ oz Sweet Vya Vermouth
1 drop cherry juice
1 maraschino cherry

Stir gently with ice, strain into chilled cocktail glass and add cherry.

Reverse Vya Manhattan

2 parts Vya Sweet Vermouth

1 part Rye whiskey

Shake on ice and serve up garnished with orange peel and maraschino cherry.

Manhattan Cocktails

Manhattan Cocktail (No. 2) Savoy Cocktail Book

1 dash Angostura Bitters
2 oz Canadian Club Whiskey
1 oz Sweet Vya Vermouth

Shake well with ice, strain into cocktail glass, garnish with cherry.

International Bartender Association Standard Manhattan recipe:

5 centiliters parts Rye Whiskey
2 centiliters Sweet Vya vermouth
Dash Angostura bitters

Stir over ice and strain into chilled cocktail glass. Garnish with Maraschino cherry.

Sazarac Rye Manhattan

From a fan in Los Angeles

1 ounce Vya Sweet
3 ounce Sazarac Rye
1 shake Bitters

STIR. Pour into a chilled Martini glass. Drop a Port-poached cherry (or 2) in, and rub the rim with a cube of ham. Enjoy having mind blown.

The Calahattan

Forbes magazine September 2006

3 oz good bourbon

1 oz Vya Extra Dry

½ oz Vya Sweet

3 shakes Angostura bitters (or to taste)

Combine in an ice-filled shaker, shimmy 'er around and strain into a highball glass. Garnish with a maraschino cherry, lemon peel or a slice of orange.

Solstice Manhattan

Bulleit bourbon, Vya sweet vermouth, Cynar

Solstice Bobby Burns

J&B scotch, Vya sweet vermouth and benedictine

Rob Roy

Martin Doudoroff, New York

2 1/2 oz Scotch whisky

1/2 oz to 2 oz of Sweet Vya

1 dash Peychaud's (or Angostura) bitters

Stir with large ice cubes and strain into a chilled cocktail glass.

Garnish with a cherry macerated in whiskey and/or a lemon