

# GREAT TASTE RUNS IN THE FAMILY



PRESS KIT



MEMBER OF THE MAZZA FAMILY

# SPIRITS + BEER

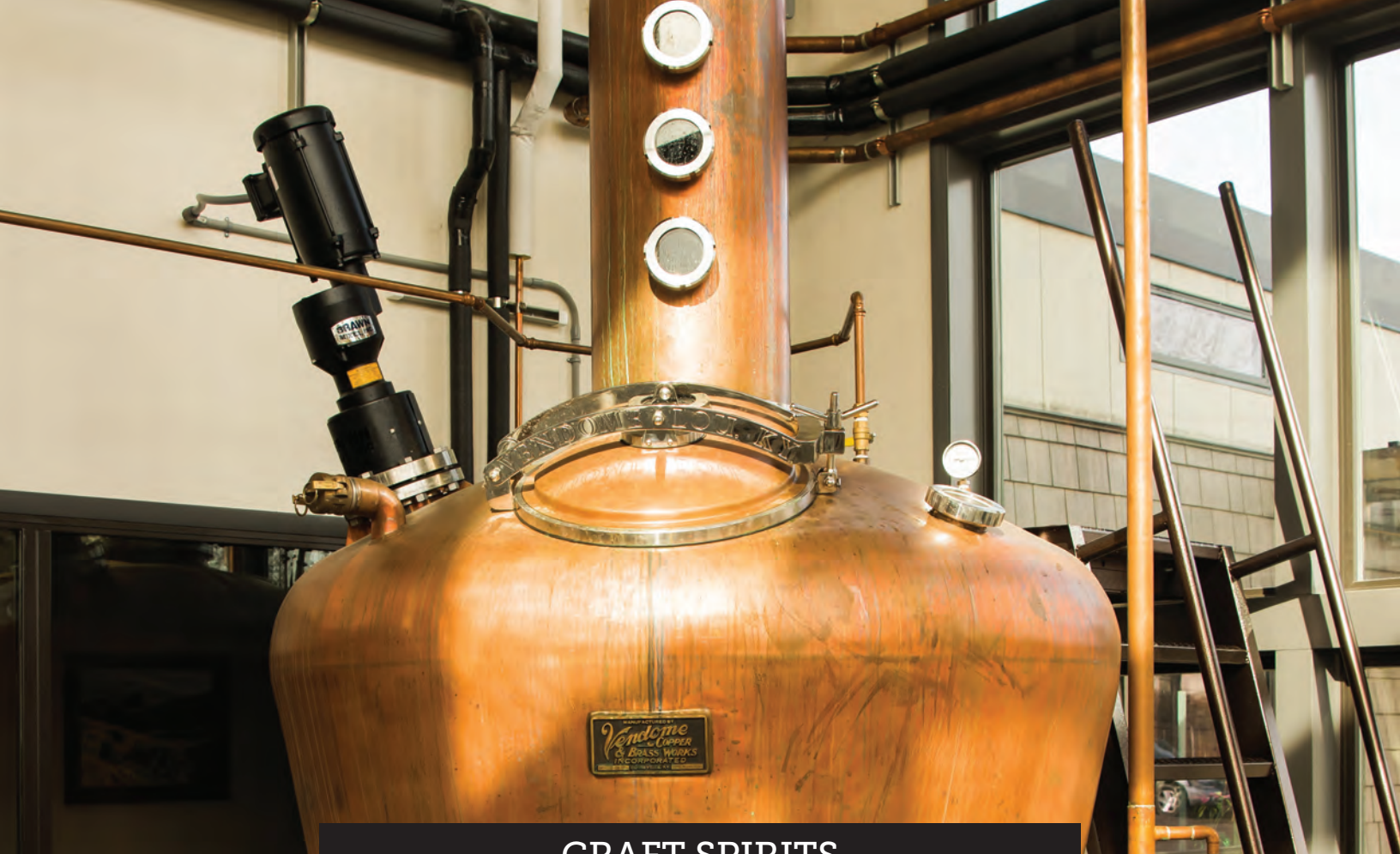
Five & 20 Spirits and Brewing is based in Westfield, NY where the team works with local farmers to source the best ingredients for its craft beer and spirits. Nestled between Routes 5 and 20 along the shores of Lake Erie and sitting on 80 acres of farmland used to grow grapes and grain, this one-of-a-kind location shares a facility with Mazza Chautauqua Cellars and is New York State's first-ever combination winery, distillery, and brewery.



@FIVEAND20

FIVEAND20.COM





## CRAFT SPIRITS

The Five & 20 approach to spirits is focused on master blending and barreling - not unlike the Mazza approach to wine production over the last 45 years and the family's approach to fortified wines and fruit eaux de vie for Mazza Chautauqua Cellars over the last decade.

Distiller, Joe Nelson, blends multiple components to achieve a more complete and complex final product. For example, the Rye is made by blending two different locally-sourced grain bills: one that is rye and malted rye, and the other comprised of rye and malted barley. A small batch/small barrel approach is used for the Rye Whiskey and Bourbon and across the product-line a range of barrel cooperages and sizes are used (up to 53 gallons).

Blending across the grain bills, cooperages, and barrel sizes, along with Nelson's masterful technique of barreling down different proofs per barrel size and adjusting his still cuts accordingly, allows the Five & 20 team to blend in more complexity for a relatively young spirit.

The distillery at Five & 20 has the capacity to produce more than 350 53-gallon barrels of whiskey per year.

Five & 20 Spirits are available throughout Western New York and the metro New York City area, Florida, and available online in Pennsylvania at [finewineandgoodspirits.com](http://finewineandgoodspirits.com).



- **Straight Rye Whiskey (SB)²RW:** This rye is crafted to be smoother and more approachable than many rye whiskeys. Carefully pot-distilled, specifically made to be aged in smaller barrels, the spirit is balanced between the spicy grain character of the rye and the sweet caramel & vanilla flavors of high quality oak barrels. Five & 20 Rye Whiskey can be enjoyed both in classic cocktails like Manhattans, or simply neat. Joe prefers to enjoy the spirit in a Five & 20 rocks glass with just a touch of water. 80% New York grown rye and 20% distiller's malt aged in new charred American Oak.



**2020 Feb/Mar Wine Enthusiast: Best Buy**

**2019 San Francisco World Spirits Competition: Silver**

**2019 NY Spirits International Competition: NY Rye Distillery of the Year**

**2018 North American Bourbon & Whiskey Competition: Silver**

**2017 San Francisco World Spirits Competition: Silver**

**2016 New York Wine & Food Classic: Gold**

**2016 Beverage Tasting Institute: 94 Points**

**2015 American Distilling Institutes: Best of Category: Rye Under 2 Years, Silver**

**2015 San Francisco World Spirits Competition: Silver (Batch 2)**



- **Rye Whiskey Finished In Port Casks:** This whiskey started out in new, charred American oak barrels that provide the robust caramel and vanilla notes which balance the spiciness of the rye. After this initial aging, the whiskey is transferred into freshly emptied American "Port" wine casks from our own winery - Mazza Vineyards. Because the "Port" casks came from our own winery, they were filled with whiskey within 24 hours of the wine being removed. This ensures the freshness of the barrels, which provides the maximum flavor and aroma impact. The longer aging in these "Port" casks gives the whiskey a deeper, more ruby color and rich flavors and aromas of red wine, dark fruit and chocolate.



**2019 NY Spirits International Competition: NY Rye Distillery of the Year**





- **Straight Bourbon (SB)²BW:** Five & 20 Bourbon was produced from locally sourced grains, 70% corn, 15% rye and 15% barley malt, and aged a full two years in charred white oak. The bourbon carries robust barrel flavors with dark caramel and smoky notes, followed by hints of rye spice. The finish is dry & smoky with lingering corn notes.



**2016 New York Wine & Food Classic: Gold**  
**2015 American Distilling Institutes: Silver**



- **Other Five & 20 Spirits include:**
- Afterburner Bierschnapps AB²S
    - 2016 Whiskey Advocate: 87 points
    - 2015 San Francisco World Spirits Competition: Bronze
  - Corn Whiskey SBCW
  - White Rye Whiskey SBRW
  - Limoncello
  - Applejack
  - Della Mella

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Look for new distilled products from Five & 20 in the future, including specially finished whiskeys such as our “Déjà Vu” series that utilizes beer soaked American Oak casks to give a finishing touch to our Rye & Bourbon, and the “Deepwater” series, inspired by a quote from Bob Mazza’s father:

“If you’re going to drown, you may as well do it in deep water.”

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## CRAFT BEER

After more than a decade of distilling and a mastery of grain handling, the team at Five & 20 extended their expertise to brewing and is now a farm brewery with a robust line-up of craft beer.

The approach to brewing starts with a solid base of classic American, English and German beer styles, which never fail to please and always intrigue. Staying close to the Mazza philosophy is important, so while brewing these classic styles the team focuses on using the resources and ingredients from neighbors, friends, and colleagues to highlight what the community can offer to the greater beer world.

Five & 20 craft beers are differentiated by using the Mazza family's finely-tuned techniques for distilling and winemaking to produce specialty high gravity, barrel-aged and co-fermented beers. These creative and cross-over approaches to brewing, combined with the use of local ingredients, produce complex new flavor profiles in the Tier Two and Tier Three beers.

The brewery at Five & 20 has the capacity to produce more than 1,100 barrels of beer per year.





### ➤ Tier One: The foundation of the beer line

- **Cream Ale:** The sweet corn flavors, floral aromas and effervescent carbonation makes this a perfect light summer beer. 4.9% ABV
- **Pale Ale:** The generous hop additions give this medium-bodied pale ale its light, fruity citrus flavors. 5.4% ABV
- **Rye Pale Ale:** The rye malt gives this light-bodied pale ale a spicy grain flavor. 6.2% ABV
- **Brown Ale:** A full-bodied ale, brown in color, with caramel and nutty flavors. This is a great beer to keep you cozy next to a fall campfire. 5.1% ABV
- **Stout:** A full-bodied, creamy stout with rich, roasted notes and a gentle sweetness. 6.5% ABV
- **Grape Lakes:** American wheat ale co-fermented with a splash of Concord grape juice for a refreshing, summer beer.

### Tier One: Seasonal

- **Lim Wit (Summer):** A light & refreshing hazy blonde hefeweizen blended with lime, highly carbonated for added invigoration. 4% ABV
- **unCommon Passion (Summer):** A light and refreshing California common style beer blended with passion fruit. 4% ABV
- **Golden Hoop IPA (Summer):** A hazy, juicy style IPA with a bright golden hue 6.8% ABV
- **Flame Cranium (Spring):** Medium bodied, well balanced American Red Ale with a brilliant red color. 5.8% ABV
- **Tiramisu Stout (Winter):** A sweet, chewy dessert beer for the winter season. 6% ABV
- **Haulin' Oats Brown Ale (Fall):** An oaty brown ale with hints of cinnamon. 5.6% ABV

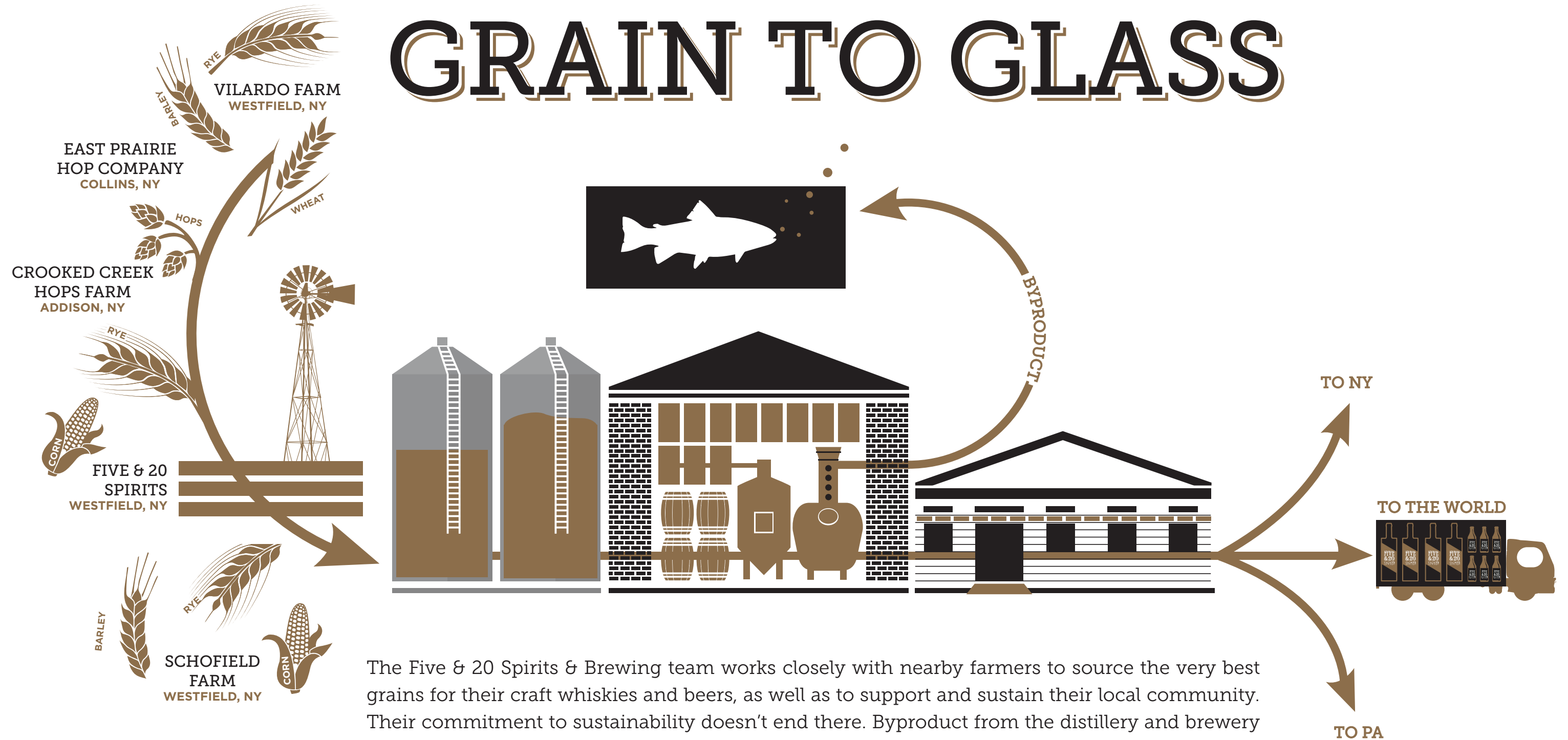
### Tier Two: Imperial Style Beers

- **Double XING:** Bright citrus and grassy imperial style IPA with a balanced malt backbone. 7.5% ABV
- **Imperial Stout:** Dark roasted grains with sweet dark fruit finish. 10.5% ABV

### Tier Three: Specialty & Barrel-Aged Beers

- **Commiseration:** Aged in our Bourbon barrels, Commiseration is deep black in color with a creamy brown head. The taste is full of bakers chocolate, brown sugar, and raisins. This beer finishes slightly warm, with a full bodied, smooth mouthfeel. 12.8% ABV
- **Barrellywine:** After a long soak in our Port & Sherry barrels, this barrel aged Barrellywine develops a brilliant dark ruby red color. The aroma is full of brown sugar and dark fruit, with notes of oak. This beer has a rich jammy mouthfeel, with caramel, dried cherry, toasted bread, and black pepper flavors providing a warm, smooth finish. 10.6% ABV
- **Rhiskey Business:** Our Rye Pale Ale aged seven months in freshly emptied Five & 20 Rye Whiskey barrels, imparting powerful notes of vanilla and oak, with added spiciness and heat leftover from the spirit. 7.1% ABV

# GRAIN TO GLASS



The Five & 20 Spirits & Brewing team works closely with nearby farmers to source the very best grains for their craft whiskies and beers, as well as to support and sustain their local community. Their commitment to sustainability doesn't end there. Byproduct from the distillery and brewery is reused to support the onsite fish farm built by Timberfish Technologies. Innovation combined with good, old-fashioned community relationships produce a higher quality product in your glass.



# BULK + CUSTOM SERVICES

Hailing from America's Grape Country, Mazza has more than 45 years of experience in grape harvesting and winemaking. Today, the team at Mazza Wines helps dozens of businesses – big and small – bring their own creations to life with the best in natural ingredients and proven expertise.

Because of the Mazza team's unrivaled expertise in blending, bottling, and distilling, third party brands find confidence in their product with the Mazza team as a partner.

Custom services can include complete ingredient procurement, production, packaging, and anything in between. The Mazza team guides contract brand partners with the energy of entrepreneurs and with the expertise and attention to detail as if the brand was their own.

Mazza is proud to work with The Manhattan Moonshine Company, Hercules Mulligan, Ministry of Rum, Bittermens, and Bar Code/Balsam products.



# MAKERS + DOERS



**Robert Mazza, Owner & Founder**

A leader in the PA Wine Industry with a focus on creating quality, local products, Bob has been leading the Mazza team with the help of his wife, Kathleen, and growing the Mazza business, along with the PA wine industry, since Mazza Vineyards' beginnings in 1972.



**Mario Mazza, Vice President & General Manager,  
Enologist, Co-Founder of Five & 20 Spirits and Brewing**

With a Bachelor of Science Degree in Chemical Engineering from Case Western Reserve University in Cleveland, OH, Mario went on to earn a Master's Degree in Enology from the University of Adelaide in Australia. While there, he gained experience in the Barossa Valley and in the Adelaide Hills. In addition to his early exposure to the family business, Mario has 15 years of experience in research & commercial winemaking, as well as sensory training including the PA Wine Quality Initiative. He has a passion for quality & excellence in both process & product.



**Vanessa Mazza, Creative Director**

Vanessa has been working part-time in the family business since she and her brother, Mario, created the private label program while still in high school. Vanessa, a board certified art therapist, now contributes to the business as Creative Director helping to oversee and coordinate packaging, promotions, event planning, web, and social media.





### Joe Nelson, Distiller

With hands-on experience since 2008 and several technical short-courses for distilling, Joe has found his passion and his niche in distillation. His repertoire has grown along with his knowledge and skills; from a previous venture in brewing beer, it has expanded into all areas of fermentation, including mead, wine, spirits & whiskey.



### Paul Alessi, Brewer

Paul has a passion for beer and brewing, specifically in the Western New York region, and he gained experience working under Jimmy Walsh, the original brewer for Five & 20. Paul is a proud member of the first Brewing Science graduating class at Erie Community College in Western New York and a founding and active member of the Stumblin' Falls Homebrew Club. In addition to working alongside Walsh, Paul's brewing style is inspired by visiting breweries around the world and by collaborating with local farmers. Currently studying to become a certified Cicerone, Paul is proud to work for an independent Western NY craft brewery.



**Kevin Faehndrich, Director of Sales**

Kevin started his career in the wine industry as an assistant winemaker and vineyard worker in 2007. In 2010 Kevin founded Upstate Wine Company, a wine wholesaler representing NYS wines in NYC. After successfully gaining a foothold for Upstate Wine Company in the competitive NYC market and cultivating a portfolio of 17 NYS Wineries, Kevin sold his business to Opici Family Distributing in 2014. He was retained by Opici Family Distributing as the Director of NYS Wines & Spirits for all 7 of their markets. Kevin joined the Mazza team in 2018 to manage and grow wholesale markets for Robert Mazza, Inc.



**Patty Mitchell, Retail Manager**

Patty joined the Mazza team over 8 years ago after 21 years in the medical field. Her husband had worked as part of the team, and when a position opened up she decided it was time to try something different. Starting as a part time employee and working her way up to tasting room manager and eventually retail manager, Patty has learned about not only wine but also spirits and beers along the way (though wine has always been her beverage of choice). Patty enjoys managing our growing team of tasting room staff, but she also enjoys working directly with our customers, meeting people from all over the states and all over the world. She also loves customers new to wine, as she relishes in sharing about the 5 s's of sampling wine and assisting people in finding a wine (or beer or spirit) that they love.



# PRESS

FIVE & 20 SPIRITS & BREWING

## SPICE RACK: 11 OF OUR TOP-RATED RYES

February 5, 2020

Five & 20 Spirits Rye Whiskey; 89 points, \$35. Expect cedar, oak and vanilla on nose and palate. The robust flavor finishes long, with hints of dried fruit and hops. Adding water draws out a bit more sweetness, coaxing out honey and hints of dried cranberry, plus a flourish of cinnamon and spice. Small batch, aged a minimum of 18 months. Best Buy.

**WINEENTHUSIAST**  
MAGAZINE

## ENTREPRENEURS ON OPPOSITE COASTS MAKE FISH-FRIENDLY BOOZE

OCTOBER 12, 2019

In 2017, a brewery and distillery called Five & 20 Spirits and Brewing and TimberFish opened a fish production farm. ... There is no waste. The only thing that emerges is fish.

**modern farmer**

## NEW YORK RYE WHISKEY:

THE STATE'S  
SIGNATURE SPIRIT  
READY FOR  
A CLOSE-UP

OCTOBER 14, 2019



 **NYup.com**

# SUSTAINABLE ALCOHOL BRANDS YOU SHOULD BE DRINKING

APRIL 11, 2019

Five & 20 Spirits and Brewing's most notable effort toward sustainability is its partnership with TimberFish. The wastewater from the distillery is pumped into growth tanks for fish including speckled trout and Atlantic salmon.

askmen<sup>+</sup>  
BECOME A BETTER MAN

## ERIE PHIL, FIVE & 20 KICK OFF COCKTAIL SHAKE OFF

MARCH 8, 2018



GoERIE.com



## FIVE & 20'S SUMMERY, LIMEY WHEAT BEER DANCES ON TONGUE

MAY 29, 2019

GoERIE.com



# 7 OF YOUR FAVORITE BREWERIES ARE ALSO DISTILLERIES

## THE MANUAL

*The Essential Guide for Men*

AUGUST 3, 2018

First a New York winery, Mazza Chautauqua Cellars opened Five & 20 Spirits & Brewing, becoming the state's first winery/distillery/brewery in 2015. Some of the ingredients for Five & 20's products come from the 80 acres of farmland that surrounds the production facility, which makes a variety of spirits ranging from whiskey to applejack to a line of fermented fruit wines. Five & 20 is part of a pretty cool sustainable program, lending the waste from the alcohol-making process to TimberFish Technologies, a fish farm, for aquaponics.

## TAKE ME TO THE LAKE

SUMMER 2017



# TABLE

*where we come to share life*

## THE BEST DISTILLERIES IN NEW YORK STATE

APRIL 11, 2017



# Fodor'sTravel

## FLAGSHIP BEERS: SOUTHERN TIER, FOUR MILE, RUSTY NICKEL, FIVE & 20

SEPTEMBER 10, 2018

# GUSTO



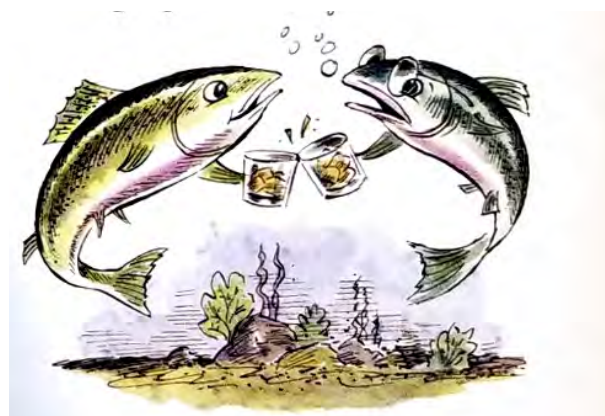
# GET A BEER AND FRESH SEAFOOD AT THIS BREWERY THAT FEEDS A FISH FARM WITH ITS WASTE

SEPTEMBER 25, 2017

The new circular-economy initiative will reduce waste and give brewery-goers the opportunity to eat some fresh-caught fish along with their drink of choice.



**FAST COMPANY**



## CRAFT DISTILLER LURED BY FISH

WINTER 2017

**Whisky**  
ADVOCATE

## AMERICAN BROWN SPIRITS:

THE CURE FOR  
AUTUMN'S PUMPKIN-  
SPICE MADNESS

SEPTEMBER 29, 2017

Five & 20 Spirits Small Barrel Rye  
Whiskey, Westfield, NY  
(SRP \$49.95) -

Sweet nose for rye, like sticking  
your head into a vat of melted  
bees wax and warm honey.

Mouthwatering. On the palate, there  
is a wonderful density to this, with  
distinct allspice and clove notes  
to the honeyed and mashed baked  
pears and apple compote.

**Forbes**



# ADVERTISING

(PRINT)

## NEVER FORGET WHERE YOU CAME FROM

The Mazza family hasn't. They've been making wine here in Lake Erie Wine Country for nearly 50 years. You can visit their winery and wine shop locations in Northwestern PA, as well as the newest member of the family, New York State's first combination winery, brewery, and distillery in Westfield.

**ENJOYMAZZA.com**



(PRINT)

# MORE APPROACHABLE THAN MOST NEW YORKERS

SUSTAINABLY HANDCRAFTED  
IN NEW YORK STATE

Locally-sourced rye and barley  
malt lends our Rye Whiskey a warm  
caramel and vanilla flavor that gives  
way to an assertive, spicy finish.



**GOLD**  
BEVERAGE  
TESTING INSTITUTE

Represented by  
Opici Family Distributing of New York  
800.648.9463



A MEMBER OF THE MAZZA FAMILY

**FIVEAND20.COM**

45% ABV FIVE & 20 WESTFIELD, NEW YORK ENJOY FIVE & 20 RESPONSIBLY

CELEBRATE NEW YORK RYE WEEK  
OCTOBER 12-20, 2019

(RETAIL)

# EMBRACING THE LOCAL SPIRIT

SUSTAINABLY HANDCRAFTED  
IN NEW YORK STATE

FIVE & 20  
RYE WHISKEY  
45% A.B.V.



**FIVE  
& 20**  
SPIRITS

FIVEAND20.COM

FIVE & 20  
BOURBON  
45% A.B.V.



A MEMBER OF THE MAZZA FAMILY

FIVE & 20 WESTFIELD, NEW YORK

ENJOY FIVE & 20 RESPONSIBLY

# BORN AND BREWED IN NEW YORK

**FIVE  
& 20**  
BREWING



A MEMBER OF THE MAZZA FAMILY



LOCATION ADVERTISING  
(OUTDOOR)

An advertisement for Mazza Chautauqua Cellars. The background is dark with three glasses of beverages: a tall glass of beer on the left, a wine glass in the center, and a glass of whiskey on the right. The text "COLLECT ALL THREE" is prominently displayed in large, white, bold, sans-serif capital letters across the middle. Below it, in smaller white capital letters, is "NY'S FIRST COMBINATION WINERY-BREWERY-DISTILLERY". In the center, there are two logos: "FIVE & 20 SPIRITS & BREWING" on the left and "MAZZA CHAUTAUQUA CELLARS" on the right, separated by a vertical line. At the bottom center, the text "8 MILES AHEAD ON LEFT" is written in white capital letters. In the bottom right corner, there is a small logo with the text "MEMBERS OF THE MAZZA FAMILY" below it.

**COLLECT ALL THREE**

NY'S FIRST COMBINATION WINERY-BREWERY-DISTILLERY

**FIVE  
& 20**  
SPIRITS &  
BREWING

**MAZZA**  
CHAUTAUQUA  
CELLARS

**8 MILES AHEAD ON LEFT**

MEMBERS OF THE **MAZZA** FAMILY

## PRODUCT ADVERTISING (SOCIAL MEDIA)



**FIVE  
& 20  
SPIRITS &  
BREWING**



**@MAZZAWINES  
@FIVEAND20**

**ENJOYMAZZA.COM**

**VANESSA MAZZA**  
**CREATIVE DIRECTOR**  
**VANESSA@ENJOYMAZZA.COM**

**SWELL**  
**MEDIA RELATIONS**  
**PR@SWELLSTART.COM**