

# **GREAT TASTE RUNS IN THE FAMILY**



PRESS KIT



# WINE

Mazza wines have brought joy to Lake Erie Wine Country and beyond since the first vintage in 1973. From humble beginnings, the Mazzas set out to make a variety of wines as delightful as the landscape and communities they call home. Today, the three primary locations — Mazza Vineyards and South Shore Wine Company in North East, PA and Mazza Chautauqua Cellars in Westfield, NY — are testaments to the family's passion to preserve and transform the benefits of the land into pleasing vintages, time and again.

\* \* \*

Mazza Vineyards and South Shore Wine Company wines are available throughout Pennsylvania in Fine Wine & Good Spirits locations, grocery stores and select restaurants and bars.

Mazza Chautauqua Cellars wines are available throughout Western New York at select retailers, restaurants and bars.

Please inquire for a full list of retailers.

Mazza Wines ships direct to consumer throughout the U.S.  
Tours and tastings are available year-round at each location.

LAND USE  
**550 ACRES**  
of

LAKE ERIE WINE COUNTRY UNDER  
GRAPES/GRAIN CULTIVATION

PRODUCTION VOLUME  
**385K GALLONS**  
in 2019

160K IN 2005 • 25K IN 1973

BOTTLES SOLD  
**12 MILLION**  
since 1972



@MAZZAWINES





MAZZA VINEYARDS



Celebrating more than 45 years in the wine industry, Mazza Vineyards, is the heart of the Mazza operation. Nestled along the scenic shores of Pennsylvania’s Lake Erie Wine Country and covering miles of vineyards, it is PA’s largest wine production facility. The Mazzas found that the Lake Erie Region, with its cool offshore breezes, sandy soil, and plateau-like topography, has ideal growing conditions for classic wine grapes and European hybrids. But the regional influence is only part of what makes Mazza wines so notable.

The wines of Mazza Vineyards, particularly the aromatic whites and Rieslings, have also been greatly influenced by one of Mazza’s first winemakers, Helmut Kranich, who was a graduate of the renowned school of enology at Geisenheim in Germany. Moreover, the family history going back to years of winemaking in Calabria, Italy and the influence of more than 45 years of exceptional winemakers can be tasted across the Mazza Vineyards wine list.



2018 ICE WINE OF VIDAL BLANC  
2019 PA Wine Society’s Excellence XVIII - Winner

2017 ICE WINE OF VIDAL BLANC  
PA Farm Show 2020: Double Gold  
PA Farm Show 2020: Best of Show  
Governor’s Cup (Sweet Wine and Hybrid)

2014 ICE WINE OF VIDAL BLANC  
Pacific Rim: 2016 Silver



EnjoyMazza.com/MV  
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# SOUTH SHORE WINE COMPANY



*South Shore  
Wine Company*

New life for Pennsylvania's most unique and historic winery was given to the South Shore Wine Company when the Mazza family purchased its vacant cellar and facility in 2007. The South Shore Wine Company was originally established by grape-growing pioneers William Griffith and Smith S. Hammond over 150 years ago, and the historic cellar, now in its beautifully restored condition, was fashioned after French wine caverns.

Over the years, the Mazzas have continued to restore various portions of the large building, including adding a seasonal café and year-round banquet hall.

The South Shore Wine Company was an opportunity for the Mazza family to branch out to varietals they had not produced with Mazza Vineyards; in particular, Grüner Veltliner, and Sparkling Pinot Noir.

Tastings are offered in the historic wine cellar where you can almost hear the echoes of past winemakers as they prepared samples for the 1867 Paris World's Fair.



[EnjoyMazza.com/SSWC](http://EnjoyMazza.com/SSWC)



2017 GRÜNER VELTLINER

2019 Pennsylvania Wine Competition: Double Gold,  
Best of Show (Dry Wine and Dry White Wine)

2019 PA Farm Show: Double Gold,  
Best of Show Governor's Cup (Dry White)

2018 Sommelier Judgment: Best of Show

2015 GRÜNER VELTLINER

2017 Atlantic Seaboard Wine Association: Gold

2014 GRÜNER VELTLINER

2016 Atlantic Seaboard Wine Association: Silver

2016 Pacific Rim: Gold

2016 San Francisco Chronicle: Silver

2015 BTI: 90 (Gold Medal and Best Buy)







## MAZZA CHAUTAUQUA CELLARS



Mazza Chautauqua Cellars lies just across the Pennsylvania/New York State border in Westfield, NY. Here, the Mazza family highlights NY appellations, single vineyard wines, and multiple Rieslings from different regions around New York State.

Mazza Chautauqua Cellars was originally located in Mayville, NY, and opened with a focus on producing spirits for Mazza's fortified wines and fruit eaux de vie. The growing demand led to a move to the current location in Westfield, NY, and the establishment of what is now known as the "Westfield Wonder," New York State's first winery/distillery/brewery. The focus remains on creating fine wines alongside small-batch, quality craft-distilled and craft-brewed products.

NV BARE BONES ROSÉ  
2017 New York Wine & Food  
Classic: Silver

2015 RIESLING NUTT ROAD  
2016 Finger Lakes: Double Gold

2015 PINOT GRIGIO  
2016 Finger Lakes: Silver



2014 GEWÜRZTRAMINER  
2015 BTI: 91  
(Gold Medal & Best Buy)

2015 New York Wine & Food  
Classic: Gold & Best of Class

2014 RIESLING NUTT ROAD  
2014 New York Wine & Food  
Classic: Silver



[EnjoyMazza.com/MCC](http://EnjoyMazza.com/MCC)



# SPIRITS + BEER

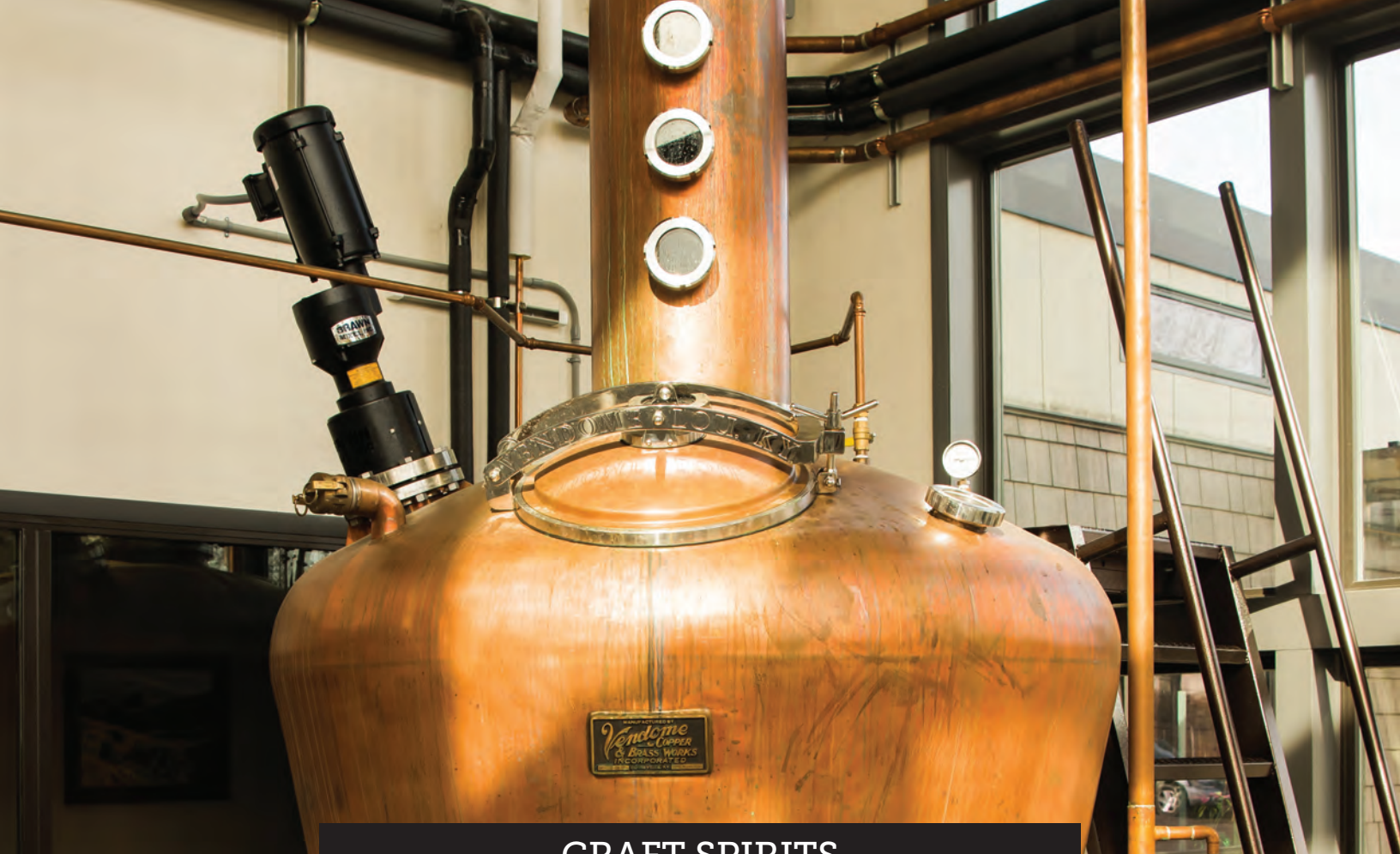
Five & 20 Spirits and Brewing is based in Westfield, NY where the team works with local farmers to source the best ingredients for its craft beer and spirits. Nestled between Routes 5 and 20 along the shores of Lake Erie and sitting on 80 acres of farmland used to grow grapes and grain, this one-of-a-kind 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)<sup>2</sup>BW:** 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 AB<sup>2</sup>S
    - 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

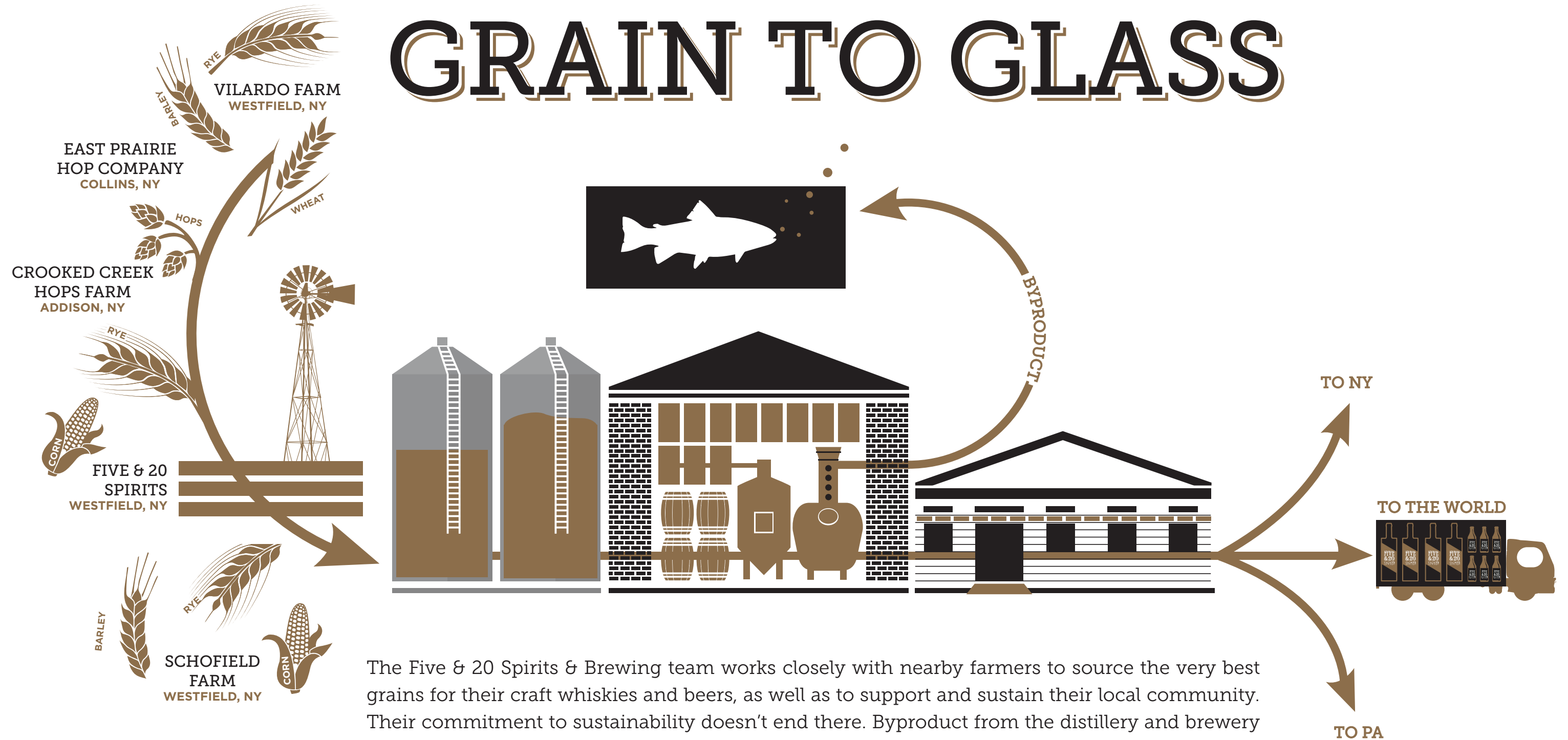
### Tier Two: Imperial Style Beers

- **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.

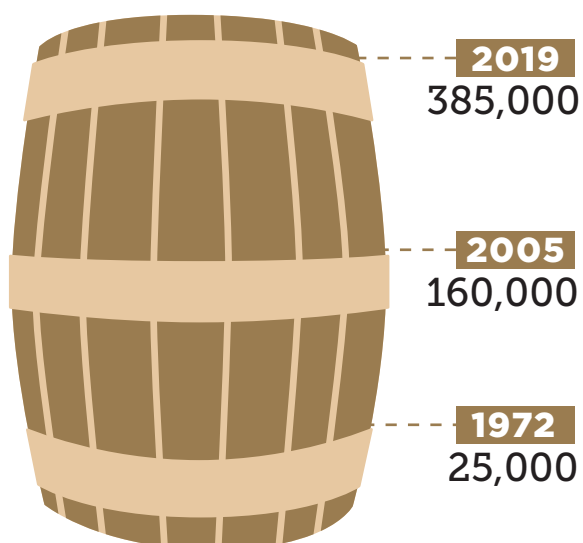
Custom services can include complete ingredient procurement, production, packaging, and anything in between. The Mazza team guides contract brand partners with the energy of entrepreneurs and with the expertise and attention to detail as if the brand was their own.

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

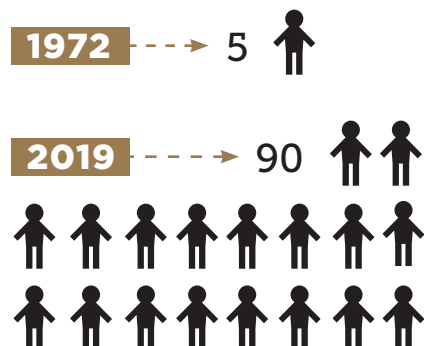


# MAZZA KEEPS GROWING

## PRODUCTION VOLUME — IN GALLONS — FRESH JUICE AND WINE

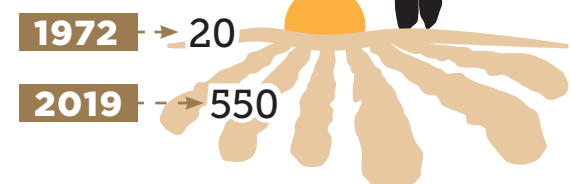


## MAZZA EMPLOYEES



## LAND USE

LAKE ERIE WINE COUNTRY ACRES  
UNDER GRAPES/GRAIN  
CULTIVATION



## TOTAL BOTTLES OF WINE SOLD — IN MILLIONS —





# 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.



#### **Guillermo Lombardo, Assistant Winemaker**

Guillermo, originally from Mendoza, Argentina, received his Bachelor's Degree in Enology in his home town, where he also worked for several wineries as well as for his family's farm and vineyards. Grapes and wine run in his family as his mother is a winemaker and his dad a grapegrower. He brings international experience in winemaking from Australia, along with experience from nearby Long Island, NY. Guillermo believes that a passion for people and for quality work are the main pillars for making great wines, and we are excited to have him as a part of our team.



#### **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.

# HISTORY

## OF MAZZA WINEMAKERS

1973-1977

HELMUT KRANICH

**Helmut** graduated from the famed school of enology at Geisenheim and he came to Mazza Vineyards from Henkle and Sekt Co, one of the largest wineries in Germany. At the age of 23, he had the distinction of being one of the youngest winemakers in the Eastern U.S. Kranich helped Mazza to create distinguished Rieslings and other wines in the Germanic style.

1977-1980

FRANK MAZZA

**Frank**, co-founder of Mazza Vineyards, employed winemaking techniques and traditions passed down from his father who tended to 40 acres of sloping terrain planted with figs, chestnuts, and vineyards in Calabria, Italy until he left for the U.S. in 1954.

1981-2008

GARY MOSIER

**Gary** studied alongside Helmut and Frank since 1973. Gary led the first Ice Wine vintage in 1984 and worked with Mario Mazza to develop the new wine lists for Mazza Chautauqua Cellars and the South Shore Wine Company when those operations launched in 2006 and 2007 respectively. Gary was an integral part of Mazza Vineyards until his passing.



> GARY MOSIER + HELMUT KRANICH

2008-2012

MARIO MAZZA

**Mario** returned from Australia to the family business, bringing with him the experience of studying enology at the University of Adelaide and working in the Barossa Valley and other regions in South Australia.

2012-2015

PETER SZERDAHELYI

**Peter's** experience working in California, Australia, and Europe helped to develop the Bare Bones series for Mazza Vineyards. Peter also produced the first vintage of Grüner Veltliner in 2012 for the South Shore Wine Company.

2015-2017

CAROLINA  
DAMIANO CORES

**Carolina** continued to refine the existing blends and wines through a variety of techniques learned from experience working in New Zealand, Chile, Uruguay, and California. Carolina produced the first Carmine vintage in 2015 for the South Shore Wine Company and the 2016 vintage of Teroldego for Mazza Vineyards.



> MARIO MAZZA + PETER SZERDAHELYI

2017 - present

MARIO MAZZA

ANA TRIGO  
Assistant Winemaker  
2017-2018

ANEEP PRADHAN  
Assistant Winemaker  
2018-2019

GUILLERMO LOMBARDO  
Assistant Winemaker  
2019-present

**Ana** brought her experience from Portugal, Burgundy, and New Zealand to build upon her predecessors' efforts and helped hone wines in the portfolio, including Grüner Veltliner.

**Aneep** completed his M.Sc. in Viticulture & Enology (Euromaster Vinifera – France & Germany) and then traveled doing internships and harvests in Europe, New Zealand, and California.

**Guillermo** originally from Mendoza, Argentina, received his Bachelor's Degree in Enology in his home town, where he also worked for several wineries as well as for his family's farm and vineyards.



# PRESS

MAZZA WINES

## FRUIT ON THE VINE

NOVEMBER 2019

The Mazza family on Lake Erie in Pennsylvania is making a name in the beverage industry



**(585)**  
mag.com

## PA WINE MAKES ITS CASE

OCTOBER 17, 2018

Pennsylvania wineries are out to dispel perceptions and prove they can compete on the national stage

PHILADELPHIA  
BUSINESS JOURNAL

## THE RISE OF ITALIAN GRAPES IN AMERICAN VINEYARDS

SEPTEMBER 19, 2019

Pennsylvania's Mazza Vineyards produces about 60,000 cases a year. Experiments with Italy's Teroldego are what the general manager, Mario Mazza, calls a representation of its values and vision.

**WINEENTHUSIAST**  
MAGAZINE



## LAKE ERIE EFFECT CREATES IDEAL GROWING CONDITIONS

OCTOBER 17, 2018

**TRIB**  
LIVE

# THE BEST FOODIE DESTINATIONS OF 2020

SEPTEMBER 17, 2019

07 Wine: Lake Erie  
of 10



If you're making a visit, be sure to hit Mazza Vineyards and South Shore Wine Company in North East, Pennsylvania, both owned by the Mazza family, one of the region's most prolific wine producers.

**trip**savvy

## 11 CRUSHWORTHY FALL HARVEST EXPERIENCES FROM SONOMA TO SLOVENIA

SEPTEMBER 10, 2018

VINEPAIR

# MAZZA AND JUNIPER

OCTOBER 17, 2018

Two strong-willed vintners  
are making waves in this  
underappreciated AVA



**BUFFALO SPREE**

## THINK EAST COAST WINES THIS HOLIDAY SEASON FOR HOSTING, GIFT GIVING

OCTOBER 11, 2018

**Courier Post**  
PART OF THE USA TODAY NETWORK



# WORLD-CLASS SPARKLING PINOT NOIR FROM PENNSYLVANIA? YOU BET!

MARCH 23, 2018

PITTSBURGH  
QUARTERLY



## DRINK ME: SPARKLING PINOT NOIR, SOUTH SHORE WINE COMPANY

JUNE 13, 2018

Hot take: This is a bottle that  
deserves a second or third pour.

A light-bodied pinot noir, this  
sparkler is slightly sweet while still  
maintaining subtlety.

PITTSBURGH  
**CityPaper**

## ERIE-AREA WINE RELEASE COMMEMORATES LOCAL BEETHOVEN FESTIVAL

OCTOBER 18, 2018



**GOERIE**.com

# 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





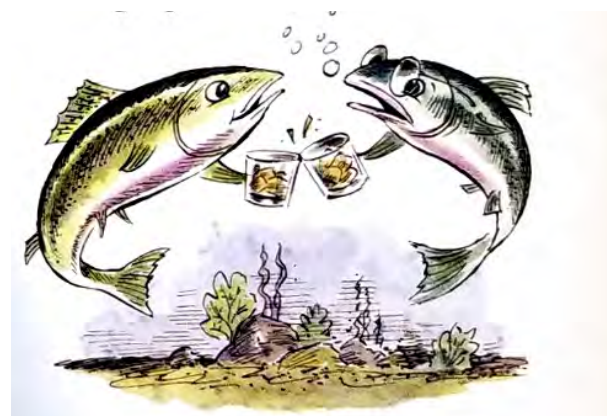
# GET A BEER AND FRESH SEAFOOD AT THIS BREWERY THAT FEEDS A FISH FARM WITH ITS WASTE

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

## WINE 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](http://ENJOYMAZZA.com)



### GREAT TASTE RUNS IN THE FAMILY

ENJOY TOURS + TASTINGS  
YEAR ROUND AT OUR  
TWO UNIQUE TASTING ROOMS



South Shore Wine Co  
1120 Freepoint Road  
North East, PA 16428  
814-725-1585



Mazza Vineyards  
11815 E Lake Road  
North East, PA 16428  
814-725-8695

## SPIRITS/BEER ADVERTISING (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



— SPIRITS/BEER ADVERTISING —  
(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.



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FIVE & 20 WESTFIELD, NEW YORK

ENJOY FIVE & 20 RESPONSIBLY



**BORN AND BREWED  
IN NEW YORK**

**FIVE  
& 20**  
BREWING

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## LOCATION ADVERTISING (OUTDOOR)

VISIT OUR

**ORIGINAL  
FAMILY OWNED  
WINERY**

OPEN 7 DAYS A WEEK

**MAZZA  
VINEYARDS**

**2 MI AHEAD**

A MEMBER OF THE MAZZA FAMILY



**OUR FAMILY IS VERY CLOSE**

TWO DISTINCT WINERIES WITHIN TWO MILES

**MAZZA  
VINEYARDS**

**2 MI AHEAD**

*South Shore  
Wine Company*

**1/2 MI S ON RT 89**

MEMBERS OF THE MAZZA FAMILY

**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)







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@FIVEAND20

ENJOYMAZZA.COM

VANESSA MAZZA  
CREATIVE DIRECTOR  
VANESSA@ENJOYMAZZA.COM

SWELL  
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PR@SWELLSTART.COM