



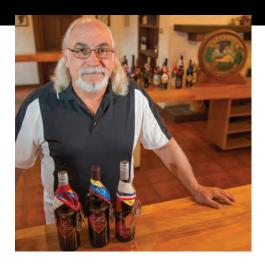
### The Mazza family has been making craft beverages on the shores of Lake Erie for nearly 50 years.

Beginning with a single vineyard in 1972, our family – and beverage list – has extended to five locations and dozens of products, including wine, spirits, and craft beers. Today, Mazza produces more than 375,000 gallons of fresh juice and wine and has approximately 550 acres under grapes and grain cultivation in Lake Erie Wine Country in partnership with a network of long-established and well-regarded growing partners.





# FAMILY



### Robert Mazza, Owner & Founder

A leader in the Pennsylvania 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

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 participating in the founding and ongoing administration of the PA Wine Quality Initiative. He has a passion for quality and excellence in both process and product.



#### Guillermo Lombardo, Associate 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.



# OUR WINEMAKING LINEAGE

1973-1977 Helmut kranich

1977-1980 FRANK MAZZA

1981-2008 GARY MOSIER

2008-2012 Mario Mazza









ANEEP PRADHAN Assistant Winemaker 2018-2019

GUILLERMO LOMBARDO Consulting Winemaker 2019-present **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.

**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.

**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

**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.

**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.

**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

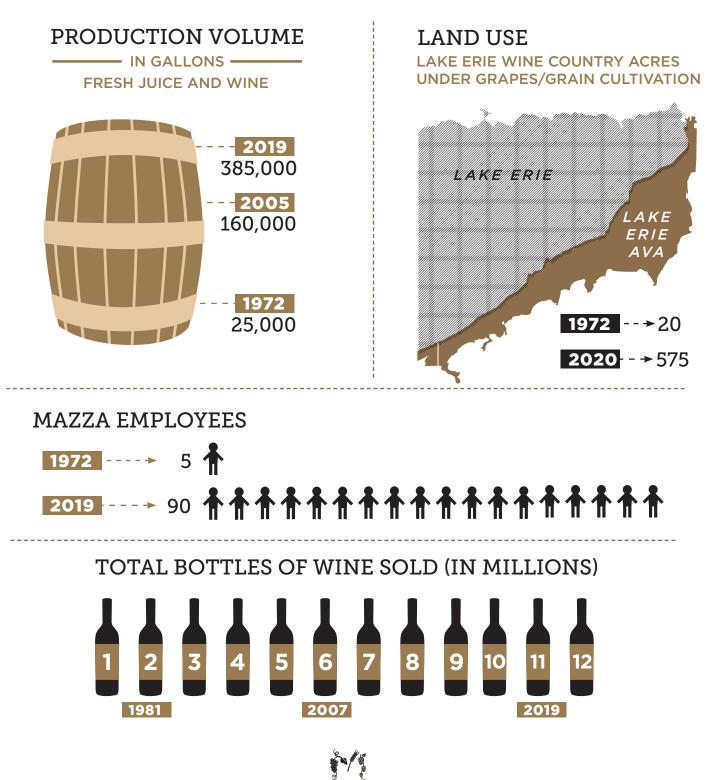
**Ana** brought her experience from Portugal, Burgundy, and New Zealand to build upon her predecessors' efforts and helped hone wines in the portfolio, including Grüner Veltliner.

**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.



# MAZZA KEEPS GROWING



MAZZA WINES

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Mazza Chautauqua Cellars is the Mazza family's third winery location in the Lake Erie AVA. The winery's opening in 2005 represented the realization of a long-standing goal to expand across the Pennsylvania state line. Establishing a home base in New York provided a foundation for the Mazza family to create long-lasting partnerships with a network of well-respected local farmers and to craft a unique new collection of wines that is as reflective of the surrounding growing region as it is of the Mazza's internationallyfocused winemaking approach. A carefully-selected collective of local growers provides the Mazza family – and its winemakers – with the opportunity to create wines that are reflective of the Lake Erie AVA.

The resulting wine list is an interesting and varied collection that is rooted in the Mazza family's traditional Italian winemaking heritage and strongly influenced by their international winemaking team. This blend of experience, approach, and perspective can be tasted in every barrel, bottle, and glass.





## **TRAVELER SERIES**

NUTRITION

CORDON

THIRD EDITION

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TUDO HAR VEW Y Win Coun

THIRD EDIT

JONATHA CAPE AND THE HOGART

PRES

NELSON DOUBLED

BOLDEL INC.

Our collection of fine European varietals exemplifies the parallel terroir and growing conditions between the Lake Erie AVA and similar wine regions from across the globe. Our lineage of international winemakers keeps our wine list fresh and exciting, blending New World winemaking techniques with our traditional Italian heritage.



PINOT GRIGIO		VIGNOLES
¥		<b>V</b>
2020	VINTAGE	2020
FINGER LAKES	APPELATION	
Martini Vineyards, William Semelka Vineyards	VINEYARD/S	Jason Wagner Farms, John Schultz & Sons Vineyards, Moorhead Farms, Penn State Research and Extension Vineyard
0%	RESIDUAL SUGAR	3%
12%	ALCOHOL	12%
Pinot Grigio (100%)	GRAPE/S	Vignoles (100%)
3.10	PH	3.52
6.2 g/L	ТА	9.8 g/L



RIESLING		RIESLING (NUTT ROAD)
2018	VINTAGE	2019
FINGER LAKES	APPELATION	FINGER LAKES
Martini Vineyards	VINEYARD/S	Martini Vineyards (Nutt Road Block)
2%	RESIDUAL SUGAR	0%
12%	ALCOHOL	12%
Riesling (100%)	GRAPE/S	Riesling (100%)
3.01	PH	3.11 7.2 g/l
8.6 g/L	ТА	7.2 g/L



CHARDONNAY		MERLOT
2017	VINTAGE	2019
LAKE ERIE	APPELATION	LONG ISLAND
Martini Vineyards, Olde Chautauqua Farms	VINEYARD/S	Macari Vineyards
0%	RESIDUAL SUGAR	0%
12%	ALCOHOL	13%
Chardonnay (100%)	GRAPE/S	Merlot (100%)
3.31	PH	3.90
6.98 g/L	ТА	6.15 g/L
Aged 9 months in French Oak from Mercier	OAK AGING	Aged 19 months in French Oak, Francois Freres, Mercier, Tonnellerie O, Boutes



LEMBERGER		SHI	RAZ
			Y
	VINTAGE		
LAKE ERIE Olde Chautaugua Farms	APPELATION VINEYARD/S		
Olde Chautauqua Farms William Semelka Vineyards			
0%	RESIDUAL SUGAR		
12%	ALCOHOL		
Lemberger (85%), Regent (10%), Merlot (5%)	GRAPE/S		
3.43	PH		
6.6 g/L	TA		
Aged 19 months in French and Hungarian Oak, Radoux, Zemplen	OAK AGING		
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# THE PATIO SERIES

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A sweet and fruity trio of native grape varietals that reflects Lake Erie's growing conditions –and its laid-back lake lifestyle.



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	CONCORD	NIAGARA	LIGHTHOUSE POINT ROSÉ
VINTAGE	NV	NV	NV
APPELATION	LAKE ERIE	LAKE ERIE	LAKE ERIE
VINEYARD/S	Various vineyards in the Lake Erie appellation	Various vineyards in the Lake Erie appellation	Various vineyards in the Lake Erie appellation
SIDUAL SUGAR	10%	6.3%	8%
ALCOHOL	11%	11%	11%
GRAPE/S	Concord (100%)	Niagara (100%)	Niagara (70%) Concord (30%)
PH	3.18	3.12	3.13
TA	7.6 g/L	6.4 g/L	7.1 g/L

MAZZA



APPELA VINEYA

RESIDUAL

ENJOYMAZZA.COM

# COMMITTED TO OUR PARTNERS

Mazza Wines is committed to supporting our distribution partners. We work with our partners to identify individual market needs for advertising, sales incentives, sales support, on and off premise tasting programs, consumer marketing initiatives, etc.

Mazza keeps a branding and advertising agency on retainer to support our own promotional efforts as well as our partners'. We understand and respect the need for a polished presentation in the competitive wine marketplace. Our relationship with our agency provides quick turnaround of professionally produced print, digital, and video assets as we require.

### MAZZA WINES CHECKLIST

- **QUALITY IN BOTTLE**
- **☑** COMPETITIVE PRICE
- ✓ IN MARKET SUPPORT
- ☑ DEDICATED PR & MARKETING
- ☑ COMMITMENT TO ADVERTISING
- ☑ POS & COLLATERAL MATERIAL
- ✓ TRADE PAGE (ENJOYMAZZA.COM/TRADE)
- ☑ PROACTIVE, REACTIVE & FLEXIBLE



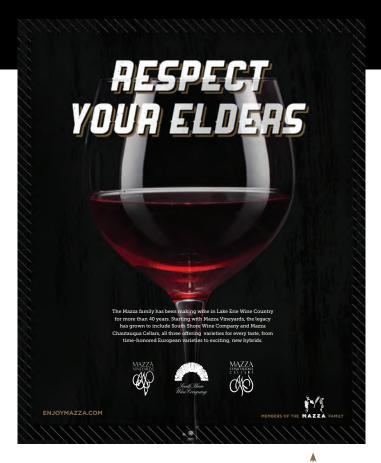
# ADVERTISING

## BORN AND BRED IN NEW YORK

The Mazza family has been making wine in Lake Erie Wine Country for nearly 50 years. Our Chautauqua Cellars collection reflects the unique and fertile growing region we are proud to call home with a selection of crowd-pleasing native wines alongside fine French-American and European varietals.

#### ENJOYMAZZA.COM





PRINT









# PRESS



## FRUIT ON THE VINE

NOVEMBER 2019

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



## 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





LAKE ERIE EFFECT CREATES IDEAL GROWING CONDITIONS

OCTOBER 17, 2018



### THE BEST FOODIE DESTINATIONS OF 2020

**SEPTEMBER 17, 2019** 

07 Wine: Lake Erie

tripsavvy

11 CRUSHWORTHY FALL HARVEST EXPERIENCES FROM SONOMA TO SLOVENIA

**SEPTEMBER 10, 2018** 



## MAZZA AND JUNIPER

OCTOBER 17, 2018

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



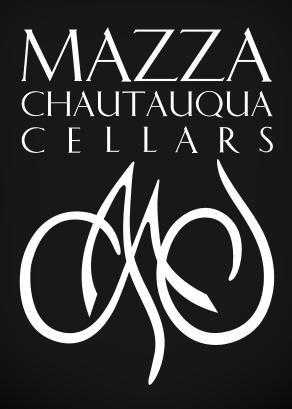
### **BUFFALO SPREE**

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

OCTOBER 11, 2018









### **KEVIN FAEHNDRICH**

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