

South Shore Wine Company







**@MAZZAWINES** 

**ENJOYMAZZA.COM** 



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

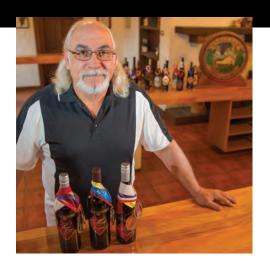
Beginning with a single vineyard in 1972, our family – and beverage list – has extended to five locations and dozens of products, including wine, spirits, and craft beers. Today, Mazza produces more than 375,000 gallons of fresh juice and wine and has approximately 550 acres under grapes and grain cultivation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



#### WATCH OUR STORY



# 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** 

2012-2015

PETER SZERDAHELYI

2015-2017

CAROLINA DAMIANO CORES

2017 - present

**ANA TRIGO** 

Assistant Winemaker 2017-2018

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.

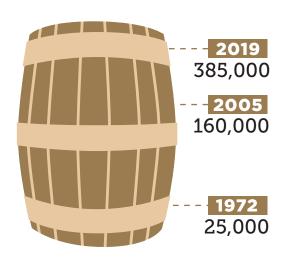


#### **MAZZA KEEPS**

## GROWING

#### PRODUCTION VOLUME

FRESH JUICE AND WINE



#### LAND USE

LAKE ERIE WINE COUNTRY ACRES UNDER GRAPES/GRAIN CULTIVATION



#### MAZZA EMPLOYEES

**1972** ----→ 5 **↑** 

TOTAL BOTTLES OF WINE SOLD (IN MILLIONS)





South Shore Wine Company is locally known for its historic stone cavern tasting room. Built in the 1860's in the style of traditional French wine caverns, the cellar fell into disrepair and neglect following Prohibition and was purchased and restored by the Mazza family in 2007. They breathed new life into the historically significant site that had sat quietly beneath a bustling hotel for nearly a century.

However, it is South Shore's wine list that is gaining wider recognition on the national and global stage. Throughout the 1700's and 1800's, sparkling wine

production flourished in the north east region of the United States, namely in the Lake Erie wine region. South Shore Wine Company proudly carries on this effervescent tradition with a bevy of bubbly bottles produced in a variety of methods from traditional to contemporary to experimental.

In addition to their sparkling varieties, South Shore Wine Company touts a collection of interesting and emerging grape varietals that have impressed and delighted wine lovers near and far.





This bright, bubbly line-up celebrates our region's storied legacy of sparkling wine production. We honor that history – and that of our family – by combining traditional and progressive winemaking techniques for a truly effervescent tasting experience.







VINTAGE
APPELATION
VINEYARD/S
RESIDUAL SUGAR

ALCOHOL GRAPE/S

> PH TA

SPARI CHARD	

NV

SPARKLING RIESLING SPARKLING PINOT NOIR

NV

Pinot Noir (100%)

3.2

7.1 g/L

PENNSYLVANIA	LAKE ERIE
Moorhead Farms	Cortenay Semelka Farms
1%	0%
12%	12%
	Moorhead Farms

Riesling (100%)

3.05

7.7 g/L

NV

PA Wine Excellence Competition 2022 Winner

Chardonnay (100%)

3.14

8.1 g/L

PA Wine Excellence Competition Top 10





#### PÉT NAT RIESLING

NV
PENNSYLVANIA
Moorhead Farms

1%

11%

3.05

Riesling (100%)

7.7 g/L

VINTAGE

APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

PН

TA



#### PÉT NAT ROSÉ

NV

**LAKE ERIE** 

Various vineyards in the Lake Erie region

0.3%

12%

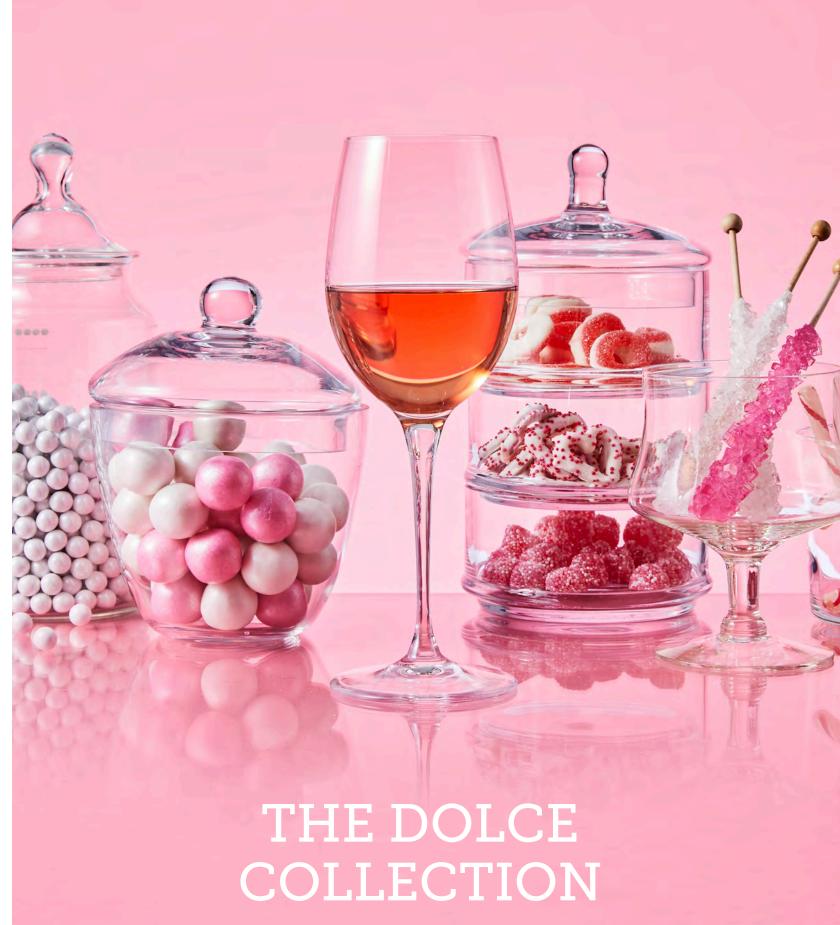
**Chambourcin (100%)** 

3.65

4.7 g/L

PA Wine Excellence Competition *Top 10* 





Juicy fruits and honey take center stage in this limited collection of sweet yet balanced wines.





NV

**PENNSYLVANIA** 

Various vineyards in the Lake Erie

appellation

8%

11%

**Niagara (100%)** 

2.98

6.8 g/L





VINTAGE	
APPELATION	
VINEYARD/S	

RESIDUAL SUGAR
ALCOHOL
GRAPE/S

TA

PН

IAGARA	SOUTH SHORI ROSÉ
<b>W</b>	<u> </u>

NV PENNSYLVANIA

Various vineyards in the Lake Erie appellation

11% Niagara (70%), Concord (30%)

3.20

8.0 g/L

CONCORD

NV PENNSYLVANIA

Various vineyards in the Lake Erie appellation

10% 11%

Concord (100%)

3.38 8.0 g/L







NV AMERICAN

N/A

3.5%

11%

Cranberry (65%) Concord (35%)

2.95

10.0 g/L

VINTAGE

APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

ΡН

TA



#### **BLUEBERRY**

NV

**PENNSYLVANIA** 

N/A

**7**%

12%

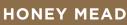
Blueberry (100%)

3.20

6.2 g/L







NV **PENNSYLVANIA** N/A **7**% 11% Honey (100%) 3.47 3.5 g/L

SANGRIA VINTAGE NV **APPELATION** VINEYARD/S RESIDUAL SUGAR 8% ALCOHOL 11% GRAPE/S



**PENNSYLVANIA** 

Various vineyards in the Lake Erie appellation

**Concord (100%)** 

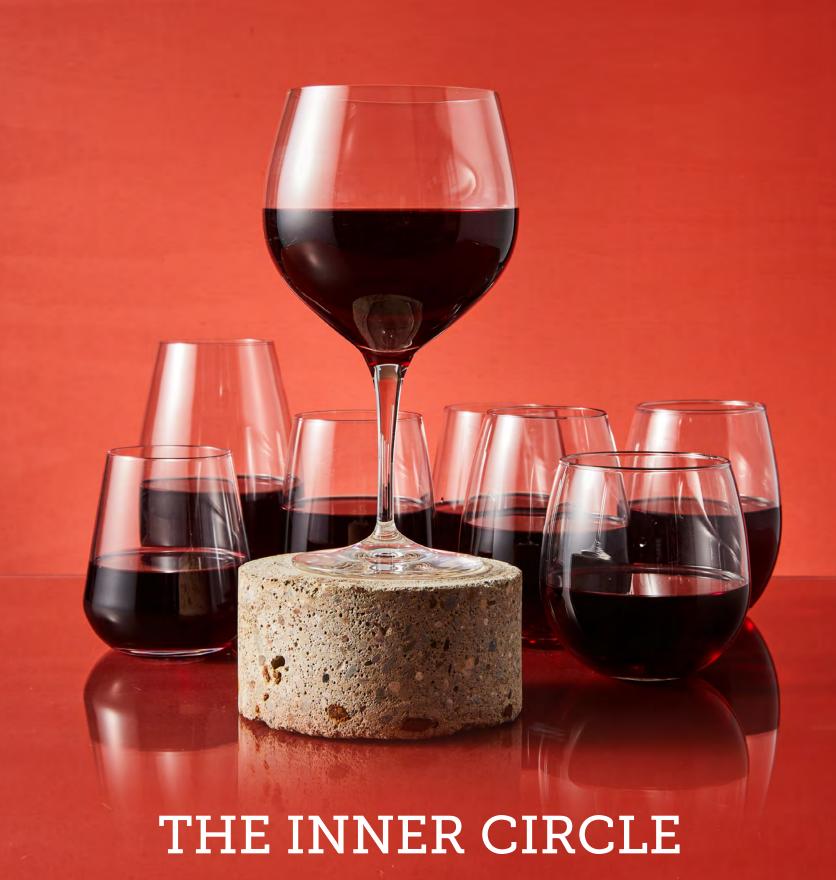
3.38

8.0 g/L



PΗ

TA



While traditional varieties get mass recognition, it's the lesserknown varieties that are simply irresistible to the true wine lover. This portfolio was curated for the adventurous oenophile.





#### **GRÜNER VELTLINER**

2018

**PENNSYLVANIA** 

**Moorhead Farms** 

0.3%

12%

Grüner Veltliner ( (100%)

3.04

7.2 g/L

PA Farm Show
Governor's Cup

PA Sommelier Judgement
Best in State

PWA Wine Competition
Best Dry Wine; Double Gold



APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

PН

TA









2018

**LAKE ERIE** 

Moorhead Farms, Szklenski Brothers Farm

1%

12%

Traminette (95%) Gewurtztraminer (5%)

3.49

7.7 g/L

VINTAGE

APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

PН

TA



#### UNWOODED CHARDONNAY

2020

**LAKE ERIE** 

**Moorhead Farms** 

0%

12%

Chardonnay (100%)

3.65

8.7 g/L





#### **TEROLDEGO**

2020

LAKE ERIE

**Cortenay Semelka Farms** 

0%

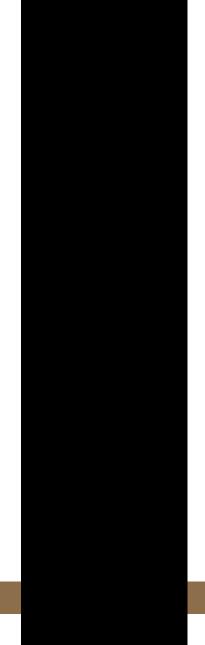
12%

Teroldego (97%) Merlot (3%)

3.64

6.5 g/L

Aged for 13.5 months in François Frères medium toasted French Oak, Canton Cooperage American Oak, Zemplen Hungarian Oak, Seguin Moreau meduim French Oak, and Mercier puncheons.



VINTAGE

APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

PН

TA

OAK AGING



#### **LEMBERGER**

2020

**LAKE ERIE** 

William Semelka Farms

0%

**12**%

Lemberger (92%), Regent (6%), Merlot (2%)

3.26

5.8 g/L

Aged for 8 months in French,
Hungarian, and American oak
barrels from Mercier, Canton
Cooperage, Zemplen, Radoux,
and Seguin Moreau. All barrels are
second and third use and medium/
medium plus toast.







2018

**PENNSYLVANIA** 

**Shade Mountain Vineyards** 

0%

12%

Carmine (85%), Regent (13%), Petit Verdot (2%)

3.73

5.9 g/L

Aged 13 months in French Oak and Hungarian Oak, Mercier, Zemplen.



APPELATION

VINEYARD/S

RESIDUAL SUGAR

ALCOHOL

GRAPE/S

PН

TA

OAK AGING



#### **FORTE OF CHAMBOURCIN**

NV

**LAKE ERIE** 

Penn State Research and Extension Vineyard and Knights Farm

**7**%

18.5%

Chambourcin (100%)

3.74

6.1 g/L

Aged for 7 months in used charred American Oak whiskey barrels.



# 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

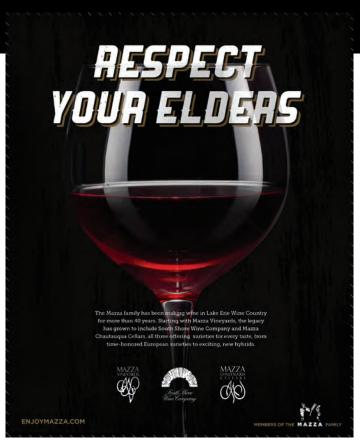


## ADVERTISING





**OUTDOOR** 



**PRINT** 







### PRESS



#### FRUIT ON THE VINE

**NOVEMBER 2019** 

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

(585)

### 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

**TRIB** 



MAZZA WINES MAZZA ENJOYMAZZA.COM

## 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





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### South Shore Wine Company



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