

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

Beginning with a single vineyard in 1972, our family – and beverage list – has extended to four locations and dozens of products, including wine, spirits, and craft beers. Today, Mazza produces more than 500,000 gallons of fresh juice and wine and has approximately 600 acres under grapes and grain cultivation in Lake Erie Wine Country in partnership with a network of long-established and well-regarded growing partners.





# MEET THE FAMILY



### Robert Mazza, Founder & President

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.



#### Matthew Herrera, Assistant Winemaker

Matt, originally from Western New York, earned his BSc in Molecular Biology from Defiance College and his MSc in the same from OSU. Between his undergrad and graduate programs, an opportunity to travel abroad brough thim to wine regions across Europe and, with that, a lasting appreciation for the craft of winemaking. Since that time, Matt has become a Certified Sommelier, made his way through level 4 of the WSET program, and gained professional experience as a wine buyer, beverage program director, and finally reaching his ultimate goal of winemaking, proudly joining the team at Mazza Vineyards as the assistant winemaker



# 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 2019-2021 **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

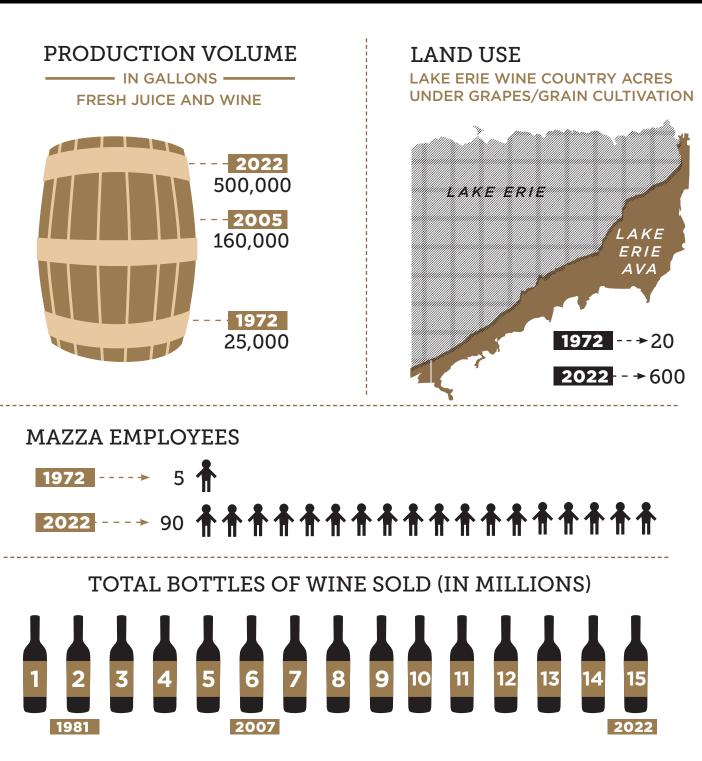
**Ana** brought her experience from Portugal, Burgundy, and New Zealand to build upon her predecessors' efforts and helped hone wines in the portfolio, including Grüner Veltliner.

**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







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# THE PERFECT WINES

Delicately balanced and elegantly aesthetic, this enchanting quartet is a tribute to the wine lover who tastes with their eyes and their palates.



## THE PERFECT ROSÉ

the perfect ROSE



### THE PERFECT BUBBLY

		¥
2021	VINTAGE	NV
LAKE ERIE	APPELATION	LAKE ERIE
Various vineyards in the Lake Erie appellation	VINEYARD/S	Various vineyards in the Lake Erie appellation
1%	RESIDUAL SUGAR	1.6%
12%	ALCOHOL	12%
Chambourcin (95%) Seyval Blanc (5%)	GRAPE/S	Vidal Blanc (95%), Cayuga White (3%), Riesling (1%), Traminette (1%)
3.34	PH	3.6
6.8 g/L	TA	6.2 g/L
89 points - Tim Atkin MW		

89 points - Tim Atkin MW 89 points - James Suckling



## THE PERFECT RED

the perfect RED



### THE PERFECT BLANC

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2021	VINTAGE	2021
LAKE ERIE	APPELATION	LAKE ERIE
William Semelka Vineyards, Moorhead Farms	VINEYARD/S	Various vineyards in the Lake Erie appellation
0%	RESIDUAL SUGAR	0%
12%	ALCOHOL	12%
Regent (98%), Merlot (2%)	GRAPE/S	Cayuga (50%), Vignoles (28%), Valvin Muscat (20%), Traminette (2%)
3.41	PH	3.34
6.8 g/L	TA	6.8 g/L
Aged for 9 months in French Oak, François Frères, Mercury, Remond	OAK AGING	NA

MAZZA

# 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



MAZZA





ROBERT MAZZA NAMED ONE OF WINE'S MOST INSPIRING PEOPLE 2023

JANUARY 16, 2023





### MAZZA FEATURED AS COVER STORY IN VINTNER MAGAZINE

JANUARY 9, 2023

VINTNER

## MAZZA FEATURED IN TABLE MAGAZINE – "THE JUDGEMENT OF LAKE ERIE" BLIND TASTING

JANUARY 9, 2023

In an event held to highlight Lake Erie AVA wines, Mazza was the clear favorite in the white wine category. Mazza placed first in the Rosé, Riesling, Pinot Grigio, and Chardonnay categories.





# WHO MAKES THE MOST WINE AND CIDER IN PA.? TAKE A LOOK AT THE TOP 25

JULY 3, 2022

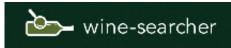
1. Mazza, Erie County, 193,658



### HYBRID WINE FINDS ITS FORMAT

MAY 20, 2022

Mazza estimates that between 5 and 7 percent of the output is in the form of hybrid sparkling bottles, but "we see that increasing. We've had a stellar response in the markets, and as we expand our distribution beyond Pennsylvania, New York, Connecticut and New Jersey, we see that component as a growth spot."



♥ DRINK With yo years of fine wine under its belt, Mazza Vineyards (enjoymazza.com) is ready to celebrate with a new sip. Located outside of Erie, the family-owned and operated vineyard was founded in 1972 by brothers Robert and Frank Mazza. This month, to mark the occasion, they are introducing a dry white wine. The Perfect Blanc will be delicately clean and dry with thoral and fruity aromas for a—date 1 say—perfectly reflectBlanc will be delicately clean and dry with thoral and fruity aromas for a—date 1 say—perfectly reflectBlanc will be delicately clean and dry with thoral and fruity aromas for a—date 1 say—perfectly reflectBlanc will be delicately clean and evenings on the peech, heat or by the pool," says assistant winemaker Matchew Herrera. Joining a crisp rosé, floral bubbly and oalcy red, the aromatic white sip—realiable at PA Libritors in Reading Terminal, among other stores—offers the ideal balance bet were flavor and aesthetic, and is sare to be a favorite summer bottle.

**PHILADELPHIA STYLE** 

The Perfect Blanc blends some of Luke Erie AVAS more forgener encieties like sidal blance transitierte vignoles and cavuga.



## TASTING SESSION: MAZZA VINEYARDS / SOUTH SHORE WINE CO.

**JANUARY 7, 2021** 

[South Shore Wine Co. Grüner Veltliner is a] wonderful example of PA Grüner — nice fruit flavors up front, then crisp and clean on the finish.

### Pennsylvania Vine Company



The Perfect Rosé and The Perfect Bubbly were named "Best Label Series" (Wine Label Series Winner) in the Beverage Testing Institute World 2021 Packaging Compendium.



### MAZZA ICE WINE WINNER AT PENNSYLVANIA WINE SOCIETY'S 18TH ANNUAL COMPETITION

FEBRUARY 10, 2020

It's the second straight year that a white wine has won the intra-state event, which annually takes place at the Hilton Harrisburg. More than 100 people, the biggest crowd ever for one of these events, attended. It drew members of the Wine Society, other guests, and winemaker/ owners representing most of the wineries that finished as finalists.









MORE PRODUCT INFO AT ENJOYMAZZA.COM/TRADE

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