



**Robert Mazza Inc.** is a wine, spirits, and craft beer producer with operations in northwestern Pennsylvania and western New York. Established in 1972 with a single vineyard, Mazza now operates three primary locations in the Lake Erie AVA: Mazza Vineyards in North East, PA; South Shore Wine Company in North East, PA; and Mazza Chautauqua Cellars in Westfield, NY that also serves as home to Five & 20 Spirits & Brewing – making it New York State's first combination winery, distillery, and brewery.

#### **FACTS & FIGURES**

#### Mazza Vineyards was one of the first post-Prohibition wineries in Pennsylvania.

Mazza was officially incorporated by brothers Robert & Frank Mazza more than 50 years ago.

#### Mazza is the largest wine producer in Pennsylvania.

Production volume approaches 500k gallons in 2022. The company has sold 15 million bottles of wine since their founding in 1972.

#### Mazza is committed to sustainability and locally sourced agricultural products.

Approximately 600 acres of the Lake Erie AVA is currently under grape and grain cultivation.

#### >>> Click for more info on Mazza history



#### WHERE TO BUY (AND SIP)

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

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

Tastings are available year-round at each location. Tours are also available by request.

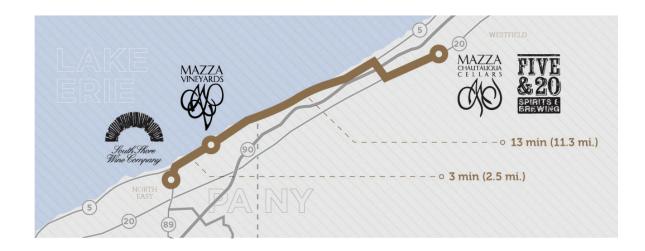
Mazza Wines are available for purchase online at **EnjoyMazza.com** and ship direct to consumers in most states throughout the U.S.





#### Welcome to the Lake Erie AVA

For more than 50 years, our family has established a heritage of exceptional winemaking along the shores of Lake Erie. Our three winery locations are within 14 miles of each other, which makes it easy to visit them all in a day. While they're close in distance, as you'd expect from any trio of siblings, each experience brings its own "something special" to the table.



#### MAZZA VINEYARDS: Where the 50-year legacy began

Step inside our rustic, Mediterranean-style tasting room, and sample a fascinating wine list that ranges from crisp and pristine to robust and fruit-forward thanks to the influences of a diverse lineage of international winemakers.

#### SOUTH SHORE WINE COMPANY: Celebratory wines in a historic setting

Escape into a Civil War-era stone cavern tasting room or seasonal patio and sip on flights of sparkling, crisp whites, and a collection of sweeter wines. In the warmer months, sip on a refreshing wine slushie to beat the heat.

#### MAZZA CHAUTAUQUA CELLARS AND FIVE & 20 SPIRITS AND BREWING:

#### New York State's first combination winery, distillery, and brewery

Relax on the sprawling patio at "The Westfield Wonder". The wine list here showcases the similarities between Lake Erie Wine Country and European wine-growing regions.

>>> Click for more info on visiting our locations





**Mazza Vineyards** is the family's flagship winery. Since its beginning, the brand and its wines have been inspired and influenced by a diverse lineage of international winemakers from New World winemaking regions across the globe. Their clean and experimental approach to winemaking has resulted in a fascinating wine list that ranges from crisp and pristine to robust and fruit-forward. Nearly every vintage features their signature Ice Wine of Vidal Blanc, showcasing the family's legacy of trailblazing winemaking and the distinct effects of Lake Erie's cold climate.

#### **COLLECTIONS**

#### The Tribute Collection

A core portfolio of classic varieties that have been consistently produced

#### **The Vineyard Country Collection**

Six easy-sipping sweeter wines highlighting the region's signature grape varieties

#### The La Famiglia Collection

An eclectic collection reflecting the diverse styles of our international winemakers



>>> Click for more info on the Mazza Vineyards brand and products



#### 2018 CABERNET FRANC

2020 Pennsylvania Sommelier Judgment - Top 10

#### 2017 CABERNET FRANC

Pennsylvania Wine Excellence XVIII (2019) - Top 10

#### 2018 ICE WINE OF VIDAL BLANC

Pennsylvania Wine Excellence XVIII (2019) - Winner

2017 ICE WINE OF VIDAL BLANC

2019 Pennsylvania Farm Show - Best Hybrid; Double Gold; Best of Show Sweet / Dessert

Pennsylvania Wine Excellence XVIII (2019) - Top 10





**South Shore Wine Company** stands as a tribute to the Lake Erie AVA's storied heritage of sparkling wine production on the site of Erie County's first commercial winery. The Mazza family restored the 19th century facility and its Civil-War-era stone cavern, which is now home to an effervescent collection of bubbly bottles produced in traditional, contemporary, and experimental methods.

#### **COLLECTIONS**

#### The Coupe Collection

A bright, bubbly line-up celebrating the region's legacy of sparkling wine production

#### The Dolce Collection

A limited collection of sweet yet balanced wines

#### The Inner Circle

A portfolio of lesser-known and emerging varietals for the adventurous oenophile



>>> Click for more info on the South Shore Wine Company brand and products



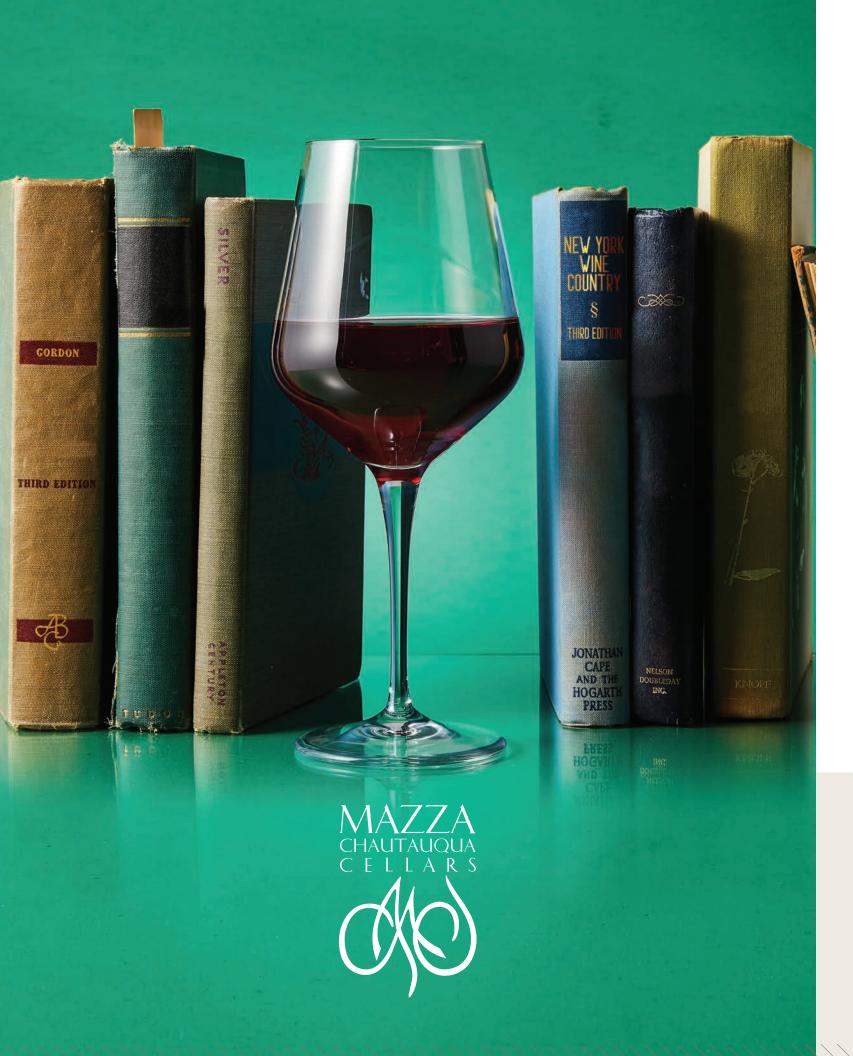
#### SPARKLING CHARDONNAY (NV)

2022 Pennsylvania Wine Excellence Winner 2022 Pennsylvania Wine Excellence Top 10

#### SPARKLING RIESLING (NV)

2022 Pennsylvania Wine Excellence Top 10





Mazza Chautauqua Cellars celebrates the agricultural aspect of winemaking, with wines that are expertly crafted to showcase the terroir, climate, and even viticultural expertise from whence they came. The Lake Erie AVA region's terroir so closely resembles the terroir and growing conditions of Old World wine regions that there are as many European varietals as native vines that thrive in the local soil.

#### **COLLECTIONS**

#### The Traveler Series

Fine European varietals that exemplify the parallel terroir and growing conditions between the Lake Erie AVA and similar winemaking regions around the world

#### **The Patio Series**

A bright and playful trio of easy-sipping wines that show off the region's sweeter, fruitier varietals



>>> Click for more info on the Mazza Chautauqua Cellars brand and products



2017 MERLOT 2021 James Suckling – 90 points

2019 NUTT ROAD RIESLING 2021 James Suckling – 89 points 2021 Tim Atkin – 90 points





The Perfect Wines is an enchanting collection for the wine lover who seeks a "perfect" balance – both in flavor and aesthetic. Intentional and pristine craftsmanship – both inside and outside of the bottle – have earned these wines national and global acclaim. These four bottles are stunning as gifts, on the 'Gram, and in your glass – "perfect" for sipping with style.

#### THE PERFECT WINES

#### The Perfect Rosé

Enchantingly dry, crisp, and refreshing. Made from gently pressed Chambourcin grapes.

#### The Perfect Bubbly

Bubbly and floral with a hint of residual sweetness

#### **NEW!** The Perfect Red

Mysteriously dark with bold fruit and a touch of oak. Made from Regent.

#### **NEW!** The Perfect Blanc

Delicately crisp and elegantly dry with floral and fruity aromas



>>> Click for more info on The Perfect Wine brand and products

PERFECT ROSÉ + PERFECT BUBBLY 2021 Beverage Testing Institute World Wine Packaging Competition – Best Wine Label Series, Platinum

2019 PERFECT ROSÉ 2021 Tim Atkin – 89 points

2020 PERFECT ROSÉ 2021 James Suckling – 89 points PERFECT RED

2022 Beverage Testing Institute

World Wine Packaging Competition

– Silver





**Bare Bones** is a no-frills, no-fuss collection of crowd-pleasing wines inspired by the serene simplicity of life on the Lake. One red, one white, one rosé, and a slightly sweet, just-a-bit-fizzy Moscato just for good measure. Simply sippable and delicately balanced, they're everything you want and absolutely nothing that you don't.

#### **BARE BONES WINES**

#### **Bare Bones Red**

A simple blend of premium red varietals with a touch of oak

#### **Bare Bones Rosé**

Delicate berry flavors and crisp acidity with a touch of sweetness

#### **Bare Bones White**

A fresh and simple blend of Cayuga, Traminette, Vidal Blanc and Riesling

#### **Bare Bones Moscato**

Fun and fruity with a touch of fizz and a bit of sweetness



>>> Click for more info on the Bare Bones brand and products





**Getaway Wines** are easy to pack, easy to open, and even easier to enjoy. Cheerfully bubbly with a hint of sweetness, these three make for welcome travel companions whether you're heading out of town for a few days or out on the patio for a few minutes.

#### **GETAWAY WINES**

#### **Getaway Bubbly White**

Slightly sweet and pleasantly bubbly with notes of white peach and pear

#### **NEW!** Getaway Bubbly Rosé

Red berry notes balanced by a crisp refreshing acidity with a fruity finish

#### **NEW!** Getaway Bubbly Red

Natural fruit profile with notes of black cherry, vanilla bean, and cola







>>> Click for more info on the Getaway brand and products





Five & 20 Spirits and Brewing is about more than barley, hops, copper, and oak. The brand is all about its local roots – planted in soil enriched by the Whiskey Rebellion and now nourishing the crops that are harvested, mashed, boiled, and eventually poured into your glass. Our commitment to sourcing local doesn't end with agricultural products. Five and 20 Spirits and Brewing shares a home with Mazza Chautauqua Cellars, giving us the unique ability to age our specialty beers in our own recently emptied wine and whiskey barrels, imparting every last drop of flavor from the still-wet staves. The combination winery, distillery, and brewery is the first of its kind in New York State.

#### Five & 20 Spirits

Local agricultural products – from rye to barley – give our craft spirits their robust flavor and unique character that our distiller can tweak and adjust to bring out the very best in every bottle.

#### Five & 20 Brewing

Five & 20 beers range from light and refreshing to bold and complex, but each one begins the same way – with a collaboration with a local farmer so we know exactly where each barley grain and hop flower that makes its way into your glass comes from.



>>> Click for more info on Five & 20 Spirits and Brewing brand and products



FIVE & 20 STRAIGHT BOURBON

Wine Enthusiast - Top 100 Spirits of 2022 Wine Enthusiast 2022 - 93 points; Best Buy

> FIVE & 20 DÉJÀ VU BOURBON Wine Enthusiast 2022 - 88 points

FIVE & 20 STRAIGHT RYE WHISKEY
Wine Enthusiast 2022 - 89 points; Best Buy





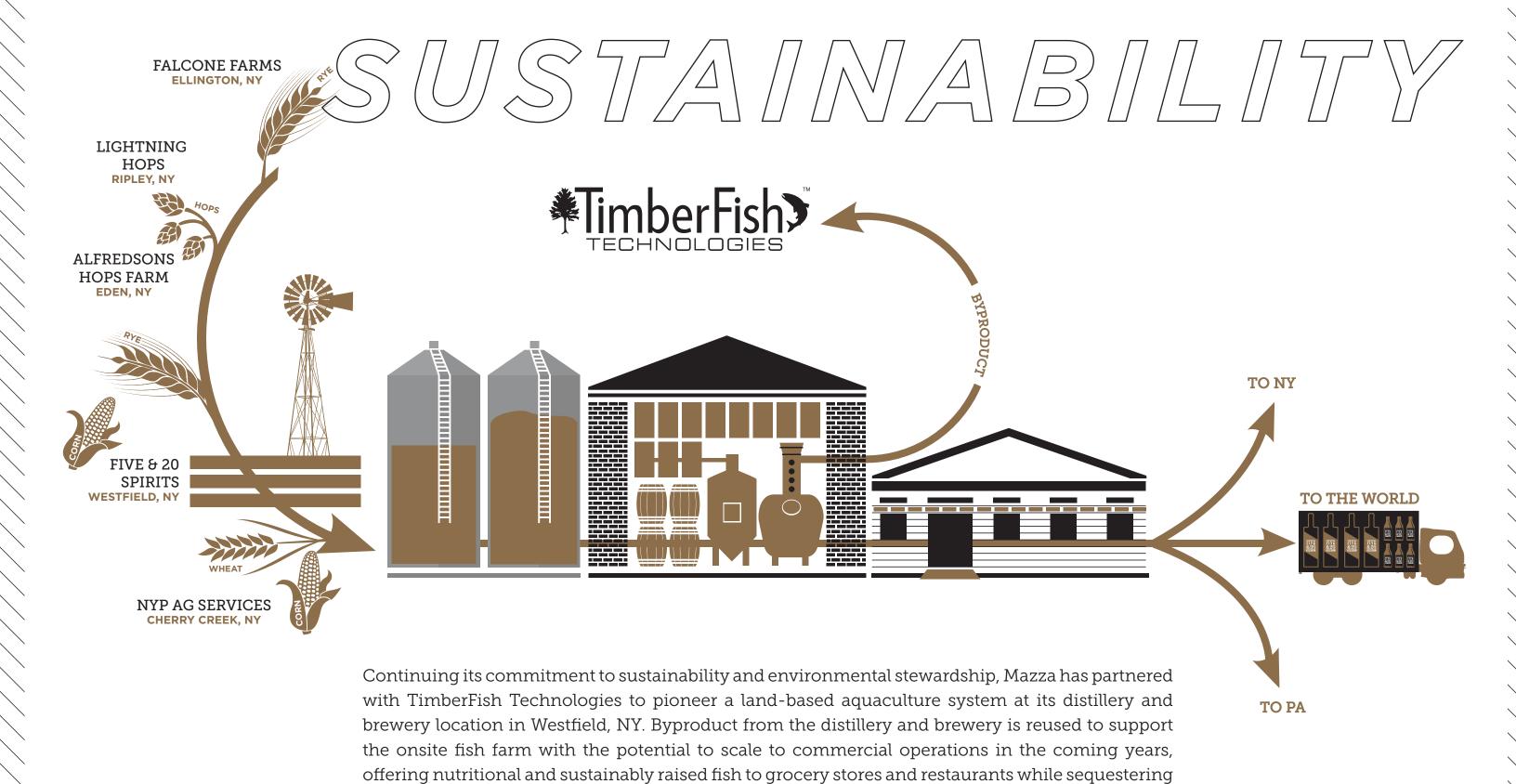
## BULKOM CUSTOM

Hailing from America's Grape Country, Mazza has 50 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 Hercules Mulligan, Kansas Whiskey, Holmes Cay, Ministry of Rum, and Bittermens.



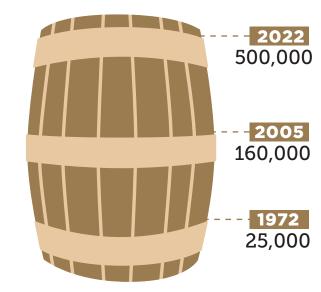
carbon and making better use of manufacturing waste in the process.

# FIVE DECADES OF GROWTH



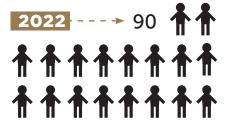
#### PRODUCTION VOLUME

FRESH JUICE AND WINE



#### MAZZA EMPLOYEES





#### LAND USE

LAKE ERIE WINE COUNTRY ACRES UNDER GRAPES/GRAIN CULTIVATION

1972 -> 20



#### TOTAL BOTTLES OF WINE SOLD







#### Robert Mazza, Founder & President

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, 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.



#### Blaine Ballard, Brand Ambassador

Blaine is a North East native who began working in hospitality at a young age. He bartended through college, gaining experience and a passion for hospitality that opened doors for bartending, bar manager, and beverage director positions at restaurants and resorts locally and across the country. Blaine's talent for curating wine lists and cocktail menus and developing bar programs has provided opportunities at establishments large and small. A true passion for wine and spirits continues to drive him in his current position as brand ambassador for our family of wineries, distillery, and 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.









#### 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 brought him 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.



Joe Nelson Director of Distilling and Brewing

Joe has been the spirit behind Five & 20 Spirits since 2008. He approaches distilling with a blend of scientific experimentation and deep knowledge of our nation's whiskey production history, with a diehard dedication to using local agricultural products. Joe demonstrates his mastery of blending techniques and inspired secondary cask finishes in every batch and barrel, both for our own line of products and our portfolio of partner products, including Jägermeister, Hamilton Rums, and Sazerac's Bittermen's collection.





A LINEAGE OF INTERNATIONAL WINEMAKERS

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 - 2019

**MARIO MAZZA** 

ANA TRIGO Assistant Winemaker

Assistant Winemaker 2017-2018

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.





# 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."



V DRINK With 50 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, to The Perfect Wines collection (enjoyaperfectwine.com). "The Perfect Blanc will be delicately clean and dry with floral and fruity aromas for a—dare I say—perfectly refreshing wine for those warmer days and evenings on the porch, boat or by the pool," says assistant winemaker Matthew Herrera. Joining a crisp rosé, floral bubbly and oaky red, the aromatic white sip—available at PA Libations in Reading Terminal, among other stores—offers the ideal balance between flavor and aesthetic, and is sure to be a favorite summer bottle.

### PHILADELPHIA STYLE

The Perfect Blane blends some of Lake Erie AVA's more fragrant varieties like vidal blane, traminette, vignoles and cavuga.



# MAZZA VINEYARDS / SOUTH SHORE WINE CO. JANUARY 7, 2021

**TASTING SESSION:** 

[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.





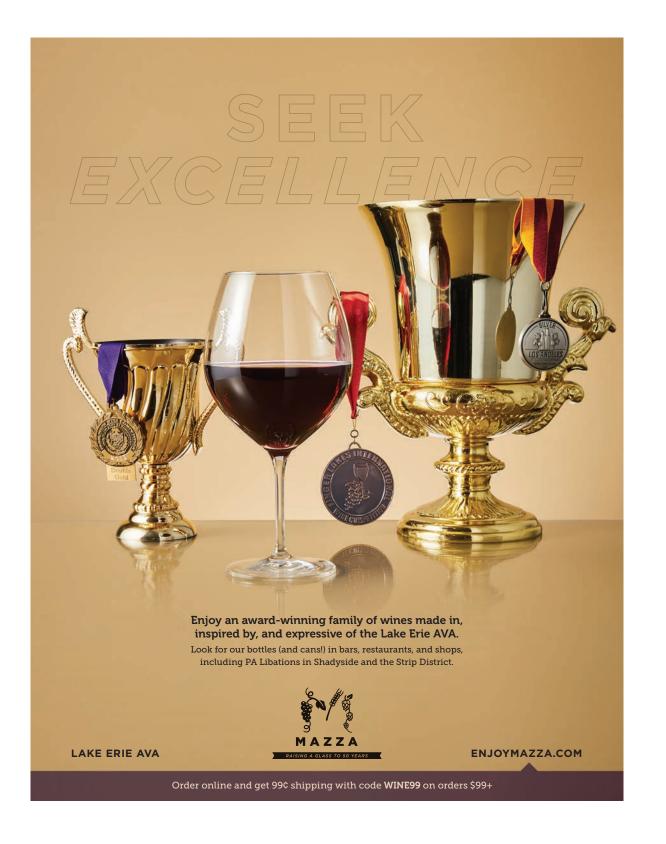




ENJOYMAZZA.COM

## ADVERSINES MAZZA WINES





















#### MOTHER'S DAY WINE IS A MOTHER'S DAY WIN!

Whether the mom in your life is easy-to-please or a tough nut to crack, these three wine-related gift ideas are guaranteed winners.



GIFT #1

#### MOTHER'S DAY MIXED PACK

Choose a collection of her faves – or go off-script and introduce her to some new ones! Get extra points when you tell her that you saved on shipping by using a coupon code (moms love coupons!)

Get 99 cent shipping with code WINE99 on all orders \$99+.

Here are a few of our mom-approved faves:



PÉT NAT ROSÉ



SPARKLING







































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