



**MAZZA**



[@MAZZAWINES](#)

[ENJOYMAZZA.COM](#)

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 435,000 gallons of fresh juice and wine annually 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 more than 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, Head 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 grape grower. 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

**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 - 2021

MARIO MAZZA

**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.

**ANA TRIGO**  
Assistant Winemaker  
2017-2018

**ANEEP PRADHAN**  
Assistant Winemaker  
2018-2019

**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.

2021 - present

GUILLERMO LOMBARDO

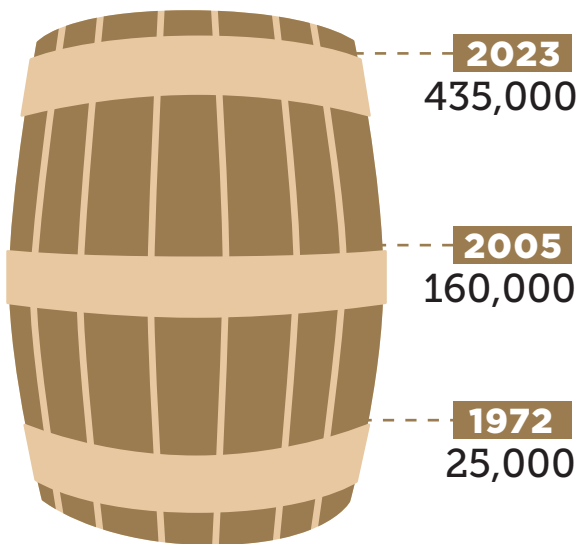
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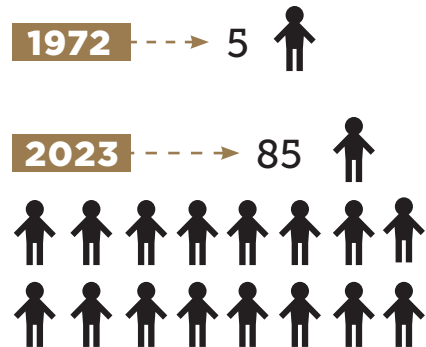
# MAZZA KEEPS GROWING

## PRODUCTION VOLUME

IN GALLONS  
FRESH JUICE AND WINE

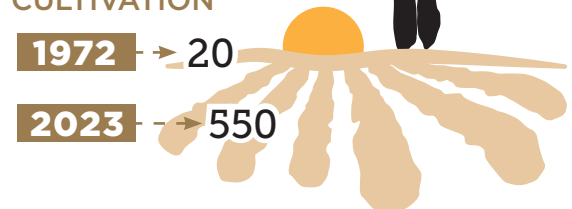


## MAZZA EMPLOYEES



## LAND USE

LAKE ERIE WINE COUNTRY ACRES  
UNDER GRAPES/GRAIN  
CULTIVATION



## TOTAL BOTTLES OF WINE SOLD

IN MILLIONS



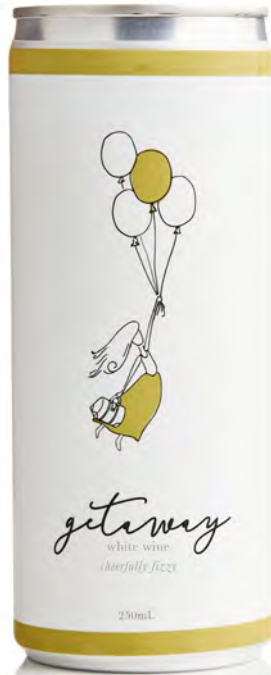
*getaway*



# GETAWAY WINES

Cheerfully fizzy 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



**GETAWAY  
WHITE**

**GETAWAY  
ROSÉ**

**GETAWAY  
RED**

**NV**

**NV**

**NV**

**LAKE ERIE**

**LAKE ERIE**

**LAKE ERIE**

**Various vineyards  
in the Lake Erie  
appellation**

**Various vineyards  
in the Lake Erie  
appellation**

**Various vineyards  
in the Lake Erie  
appellation**

**RESIDUAL SUGAR**

**1%**

**2%**

**0.8%**

**ALCOHOL**

**10%**

**10%**

**12%**

**GRAPE/S**

**Vidal Blanc,  
Cayuga,  
Riesling,  
Seyval Blanc,  
Geisenheim**

**Chambourcin**

**Corot Noir,  
DeChauanac,  
Chambourcin, Leon  
Millot, Frontenac,  
Foch, Landot, Regent,  
Pi Blue, Lemberger**

**PH**

**3.22**

**3.30**

**3.04**

**TA**

**6.7 g/L**

**7.4 g/L**

**9.0 g/L**

**DIETARY NOTES**

 **GLUTEN FREE**  
 **VEGAN**

 **GLUTEN FREE**  
 **VEGAN**

 **GLUTEN FREE**  
 **VEGAN**

# 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.

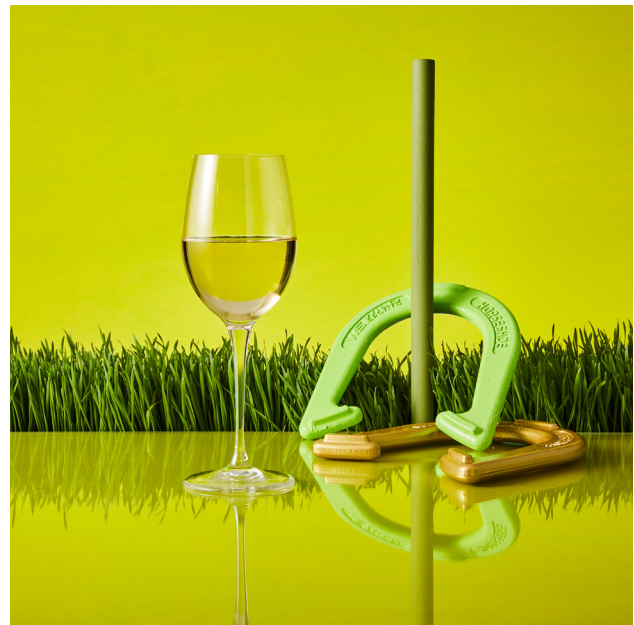
## MAZZA WINES CHECKLIST

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



# ADVERTISING

WEB/SOCIAL/EMAIL



## SEVEN SIMPLE SIPS FOR SUMMER

No corkscrew. No fuss. No brainer!  
Stock up on seven summertime faves from  
our Bare Bones and Getaway collections.



BARE BONES  
**BARE BONES  
WHITE**



BARE BONES  
**BARE BONES  
ROSÉ**



# PRESS



## 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



## 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

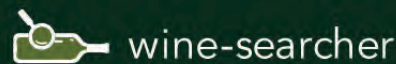
1. Mazza, Erie County, 193,658



## 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.”



**V DRINK** With 50 years of fine wine under its belt, Mazza Vineyards ([enjoymazza.com](http://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 ([enjoyperfectwine.com](http://enjoyperfectwine.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 Blanc blends some of Lake Erie AVA's more fragrant varieties like vidal blanc, traminette, vigneoles and cayuga.





# 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.







**MAZZA**

**MORE PRODUCT INFO AT  
ENJOYMAZZA.COM/TRADE**

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