

# Robert Mazza, Inc. (Mazza)

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Who are we, and what do we do?

# Mission Statement

Robert Mazza, Inc.  
Established 1972 Lake  
Erie AVA

- **Our mission is to craft enjoyment, nurture growth, and honor our roots.**
- For our customers, we source quality ingredients from our region and talent from around the globe to produce an intentionally and delightfully diverse collection of wines, spirits, and beers.
- For our people, we provide opportunities for personal growth and to find purpose in what they pursue.
- For our partners, we seek and nurture relationships that are economically sound and mutually beneficial

Who are  
we, and  
What do we  
do?

We are a family owned and operated wine, beer, and spirits manufacturer. Robert (Bob) Mazza and his brother Frank founded Mazza Vineyards in 1972; turning the family farm into a winery taking advantage of new laws allowing wine to be made from PA fruit.

Started with a single vineyard in '72, we now are comprised of 3 wineries (Mazza Vineyards, South Shore Wine Co., and Mazza Chautauqua Cellars), a Distillery, and brewery (Five & 20 Spirits and Brewing). A large portion of our operations also involve contract beverage production, blending and bottling.

# Who's Who in the Mazza Family?

- Bob is our founder, owner and President. You will see him around all locations frequently.
- Kathie Mazza (Bob's wife, co-owner) is involved in the business as well, handling banquet hall events, and working behind the scenes on a variety of fronts, especially with Lake Erie Wine Country events.
- Mario Mazza (Bob and Kathie's son) is co-owner, Vice President, and General Manager. He never stops! Constantly working on all things Mazza. He heads up the winemaking team, as well as managing all aspects of everything that we do.
- Mel, Mario's wife, also helps out in the family business, often with administrative or technology projects.
- Vanessa Mazza (Bob and Kathie's daughter) is co-owner and Creative Director. She also works on several aspects of the business from social media to customer service, to booking our bands, with a plethora of other things.

What do  
we make??

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Wine

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Beer

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Cider

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Distilled Spirits

# WINE....What is Wine?

Wine is an alcoholic beverage made with the fermented juice of grapes.

Technically, any fruit is capable of being used for wine (i.e., apples, cranberries, plums, etc.), but if it just says “wine” on the label, then it’s made with grapes.

## SPIRITS AND BEER

A **liquor, or distilled spirit**, is an alcoholic beverage distilled from grains, fruits, or other fermentable ingredients. Much stronger than beer and wine, distilled spirits include brandy, eau de vie, grappa, gin, rum, tequila, whiskey, vodka, and various flavored liqueurs.

In the broadest sense, “**beer**” is any alcoholic beverage made by the fermentation of grain, just as wine is any alcoholic beverage made by the fermentation of fruit. In the vast majority of the world’s beers, the grain base is barley.

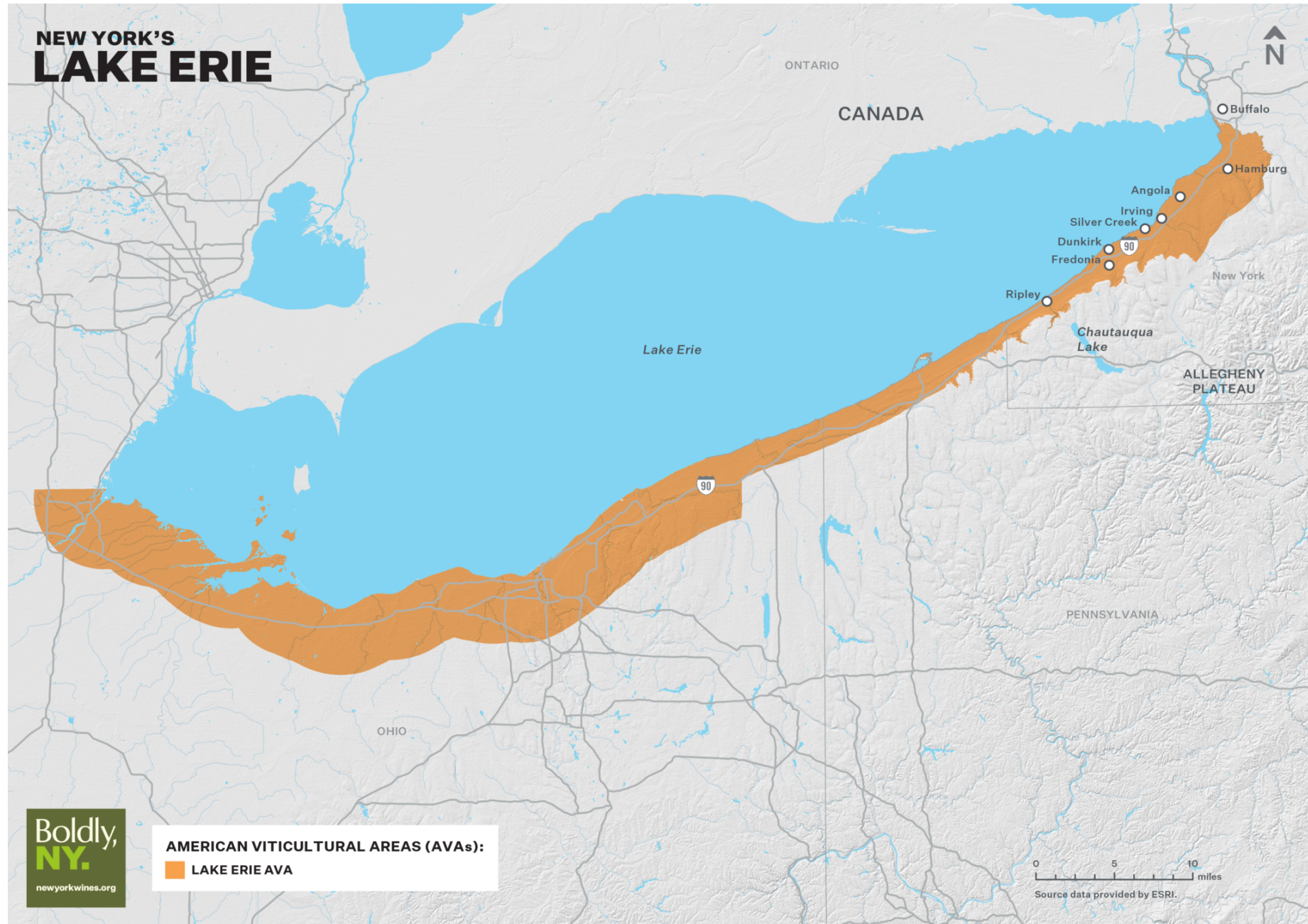
Beer is crafted from four primary ingredients: water, malted grains (typically barley), hops, and yeast.

# All 3 of our wineries are located in the: Lake Erie AVA

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- What is an AVA?
  - An American Viticultural Area is a designated wine grape-growing region in the United States, providing an official appellation for the mutual benefit of wineries and consumers. [Wikipedia](#)
- Some other well known AVAs:
  - Napa, Columbia River, Willamette Valley
- Lake Erie AVA Factoids:
  - Largest grape growing region in the US east of the Rockies
  - Largest Concord grape growing belt in the world
  - Also a great region for cool climate reds and whites such as Riesling
  - Over 40,000 acres of grapes in the Lake Erie AVA

# NEW YORK'S LAKE ERIE



**AMERICAN VITICULTURAL AREAS (AVAs):**  
LAKE ERIE AVA

0 5 10 miles  
Source data provided by ESRI.

# All 3 of Our Locations have Different Offerings

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- Important to note – all 3 wineries, though all part of the “Mazza family of wineries,” have a unique product list to that location
- Mazza Chautauqua Cellars additionally has spirits and beers from Five & 20 Spirits and Brewing
- Encourage visitors to visit all 3!
  - It takes about 20 minutes to drive from South Shore Wine Company in North East to Mazza Chautauqua Cellars in Westfield, NY
- Our wineries are all part of the wine trail “Lake Erie Wine Country” – which includes a total of a little over 20 wineries spanning PA & NY

# MAZZA VINEYARDS

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- **Original location, and main wine production facility**
- Since their first vintage in 1973, Mazza has been successfully blending the ancient art of winemaking with the most modern techniques and equipment. Fine wines are born from the highest quality wine grapes, and the team at Mazza works intimately with select growers in the Lake Erie Wine Region to craft only the finest wines at their winery, which is the largest producing winery in the state.
- Since its beginning, the brand and its wines have been inspired and influenced by a diverse lineage of international winemakers from 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.

# WINES FROM MAZZA VINEYARDS

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- [THE TRIBUTE COLLECTION](#) “Seek Excellence”
- While our wine list has evolved from our first vintage in 1973, this core portfolio of classic varieties has served as its foundation decade over decade, celebrating the wines that we’ve continuously produced and continue to perfect.
- Chardonnay, Pinot Grigio, Riesling, Vidal Blanc, Merlot, Cabernet Franc, Port, and Cream Sherry
- [THE VINEYARD COUNTRY COLLECTION](#)
- Six easy-sipping sweeter wines highlighting some of the region’s signature grape varieties.
- Pink Catawba, Country Red, Niagara, Concord, Apple & Spice, Victorian Holiday

# MAZZA VINEYARDS WINES CONT'D

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- **THE LA FAMIGLIA COLLECTION**
- There's a place for tradition in winemaking, and there's a place for experimentation. This eclectic and ever-evolving collage is a toast to the latter, reflecting the impressively diverse and intentionally international lineage of winemakers who poured their hearts and souls, talent and techniques, into our wines.
- Tesoro, L'Anima, Appassionato, Late Harvest Vidal Blanc, Ice Wine of Vidal Blanc.

# MAZZA CHAUTAUQUA CELLARS

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- **“The Westfield Wonder”. Winery, Brewery, and Distillery all under one roof**
- New York State’s first combination winery, distillery, and brewery
- Mazza Chautauqua Cellars might be our family’s third location in the Lake Erie AVA, but it’s the first of its kind in New York State. Sharing a home with our sister distillery and brewery, [Five & 20 Spirits & Brewing](#), its signature patio space is an appropriately laid-back setting to enjoy the beverage of your choice, along with live music, lawn games, and a rotation of guest food purveyors during the warmer months.
- Our wine list here is an intentional curation of bottles that pay homage to the agricultural bounty that surrounds us, including refined European varietals and easy-sipping native varietals

# MCC WINE COLLECTIONS

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- [THE TRAVELER SERIES](#)

- Seek Nuance
- Fine European varietals that exemplify the parallel terroir and growing conditions between the Lake Erie AVA and similar winemaking regions around the world
- Chardonnay, Pinot Grigio, Riesling, Dry Riesling (Nutt Rd. Vineyard), Vignoles, Gewürtztraminer, Merlot, Lemberger, Forte of Cabernet Franc, Shiraz (Australian)

- [THE PATIO SERIES](#)

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

# NY operations timeline:



# SOUTH SHORE WINE COMPANY

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- Beautiful historic stone wine cavern housing all of our sparkling wines (a true sparkling wine house) as well as other quality offerings
- House of Sparklings
- The South Shore Wine Company stands as a tribute to the Lake Erie AVA's winemaking origins and 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 impressive Civil-War-era stone cavern, which is now home to an effervescent collection of bubbly bottles produced in traditional, contemporary, and experimental methods, alongside standout emerging varietals and lightheartedly sweeter selections.
- 2007- Mazza family purchased and renovated historic building, bringing back historic winery in name, and location.

# SSWC WINE COLLECTIONS

- [THE COUPE COLLECTION](#)
- Seek Sparkle
- 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.
- Pet Nat Riesling, Pet Nat Rose, Sparkling Riesling, Sparkling Chardonnay, Sparkling Pinot Noir, Sparkling Zweigelt Red, Sparkling Zweigelt Rosé

# THE DOLCE COLLECTION

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- Seek Joy
- Juicy fruits and honey take center stage in this limited collection of sweet yet balanced wines.
- Diamond, South Shore Rosé, Fredonia, Cranberry, Honey Mead, Sangria



# The Inner Circle

- While traditional varieties get mass recognition, it's the lesser-known varieties that are simply irresistible to the true wine lover. This portfolio was curated for the adventurous oenophile.
- Grüner Veltliner, Unwooded Chardonnay, Traminette, Teroldego, Lemberger, Carmine, Zweigelt, Forte of Chambourcin

# Other “Mazza” Brands

- The Perfect Wines - Perfect Bubbly, Perfect Blanc, Perfect Rosé, Perfect Red. Available at South Shore, and online.
- The Bare Bones Wines – BB White, BB Rosé, BB Red, BB Moscato. Available at Mazza Vineyards, Mazza Chautauqua Cellars, and online
- Getaway Canned Wines (Fizzy) – Getaway White, Getaway Rosé, and Getaway Red. Available at Mazza Vineyards, and online
- Be aware that we also make Check wines (Red, white, and rose), and Nectar wines (all sweet wines)
  - These are largely available offsite (grocery stores, etc.). Not available at any of our physical locations

# Basic wine production

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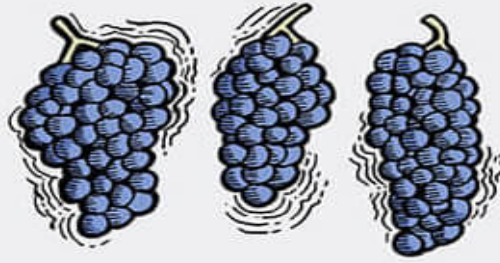
- Grapes are harvested, fermented and pressed (or pressed then fermented), sometimes aged, and then bottled



# HOW RED WINE IS MADE

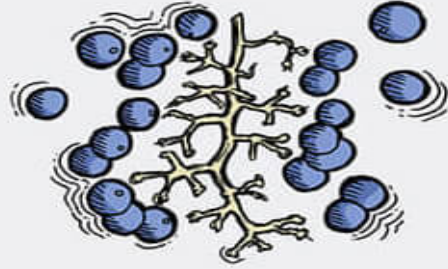
WINE FOLLY

This is just the tip of the iceberg, keep exploring!  
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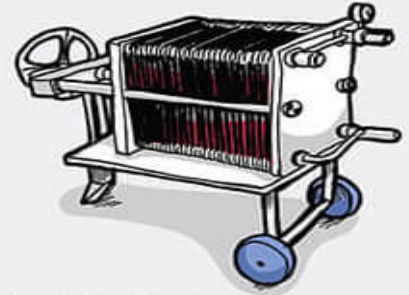
## Harvest grapes

The vintner chooses when to harvest and if it's done by hand or machine. Generally speaking, red wine grapes ripen later in the season than white wine grapes.



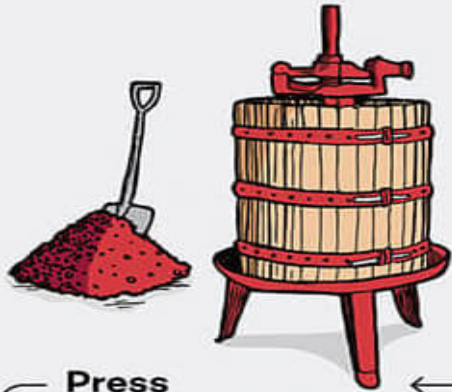
## Prepare grapes

Grape bunches get de-stemmed. Some vintners ferment whole clusters to add tannin. The must is analyzed while grapes cold soak. Most winemakers add sulfur dioxide during this step to stop microbial growth.



## Clarification

Clarifying or "fining" agents (such as egg whites or veggie bentonite clay) remove proteins. Then, wine passes through a filter for sanitation. Some wines are left unfinned and unfiltered.

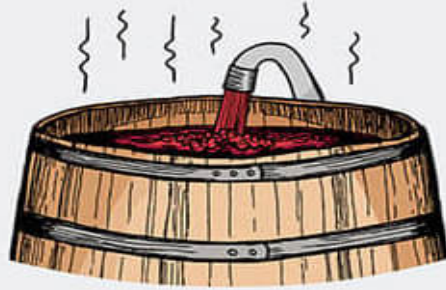


## Press

After the fermentation, vintners drain the freely-running wine from the tank and press the skins and seeds for any remaining "press" wine.

## Fermentation

Grape skins give red wine its color and flavor. So, during the fermentation, vintners punch down grapes or pump-over the must so the skins stay submerged.



## Add yeast

Yeasts (wild or commercial) eat grape sugars and make alcohol, CO<sub>2</sub>, and heat. Red wines ferment for an average of 5-21 days at 58-86 °F (20-30 °C) and often get left to macerate on the grape skins for 7-28 days after the fermentation completes.



## Bottling

Bottling occurs with minimal exposure to oxygen. Sometimes sulfur dioxide is added during this stage to help preserve the wine.



## Malolactic

As wine settles in tanks or barrels, a second "fermentation" happens. Malolactic fermentation (MLF) is when bacteria converts sharp malic acid into smoother, more chocolatey-tasting lactic acid.

## Aging

Red wine ages in barrels or tanks for several months to several years. Oak barrels enhance red wines with aromatic compounds (such as vanillin) and subtle oxidation.



## Blending

The winemaker blends grape varieties or barrels together to create the final wine. Winemakers often rely on texture as the aromas haven't finished evolving.



## Bottle aging

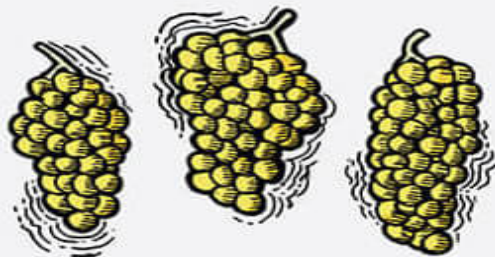
Some wines continue to age in bottles for years until release.



# HOW WHITE WINE IS MADE

WINE FOLLY

This is just the tip of the iceberg, keep exploring!  
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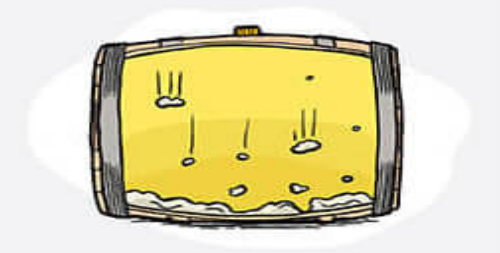
## Harvest grapes

The vintner chooses when to harvest and if it's done by hand or machine. Generally, white wine grapes ripen earlier in the season than red wine grapes.



## Press grapes

The grape bunches go directly into a press. Some aromatic varieties receive extra time on the skins before pressing to add texture.



## Clarification

Clarifying or "fining" agents (such as egg whites or vegan bentonite clay) remove dissolved proteins to make wines clear. Then, wine passes through a filter for sanitation. Some wines are left unfinned and unfiltered.



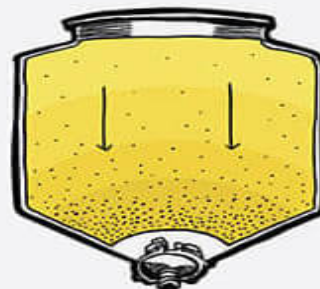
## Fermentation

Fermenting in sealed tanks reduces oxygen exposure, preserving delicate floral aromas. Porous vessels, like oak, increase oxygen exposure and add richer spice flavors.



## Add yeast

Yeasts (wild or commercial) eat grape sugars to make alcohol, CO<sub>2</sub>, and heat. White wines ferment for about 14 days at 57-70 °F (14-21 °C). Lower fermentation temperatures preserve delicate floral and fruit aromas.



## Settling

Juice settles in a chilled tank to remove suspended grape solids that would typically add bitterness to the texture and flavor. Juice is tested and sulfur dioxide is added to stop microbial growth.



## Bottling

Bottling occurs with minimal exposure to oxygen. Sometimes sulfur dioxide is added during this stage to ensure there will be no bacterial spoilage.



## Malolactic

The winemaker may allow malolactic bacteria to convert tart malic acid into creamy lactic acid. Malolactic fermentation (MLF) lowers acidity, reduces fruitiness, and adds creamy, buttery flavors to white wines.



## Stir lees

Wines age in tanks or barrels for up to a year. While wines age, the vintner stirs yeast particles (called "lees") to add more texture and creaminess.



## Blending

The winemaker blends grape varieties or tanks together to create the final wine. Winemakers often rely on texture as the aromas haven't finished evolving.



## To market

White wines typically go directly to the marketplace. A few rare examples age in bottles for longer to develop.

# WINEMAKERS

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- Mario Mazza
- General Manager, Co-Owner, and Vice President
- With a Bachelor of Science in Chemical Engineering from Case Western Reserve University in Cleveland, OH – Mario went on to earn a Master's 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.



# WINEMAKERS

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- Guillermo Lombardo
- 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. Experience also in Australia and nearby Long Island, NY.
- Very involved in entire winemaking process



# Five & 20 Spirits and Brewing

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- OUR STORY IS ABOUT MORE THAN BARLEY, HOPS, COPPER, AND OAK.
- It begins and ends with our local roots. Roots that were planted in soil that was enriched by the Whiskey Rebellion and that nourishes the crops that are harvested, mashed, boiled, and – eventually – poured into your glass.
- Craft beverage seekers come from far and wide to visit our facility – New York State’s first combination winery, brewery, and distillery – but the agricultural products that go into our spirits and beers never have to travel far.
- Spirits: Main focus is whiskey – core products are Rye Whiskey & Bourbon, then additional whiskey “Expressions.” Additional products include white whiskeys, eaux de vie (fruit brandies) and grappa.
  - Five & 20 partner project: Hercules Mulligan
  - We also carry an extensive collection of Ministry of Rum products
- Beers: Tier 1 are “core” beers, include seasonal and seasonal small batch/draft only beers, along with Imperial style beers and Barrel Aged Beers – utilizing our own barrels

# Basic Spirit Distillation

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- A mash of grains (or fruits or other sugars in some instances) are cooked into a mash and fermented.
- Resulting liquid is distilled to separate alcohol from remaining liquid. Distillation is the process of separating alcohol from water via evaporation and condensation. The base alcohol is heated, and certain parts of it are captured. This process purifies and concentrates the remaining alcohol
- We have 2 pot stills at Five & 20 Spirits and Brewing, and our distillery operation is linked to our brewery operation as they share some of the same equipment

# HOW GRAINS ARE DISTILLED INTO SPIRITS



**1** Grain is milled and combined with water.

**2** The mixture, called mash, is heated in a cooker.

**3** The mash is cooled and transferred to the fermenter, where yeast is added to produce alcohol and carbon dioxide.

**4** The fermented mash is heated in the distiller, which separates water and alcohol from the mash. Water falls to the bottom, while a highly enriched stream of alcohol and water rises to the top.

**5** The condenser returns the vapors to liquid form. Alcohol is collected as the final distilling product.

SOURCE: TAIKANG EVAPORATOR COMPANY, PROFESSOR OF FOOD SCIENCE & CHEMICAL ENGINEERING

# HEAD OF DISTILLING AND BREWING OPERATIONS

- Joe Nelson
- With hands-on experience since 2008 and several technical short courses for distilling, Joe has found his passion and his niche in distillation. His repertoire has grown along with his knowledge and skills; from a previous venture in brewing beer, it has expanded into all areas of fermentation, including mead, wine, spirits & whiskey.



# BEER

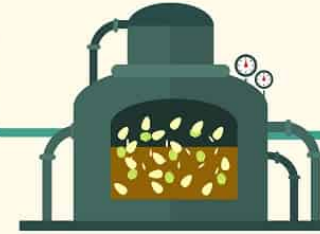
- By simplest definition, Beer is an alcoholic beverage made from fermenting a mash of grains.
- Hops are generally used to add flavor
- Many other techniques are also used in beer production
  - (e.g. barrel aging, fruit, and other flavor additions)



MASHING



BOILING



FERMENTATION

# BREWING PROCESS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.



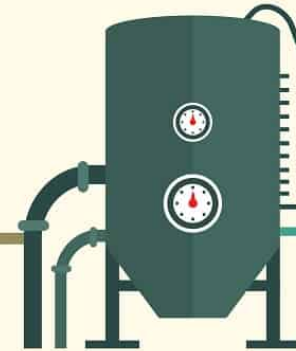
Barrel



Bottles



BOTTLING



FILTERING

# BREWER

- Robert Turley
- Have questions about beer? Ask Robert!
- Robert also works part time at the winery in production



# WEBSITE AND SOCIAL LINKS

[www.enjoymazza.com](http://www.enjoymazza.com)

[www.five&20.com](http://www.five&20.com)

Please follow us:

@mazzawines FB, IG, Youtube

@fiveand20 FB, IG

@theperfectwines IG

Mailing list: Subscribe via button at [enjoymazza.com](http://enjoymazza.com)  
on bottom of page

Virtual Bulletin Board:

[www.tinyurl.com/mazzaboard](http://www.tinyurl.com/mazzaboard)

Additional Resources:

[www.tinyurl.com/mazzatraining](http://www.tinyurl.com/mazzatraining)

# RESOURCES – PLEASE TAKE TIME TO LOOK AT THESE WEB PAGES AND LINKS

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- [www.enjoymazza.com](http://www.enjoymazza.com) – very comprehensive landing page to investigate all things Mazza
- [What is Wine? A Beautiful Explanation | Wine Folly](#)
- [Wine Sweetness Chart | Wine Folly](#)
- [What Are Tannins In Wine? | Wine Folly](#)
- [What Is a Liquor or Distilled Spirit?](#)
- [What is beer?](#)
- [Styles - All About Beer](#)
- [About the Lake Erie Viticultural Area | CALS](#)

# Knowledge is Power!

- Booze is interesting! Please take the time to learn a thing or two about the products that we produce.
- The more you know, the more confident you will be discussing our products with our guests
- Always opportunities to learn more – ask Blaine about WSET trainings
- We are in the business of creating enjoyable experiences for people who visit our locations. Knowing what you are talking about really helps to create a great experience for you, and for our guests, and our company as a whole.
- This is a fun business! Embrace it!

Feel free to reach out to me with any questions!

[blaine@mazzawines.com](mailto:blaine@mazzawines.com)

406-581-2387

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- **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.

