

Robert Mazza, Inc.

Location Style Guide



MISSION STATEMENT

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 fine wines, adventurous spirits, and craft 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.

BRAND PROMISE

Made for and by those who seek more



Mazza Vineyards





MAZZA VINEYARDS

Step into our authentically Mediterranean tasting room and instantly become a part of our family's winemaking heritage. Mazza Vineyards is where our story began and, more than 50 years later, where the heart of our operation still thrives today. As one of the pioneers of Lake Erie Wine Country, our brand's flagship location is also a landmark for the region and industry - a must on your wine travel itinerary.

The wines poured here reflect the experience: combining our legacy collection that we've been producing and perfecting for decades with some easy-sipping bottles (and cans!) perfect for enjoying al fresco.

KEY DESCRIPTORS

- Rustic Mediterranean/Italian**
- Warm and welcoming**
- Unfussy, but significant**
- Symbol of our family, region, and industry**

FEATURES

- Traditional tasting room**
- Functional production facility**
- Picnic/Lawn area**
- Wine shop**
- Wine tours**





DESIGN GUIDELINES

Warmth, comfort, and familial hospitality imported directly from Old World Italy

Rustic Mediterranean aesthetic

Design and decor nods to the “work” of winemaking: historic, antique, and salvaged agricultural and industrial touches would be at home here as evidence of the still-working nature of this location



MERCH GUIDELINES

Vintage: Evocative of legacy, longevity, and family

Agricultural/Industrial: Illustrative of the “workhorse” of the locations

Brand-forward: Mazza Vineyards is the flagship location of the brand

AVOID kitchy, punny, novelty items that erode this solid, traditional brand

IF MAZZA VINEYARDS WERE A CELEBRITY

Unfussy, family-rooted, established



MAZZA VINEYARDS PRODUCT LIST



TRIBUTE COLLECTION

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.



VINEYARD COUNTRY COLLECTION

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



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.



GETAWAY WINE

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.

MAZZA VINEYARDS PRODUCT LIST (CONT'D)



BARE BONES WINES

These four crowd-pleasing bottles are inspired by laid-back 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.

South Shore Wine Company





SOUTH SHORE WINE COMPANY

Whether you're kicking off a milestone birthday or winding down a marathon Wednesday, this is the place to celebrate. Choose your own adventure with levels of unique spaces, from a Civil War era stone cavern tasting room up to a sunny rooftop patio with vineyard views. The bubbly-heavy wine list honors our region's legacy (and legends) of sparkling wine production and the timelessly cool characters who skirted the law to transport it around the country.

Their essence – joyous, daring, and oh-so-cool – is reflected in everything from the design aesthetic that counters elegance with comfort to the wine list that combines traditional with experimental. Always stylish, never stuffy, because you deserve a good time.

KEY DESCRIPTORS

Steeped in history and legend

Contemporarily relevant

Effortlessly cool

Moody with a sparkle

FEATURES

Cavern tasting room with communal tasting bar

Private tasting room

Multiple and varied event spaces

Open patio space

Screened porch

Seasonal features (Slushies)

Vineyard access & views

Proximity to town





DESIGN GUIDELINES

Elevated, but approachable: A place that feels special enough for a celebration and comfortable enough to stay for a while

Modern takes on history: Antiques and authentic historical elements mix with lush fabrics and contemporary finishes, lighting, etc. to balance the heavy stone interior

Special occasion worthy: Hospitality focused, a little “extra”, and set up for socializing



MERCH GUIDELINES

Elevated: Slightly higher end inventory would be at home here

Style-forward: Cool merch and/or creative designs align with the intentional aesthetic

Celebratory: Whether in design or function (e.g. sparkling wine chillers, aesthetic birthday candles, entertaining accoutrements)

AVOID kitchy, punny, novelty items that feel out of place in this “cooler” brand

IF SOUTH SHORE WERE A CELEBRITY

Effortlessly cool, timeless, approachable



SOUTH SHORE WINE COMPANY PRODUCT LIST



COUPE COLLECTION

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.



DOLCE COLLECTION

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



INNER CIRCLE COLLECTION

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.



THE PERFECT WINES

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.

Mazza
Chautauqua
Cellars/
Five & 20
Spirits & Brewing





**MAZZA CHAUTAUQUA CELLARS /
FIVE & 20 SPIRITS & BREWING**

A laid-back, carefree contemporary beverage hall in a bucolic setting, Mazza Chautauqua Cellars is the no-plans plan whether you're a group of two or twelve.

The ultimate crowd-pleaser, this unique combination winery-brewery-distillery is set in rural farm country with an expansive patio that comes alive with conversation, live music, lawn games, food trucks, and events.

KEY DESCRIPTORS

Lively, social

Casual, easy

Sprawling, rural setting

FEATURES

Taproom-like tasting room

Expansive patio with covered area and fire pit

Scenic setting with field and pond views

Functional production facility

Event and family-friendly

Live music, food trucks

Wine, beer, spirits shop highlighting our own craft beverages in addition to a collection of partner brands blended, bottled, or produced by our team





DESIGN GUIDELINES

Laid back: Unfussy, modernly simple, comfort and fun is the main function

Social-friendly: Flexible for couples, small groups, and parties

Lively: Bright, fun, evocative of the farm location, indoor/outdoor

Functional: Mindful that the facility is a working winery, brewery, and distillery – artifacts, signage, and other design touches that feel appropriate/safe in this hardworking environment



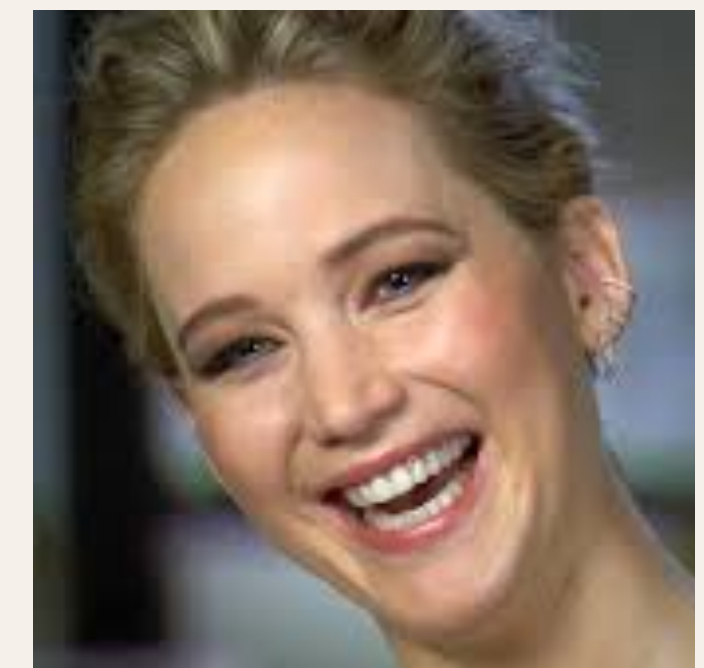
MERCH GUIDELINES

Bold/funky: The brewery aspect allows a little quirkiness to feel at home here

Playful: Nothing too precious, hardy merch that can stand up to a day of fun

IF MAZZA CHAUTAUQUA CELLARS/ FIVE & 20 SPIRITS & BREWING WERE A CELEBRITY

Laid back, fun, outdoorsy



MAZZA CHAUTAUQUA CELLARS/FIVE & 20 SPIRITS & BREWING PRODUCT LIST



TRAVELER COLLECTION

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



PATIO COLLECTION

Six easy-sipping sweeter wines highlighting some of the region’s signature grape varieties.



THE PERFECT WINES

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.



FIVE & 20 SPIRITS & BREWING

The **Five & 20 Spirits** collection is the product of decades of blending experience and intense attention to detail. Local agricultural products – from grain 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 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.



PARTNER BRANDS

Producers from around the world turn to our distillery team for our expertise in blending, bottling, and buttoned-up production. Visitors can enjoy a selection of independently labeled – but locally produced – cordials, spirits, shrubs, and bitters along with our house brands.