

FIVE & 20 SPIRITS



@FIVEAND20

FIVEAND20.COM



A MEMBER OF THE **MAZZA** FAMILY



FIVE & 20 SPIRITS



A MEMBER OF THE MAZZA FAMILY



WATCH OUR STORY



JOE NELSON, DISTILLER

CRAFT SPIRITS

The Five & 20 approach to spirits is focused on master blending and barreling - not unlike the Mazza approach to wine production over the last 48 years and the family's approach to fortified wines and fruit eaux de vie over the last decade.

Distiller, Joe Nelson, blends multiple components to achieve a consistent and complex whiskies. For example, the Rye is made by blending two different locally-sourced grain bills: one that is rye and malted rye, and the other comprised of rye and malted barley. A small batch approach is used for the Rye Whiskey and Bourbon and across the product-line a range of barrel cooperages and sizes are used (up to 53 gallons).

Blending across the grain bills, cooperages, and barrel sizes, along with Nelson's masterful technique of barreling down different proofs per barrel size and adjusting his still cuts accordingly, allows the Five & 20 team to blend in more complexity to our whiskies.

Five & 20 Spirits are grown, aged and bottled in our Westfield, New York facility. Our products are currently distributed in Upstate New York, Metro New York, New Hampshire, and Pennsylvania.

SUSTAINABILITY



Five & 20 boasts a one of a kind waste water management technology that holds multiple patents. Our partner, [TimberFish Technologies](#) broke ground on their 100,000 gallon commercial demonstration project at the Five & 20 Spirits production facility in 2016. This project produces fish by reusing all the byproduct (water and spent grain) nutrients from the distillery and brewery production facility. These nutrients are combined with locally produced wood chips to sustainably generate a food chain that produces contaminant free, high quality seafood from salmon to shrimp. The system has the capacity to produce 20,000 pounds of fish each year. In addition to the fish raised for harvest, our TimberFish system also produces up to 2,000 gallons of clean water per day and a high energy biofuel.



[WATCH THE VIDEO](#)

CRAFT DISTILLER'S
SUSTAINABILITY
FEEDS FISH

Whisky
ADVOCATE

[READ THE ARTICLE](#)



GRAIN TO GLASS

Our local roots run deep and we have made it our business to utilize the most locally grown ingredients in our products. We built our entire operation on a grain-to-glass model, meaning that we have taken pains to plan farming and production so that the agricultural products we use to craft the product that ends up in your glass didn't have to travel very far. All of the grain in our Rye and Bourbon is grown in NY; 90% of that grain is either estate grown or sourced from farms in our town.

PRODUCTION

Our spirits production facility was built with an eye on versatility, not only to accommodate both distilling and brewing under the Five & 20 brand, but also a growing variety of private label contract projects. High proof, clean spirits such as vodka and gin begin in our 500 liter Christian Carl still with an 11 plate column, and our more flavorful spirits such as whiskies and brandies start out in our 2500 liter Vendome pot still.

Since we utilize different sized barrels for aging our whiskies, we vary our distillation and proofing techniques depending on the size of the barrel. Smaller barrels that are aged for less time are filled at a lower proof using spirit that was distilled “cleaner” with less congener content to highlight the distinctive grain character of the grains making up that whiskey mash. Larger barrels that will be aged for longer times are filled at a higher proof, with more “congener” content that will develop over time. This approach gives our distilling team more control and choice when it comes time to blend and bottle, which results in more complex whiskies and consistency across batches.



CHRISTIAN CARL



VENDOME POT STILL



AGING

Barrel variation is a tool utilized by distillers and blenders to ensure a whiskey's complexity and consistency. Mass producers will have naturally occurring variation due to the number of barrels they have aging in their rickhouses. Craft producers typically have limited barrel variation due to production scale. This can cause the flavor profile, although pleasant, to be one dimensional.

Five & 20 combats one dimensional whiskey by varying barrel sizes, types of American White Oak and the proof of the spirit. We utilize 5 different barrel sizes, from 4 different cooperages from 3 different regions. Coupling the barrel variance with separately aged grain bills adds layers in our unique whiskies.

Barrel size determines how much contact the spirit has with the oak and alters rate that micro-oxidation will occur. The region the oak is grown will effect the pattern of the woodgrain. Varied wood grain will cause barrels to age spirits differently. Every cooper produces barrels unique to that cooperage. Utilizing multiple coopers further varies the final product. Proofing the barrels at different strengths ensures that over/under extraction will not be an issue for the various barrel sizes and grain patterns used.

CORE SPIRITS



ESTATE & LOCAL NY GRAIN

AGED FOR MIN. OF 2 YEARS

SMALL BATCH

90 PROOF

750ML

6 PACK



[VIEW TECH SHEET](#)

80% NY RYE
20% NY BARLEY MALT

94 PTS – BTI

[VIEW TECH SHEET](#)

70% ESTATE GROWN CORN
15% NY RYE
15% NY BARLEY MALT

90 PTS – BTI



NEW YORK RYE DISTILLER OF THE YEAR - NYISC

"BEST BUY" – WINE ENTHUSIAST



STRAIGHT RYE WHISKEY

AGED AT LEAST
2 YEARS IN
AMERICAN OAK BARRELS

80% NY RYE
20% NY BARLEY MALT

AWARDED BEST BUY
BY WINE ENTHUSIAST

FIVE & 20 SPIRITS



STRAIGHT BOURBON

AGED AT LEAST
2 YEARS IN
AMERICAN OAK BARRELS

70% ESTATE GROWN CORN
15% NY RYE
15% NY BARLEY MALT



EMPIRE RYE

Honoring NY State's
long history of
growing rye

Crafted according to
the Empire Rye Whiskey
Association standards



CHOCOLATE MALT RYE

Specialty malt
enhances character



WHEATED BOURBON

Wheat is blended into the
mash for distinct flavor

THE AVANT-GARDE

THE CASK CLASS

Aged for a second time in still-wet barrels from our own brewery
and sister winery so every drop of flavor is captured in the bottle



RED WINE BARREL FINISHED BOURBON



PUNCHEON BOURBON



FRENCH OAK FINISHED BOURBON



DÉJÀ VU BOURBON



AMERICAN MALT

Malted barley is used
as the only grain
in the mash bill



PORT FINISHED RYE



RED WINE BARREL FINISHED RYE



SHERRY FINISHED RYE



PUNCHEON RYE



DÉJÀ VU RYE



THE OLD TIMERS

Aged at least
7 years



+ FINISHING IN SPECIALTY CASKS

+ FINISHING IN SPECIALTY CASKS

+ EXTRA TIME IN BARRELS

+ EXTRA TIME IN BARRELS

EXPRESSION SPIRITS



➤ **Rye Whiskey Finished In Port Casks | Current Release**

This whiskey started out in new, charred American oak barrels that provide the robust caramel and vanilla notes which balance the spiciness of the rye. After this initial aging, the whiskey is transferred into freshly emptied American “Port” wine casks from our own winery – Mazza Vineyards. Because the “Port” casks came from our own winery, they were filled with whiskey within 24 hours of the wine being removed. This ensures the freshness of the barrels, which provides the maximum flavor and aroma impact. The longer aging in these “Port” casks gives the whiskey a deeper, more ruby color and rich flavors and aromas of red wine, dark fruit and chocolate.

VIEW TECH SHEET

OUR SMALL BATCH PROCESS ALLOWS US TO CRAFT UNIQUE STYLES OF WHISKEY. BELOW ARE EXPRESSION SPIRITS CURRENTLY IN THE WORKS:

➤ **Sherry Finished Rye | 2020**

Our straight rye whiskey aged an additional three years in our own freshly emptied (wet and not washed) Sherry barrels.

➤ **Déjà Vu Bourbon and Rye | 2020**

Our straight rye whiskey aged in freshly dumped barrels of Commiseration (imperial stout aged in bourbon barrels) and Riskey Business (rye pale ale aged in rye barrels). These whiskeys are making their way back into the barrels they started in, but only after a detour to age some Five & 20 beer.

➤ **Empire Rye | 2020**

Our version of this expression meets all standards of the [Empire Rye](#).

➤ **Deep Water 7 Year (High Proof) | 2021**

Aged a minimum of seven years, this high proof expression is our flagship offering.

➤ **Red Wine Barrel Finished | Finishing Time TBD**

Using freshly emptied red wine barrels from our wine operations to add a unique finish.

➤ **Puncheon | Finishing Time TBD**

Using freshly emptied Chardonnay barrels from our wine operations to add a unique finish.

➤ **Wheated Bourbon | Finishing Time TBD**

Addition of wheat as the fourth grain in the mash of this whiskey – creating a subtle yet distinct flavor profile.

➤ **Chocolate Malt Rye | Finishing Time TBD**

Specialty malts enhance and highlight the character of these malted grains in the final whiskey.

➤ **French Oak Finished | Finishing Time TBD**

Secondary cask finishing in new French Oak to layer complexity to aroma, palate and mouthfeel.

COMMITTED TO OUR PARTNERS

Five & 20 is committed to supporting our distribution partners. We will work with our distribution partners to identify individual market needs for advertising, sales incentives, sales support, on and off premise tasting programs, consumer marketing initiatives, etc.

Five & 20 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 spirits marketplace. Our relationship with our agency provides quick turnaround of professionally produced print, digital, and video assets as we require.



FIVE & 20 SPIRITS CHECKLIST

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

ADVERTISING

PRINT

**MORE APPROACHABLE
THAN MOST NEW YORKERS**

SUSTAINABLY HANDCRAFTED
IN NEW YORK STATE

Locally-sourced rye and barley
malt lends our Rye Whiskey a warm
caramel and vanilla flavor that gives
way to an assertive, spicy finish.

**94
POINTS**

GOLD
BEVERAGE
TESTING INSTITUTE

Represented by
Opici Family Distributing of New York
800.648.9463

**FIVE
&20
SPIRITS**

**RYE
WHISKEY**

(SB)²RW

FIVEAND20.COM

45% ABV FIVE & 20 WESTFIELD, NEW YORK ENJOY FIVE & 20 RESPONSIBLY

CELEBRATE NEW YORK RYE WEEK
OCTOBER 12-20, 2019

A MEMBER OF THE HAZZA FAMILY

**EMBRACING THE
LOCAL SPIRIT**

SUSTAINABLY HANDCRAFTED IN NEW YORK STATE

The Five & 20 Spirits collection is the product of decades of blending
experience, intense attention to detail, and local agricultural products.

Represented by Opici Family Distributing of New York | 800.648.9463

**FIVE & 20
RYE WHISKEY**
45% ABV

**FIVE
&20
SPIRITS**

**FIVE & 20
BOURBON**
45% ABV

FIVEAND20.COM

45% ABV FIVE & 20 WESTFIELD, NEW YORK ENJOY FIVE & 20 RESPONSIBLY

A MEMBER OF THE HAZZA FAMILY

IN-STORE DISPLAY

**MORE APPROACHABLE
THAN MOST NEW YORKERS**

FIVEAND20.COM

**FIVE
&20
SPIRITS**

WATCH THE VIDEO

PROMOTIONAL MATERIALS

"SPICE RACK: 11 OF OUR TOP-RATED RYES"
- WINE ENTHUSIAST (FEB 2020)



**FIVE & 20 SPIRITS
RYE WHISKEY (07596)**

\$26.67 on 1 btl
\$23.33 on 6 btl

**OPICI FAMILY
DISTRIBUTING**

**100%
NEW YORK
GROWN**

**FIVE
& 20
SPIRITS &
BREWING**

**OPICI FAMILY
DISTRIBUTING**



FIVE & 20 STRAIGHT RYE WHISKEY

- ▶ 90 PROOF
- ▶ 80% RYE, 20% DISTILLER'S MALT
- ▶ ESTATE AND LOCAL GRAIN
- ▶ BTI - 94PTS

07596



FIVE & 20 STRAIGHT BOURBON

- ▶ 90 PROOF
- ▶ 70% ESTATE GROWN CORN, 15% RYE, 15% BARLEY MALT
- ▶ ESTATE AND LOCAL GRAIN

07594

6PACK - 750ML | \$29.00 ON 1 BOTTLE, \$28.16 ON 2 BOTTLES, \$26.66 ON 6 BOTTLES

**5
BARREL SIZES**
SOURCE FROM

**4
COOPERAGES**
LOCATED IN

**3
DIFFERENT REGIONS**
OF NEW YORK STATE

**2
COMPLEX WHISKEYS**
FROM A

**1
OF-A-KIND TASTE**

**FIVE
& 20
SPIRITS &
BREWING**

GRAIN TO GLASS

The Five & 20 Spirits team works closely with nearby farmers to source the very best grains for their craft whiskeys and support their local community. Their commitment to sustainability doesn't end there. Byproduct from the distillery is reused to support an onsite fish farm. Innovation combined with good, old-fashioned community relationships produce a higher quality whiskey in the glass.



PRESS

SPICE RACK: 11 OF OUR TOP-RATED RYES

FEBRUARY 5, 2020

Five & 20 Spirits Rye Whiskey; 89 points, \$35. Expect cedar, oak and vanilla on nose and palate. The robust flavor finishes long, with hints of dried fruit and hops. Adding water draws out a bit more sweetness, coaxing out honey and hints of dried cranberry, plus a flourish of cinnamon and spice. Small batch, aged a minimum of 18 months. Best Buy.

WINEENTHUSIAST
MAGAZINE

ENTREPRENEURS ON OPPOSITE COASTS MAKE FISH-FRIENDLY BOOZE

OCTOBER 12, 2019

In 2017, a brewery and distillery called Five & 20 Spirits and Brewing and TimberFish opened a fish production farm. ... There is no waste. The only thing that emerges is fish.

modern farmer

NEW YORK RYE WHISKEY:

THE STATE'S SIGNATURE SPIRIT READY FOR A CLOSE-UP

OCTOBER 14, 2019



 **NYup.com**

PRESS

SUSTAINABLE ALCOHOL BRANDS YOU SHOULD BE DRINKING

APRIL 11, 2019

Five & 20 Spirits and Brewing's most notable effort toward sustainability is its partnership with TimberFish. The wastewater from the distillery is pumped into growth tanks for fish including speckled trout and Atlantic salmon.



ERIE PHIL, FIVE & 20 KICK OFF COCKTAIL SHAKE OFF

MARCH 8, 2018



GoERIE.com

7 OF YOUR FAVORITE BREWERIES ARE ALSO DISTILLERIES

THE MANUAL

The Essential Guide for Men

AUGUST 3, 2018

First a New York winery, Mazza Chautauqua Cellars opened Five & 20 Spirits & Brewing, becoming the state's first winery/distillery/brewery in 2015. Some of the ingredients for Five & 20's products come from the 80 acres of farmland that surrounds the production facility, which makes a variety of spirits ranging from whiskey to applejack to a line of fermented fruit wines. Five & 20 is part of a pretty cool sustainable program, lending the waste from the alcohol-making process to TimberFish Technologies, a fish farm, for aquaponics.

PRESS

TAKE ME TO THE LAKE

SUMMER 2017



THE BEST DISTILLERIES IN NEW YORK STATE

APRIL 11, 2017



Fodor'sTravel



CRAFT DISTILLER LURED BY FISH

WINTER 2017

Whisky
ADVOCATE

AMERICAN BROWN SPIRITS:

THE CURE FOR
AUTUMN'S PUMPKIN-
SPICE MADNESS

SEPTEMBER 29, 2017

Five & 20 Spirits Small Barrel Rye
Whiskey, Westfield, NY
(SRP \$49.95) -

Sweet nose for rye, like sticking
your head into a vat of melted
bees wax and warm honey.
Mouthwatering. On the palate, there
is a wonderful density to this, with
distinct allspice and clove notes
to the honeyed and mashed baked
pears and apple compote.

Forbes

FIVE & 20 SPIRITS



MEMBER OF THE MAZZA FAMILY



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