

FIVE & 20 SPIRITS



@FIVEAND20

FIVEAND20.COM



A MEMBER OF THE **MAZZA** FAMILY



The background of the entire page is a close-up, high-angle photograph of industrial copper distillation equipment. Large, polished copper vessels with various pipes, valves, and gauges are visible, reflecting warm light. The equipment appears to be part of a craft distillery or brewery.

SUSTAINABLY HAND-CRAFTED

IN NEW YORK

Five & 20 Spirits and Brewing is based in Westfield, NY where the team works with local farmers to source the best ingredients for its craft beer and spirits. Nestled between Routes 5 and 20 along the shores of Lake Erie and sitting on 80 acres of farmland used to grow grapes and grain, this one-of-a-kind location shares a facility with Mazza Chautauqua Cellars and is New York State's first-ever combination winery, distillery, and brewery.



8398 W MAIN STREET (RT. 20)
WESTFIELD, NY 14787

FIVEAND20.COM



JOE NELSON, DISTILLER

CRAFT SPIRITS

The Five & 20 approach to spirits is focused on sourcing high quality local ingredients, master blending, and barreling - not unlike the Mazza approach to wine production for more than 50 years and their approach to fortified wines and fruit eaux de vie at Mazza Chautauqua Cellars.

Distiller Joe Nelson blends multiple components to achieve consistent and complex whiskeys, including blending different grain bills. For example, two different locally-sourced grain bills, one that is rye & malted rye, and the other rye & malted barley, are blended in the process of creating our Straight Rye Whiskey. A range of barrel cooperages and sizes (up to 53 gallons) are also used across the product line.

Blending across grain bills, cooperages, and barrel sizes, combined with Nelson's masterful technique of barreling down different proofs per barrel size and adjusting still cuts accordingly, allows the Five & 20 team to achieve more complexity with our whiskeys. Though we utilize a small batch approach, **the distillery at Five & 20 has the capacity to produce more than 350 53-gallon barrels of whiskey per year.**

Five & 20 Spirits are available in bars, restaurants, and for purchase throughout New York State and the New York City metro area, as well as Connecticut, Massachusetts, and Pennsylvania. Select spirits are also available for direct delivery to many states through our website (fiveand20.com).

SUSTAINABILITY



Continuing its commitment to sustainability and environmental stewardship, Mazza has partnered with TimberFish Technologies to pioneer a land-based aquaculture system at its distillery and brewery location in Westfield, NY. Byproduct from the distillery and brewery is reused to support the onsite fish farm with the potential to scale to commercial operations in the coming years, offering nutritional and sustainably raised fish to grocery stores and restaurants while sequestering carbon and making better use of manufacturing waste in the process.



[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



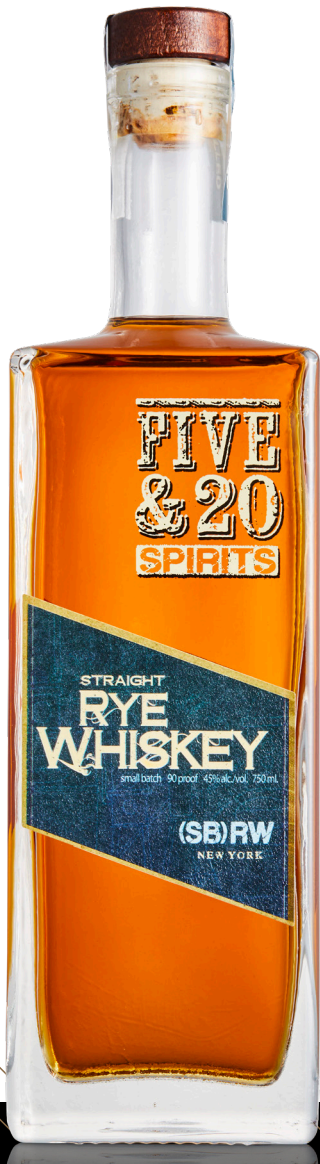
AGING

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 3 different barrel sizes, from 5 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

BTI
94 PTS

NYISC
NEW YORK RYE
DISTILLER OF THE YEAR

WINE ENTHUSIAST
BEST BUY



[VIEW TECH SHEET](#)

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

BTI
90 PTS

WINE ENTHUSIAST
TOP 100 SPIRITS
OF 2022!

93 PTS
BEST BUY

WHISKEY EXPRESSIONS

AN ECLECTIC COHORT OF CREATIVE SPIRITS

Inspired by the agriculture that surrounds us, our brewery and sister winery, and the magic (or is it chemistry?) of barrel aging, our distilling team is always experimenting. From limited-release to not-yet-released, these spirits are what happens when creativity meets craftsmanship. We take full advantage of the uniqueness of an on-site brewery and nearby winery, aging our spirits in still wet barrels to maximize flavor. Our Straight Bourbon and Straight Rye Whiskey are available year-round, while other expressions are being released on a limited rotational basis as they are ready.

Visit the [spirits page of our website](#) to see what's currently available.

OUR SMALL BATCH PROCESS ALLOWS US TO CRAFT UNIQUE STYLES OF WHISKEY. HERE ARE SOME OF OUR RECENT - AND UPCOMING - RELEASES.

➤ **Sherry Finished Rye | current release**

[Sherry Finished Rye tech sheet](#)

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

➤ **Port Finished Rye | current release**

[Port Finished Rye tech sheet](#)

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

➤ **Déjà Vu Bourbon and Déjà Vu Rye**

[Déjà Vu Bourbon tech sheet](#)

[Déjà Vu Rye tech sheet](#)

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 whiskies are making their way back into the barrels they started in, but only after a detour to age some Five & 20 beer.

➤ **Empire Rye | current release**

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

➤ **Red Wine Barrel Finished | current release**

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

➤ **Deep Water 7 Year (High Proof) | coming 2023**

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

➤ **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**

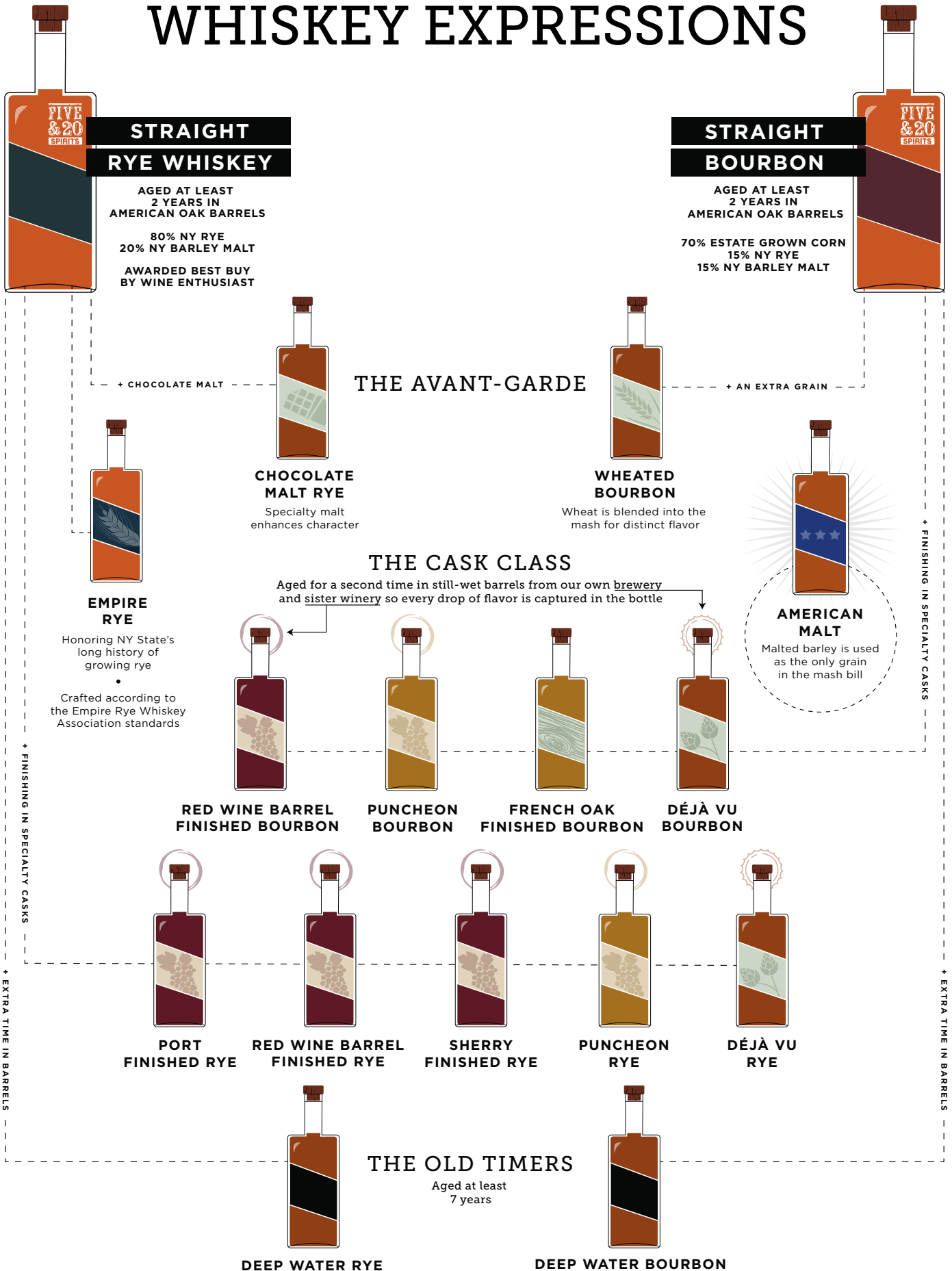
Specialty malts enhance and highlight the character of these malted grains in the final whiskey.

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

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



WHISKEY EXPRESSIONS



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



FIVEAND20.COM

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
SPIRITS**

FIVEAND20.COM

ENJOY FIVE & 20 RESPONSIBLY

A MEMBER OF THE HAZZA FAMILY

IN-STORE DISPLAY

**MORE APPROACHABLE
THAN MOST NEW YORKERS**



FIVEAND20.COM

WATCH THE VIDEO

**FIVE
&20
SPIRITS**

ADVERTISING

PRODUCT ADVERTISING (SOCIAL MEDIA)




**THE DARK
& SPOOKY**

2 oz. Five & 20 Rye

- 5 DROPS BLOOD ORANGE BITTERS
- 3/4 OZ. CINNAMON SIMPLE SYRUP*
- 1 EGG WHITE (optional)
- 3/4 OZ. ORANGE JUICE
- 2 OZ. GUINNESS (or your favorite stout)

Shake all ingredients (except stout). Add ice, shake, and strain over large cube. Slowly drizzle stout over cube to layer. Garnish with broken cinnamon stick.

* See website for simple syrup recipe



WINE ENTHUSIAST **2022**

TOP 100 SPIRITS

RATED 93 PTS



PROMOTIONAL MATERIALS



"The first sips offer oak, toffee and clove, accented with a hint of dark fruit. Adding water brings out lighter, nuttier flavors, pleasantly suggesting peanut brittle, brown butter, caramel corn and maple.

KARA NEWMAN
WINE ENTHUSIAST

RATED
93 POINTS
BEST BUY

WINE ENTHUSIAST 2022
TOP 100 SPIRITS

MADE IN
WESTFIELD, NY
FIVEAND20.COM



**WINE ENTHUSIAST
BEST BUY**

WINE ENTHUSIAST
93 PTS

FIVE & 20 SPIRITS STRAIGHT BOURBON
#07508 • \$29.66

FIVE & 20 SPIRITS STRAIGHT RYE
#07518 • \$29.66

OPICI FAMILY
DISTRIBUTING

0922 OP CT



WINE ENTHUSIAST 2022
TOP 100 SPIRITS

93
PTS
BEST
BUY

**FIVE
& 20
SPIRITS**

STRAIGHT BOURBON WHISKEY

PRESS

THE 100 BEST SPIRITS OF 2022

The first sips offer oak, toffee and clove, accented with a hint of dark fruit. Adding water brings out lighter, nuttier flavors, pleasantly suggesting peanut brittle, brown butter, caramel corn and maple.



STRAIGHT,
NO CHASER:
THE BEST
BOURBONS
FOR SIPPING

THE 'CLOSED-LOOP ECOSYSTEM' THIS BREWERY CREATED FOR ITS BARREL PROGRAM

SEPTEMBER 27, 2022

"We have full control over everything," he told Brewer recently. "We're not getting barrels that have been sitting in somebody's warehouse drying out for six months before we get them. A lot of times they're emptied, either the day we filled them, or maybe the day before. So we're getting full flavor impact from wine, spirits, barrels ... whatever.



THIS UNIQUE SUSTAINABLE PRACTICE IS HOW FIVE & 20 USES SPENT GRAIN

SEPTEMBER 20, 2022

BREWER



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



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.

FIVE & 20 SPIRITS



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