



von Trapp®
B R E W I N G
STOWE, VT

ANNUAL BUSINESS PLAN 2026

© VON TRAPP BREWING



**PROUD RECIPIENT OF THE GREAT AMERICAN
BEER FEST 2024 “BREWER OF THE YEAR”**



Gold Medal Suds

HELLES | *Golden Lager*

Helles Golden Lager, the beer our brewery was built for, took home the gold medal for Munich-Style Helles at the 2024 Great American Beer Festival!



**2024
GOLD**

Munich-Style
Helles



FROM THE FAMILY WHO INSPIRED

The
SOUND
of
MUSIC

Yup, those von Trapps. After their arrival in the US, touring the United States to perform as “the Trapp Family Singers” in the early 1940's, the Trapp family settled in Stowe, Vermont, on a picturesque farm with sweeping mountain views.

The lodge sits on 2,600 acres of land, complete with a farm, cross-country skiing, snowshoeing, mountain biking and walking trails, gardens, a gym and spa, a chapel, an 18-hole disc golf course and a **world-class brewery.**

1950

The von Trapp’s began welcoming guests

2015

We opened a state-of-the-art brew house and taproom

2024

Recipients of the GABF “Brewery of the Year” award

2010

Johannes von Trapp founded von Trapp Brewing in the basement of the Kaffeehaus on property

2023

von Trapp Brewing rebrands

2025

Distribution in 17 states across the US

From the reel, to real life...



THE PROPERTY



THE LODGE



MARIA VON TRAPP



MARIA & KIDS



TRAPP FAMILY SINGERS



JOHANNES VON TRAPP

Brand Pillars

ADVENTURE



- Adventure is at the heart of von Trapp Brewing.
- Inspired by the natural beauty of Vermont and the Austrian Alps, **we believe in lagers that pair perfectly with the outdoors.**
- Our beers are crafted to be crisp, clean, and refreshing, never heavy, so **they keep pace with your adventures, not slow them down.**
- **Adventure isn't just a weekend plan; it's a way of life.** We brew lagers that fit right in.

SUSTAINABILITY



- Sustainability is a core value here, rooted in our respect for the land we call home.
- **We brew with intention**, using solar energy to power our production and repurposing spent grain to feed the cattle on our family farm and around the region.
- Every step of the process is an opportunity to reduce waste and tread more lightly.
- From our packaging choices to our long-term planning, **we're constantly looking for ways to improve our environmental footprint** and ensure that the landscapes we love can be explored and enjoyed for generations to come.

QUALITY



- Here, quality isn't just a standard, **it's a legacy.** Our brewers embrace time-honored German techniques, enhanced by cutting-edge technology that ensures **precision in every pour.**
- We brew with natural spring water discovered on our property by Johannes von Trapp—water that **mirrors the mineral makeup of the famed brewing water of Plzen, Czech Republic.**
- The result? **Lagers that are as crisp, clean, and consistent as they are rooted in heritage.**

Our Culture



EXPLORATION | ADVENTURE | LOVE FOR THE LAND | COMMUNITY

YOUR LEADERSHIP TEAM



KRISTINA VON TRAPP FRAME
Director & Executive Vice President



WALTER FRAME
Director & COO



MICHAEL WHITTY
Director of Sales & Marketing



TONY GRANDE
Regional Sales Manager



PETE CIPOLLONE
Assistant Director of Sales



EMILY PROVOST
Marketing Manager



Brewed with an emphasis on quality

The von Trapp Brewing production team is made up of talented, knowledgeable, and passionate people who take immense pride in the work they do. At the helm of the crew are our Director of Brewing Operations and Quality Manager.

TOM EVERETT, DIRECTOR OF BREWING OPERATIONS

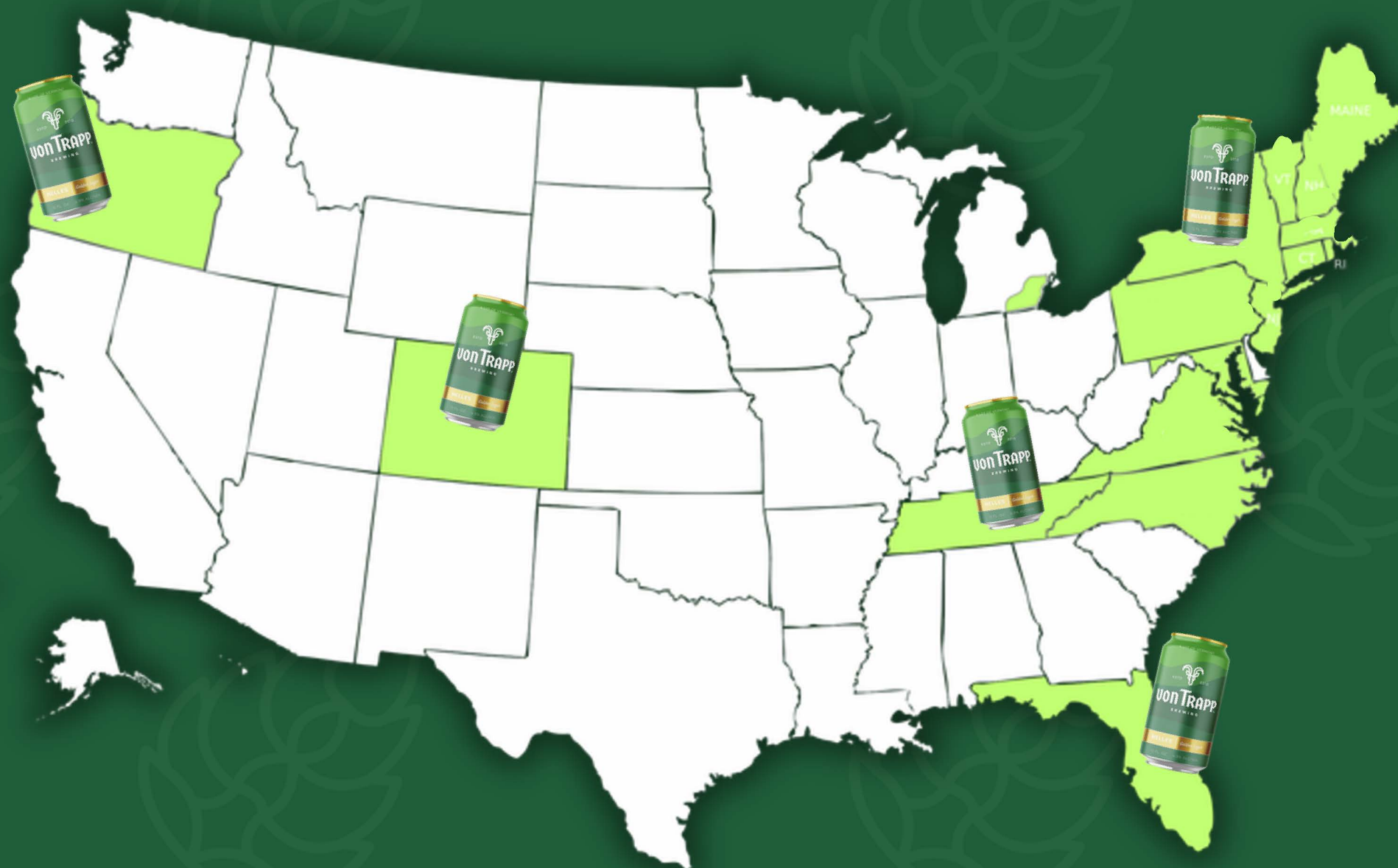
- Was awarded “Brewer of the Year” for 15,001-100,000 barrels at the 2024 Great American Beer Festival
- Leads brewing operations at von Trapp
- Has been in the brewing industry for 12 years

JACK VAN PAEPEGHEM, QUALITY MANAGER

- In the first group to take and pass the Advanced Cicerone exam from the Cicerone Certification Program
- Received an International Diploma in Brewing Technology from the Siebel Institute and Doemens Academy
- Has 10 years of industry experience, 7 in quality and 5 at von Trapp
- Built the Oxbow Brewing Company and von Trapp Brewing quality programs and labs from the ground up



BY THE NUMBERS



17

State distribution

14

Beers planned for 2026

49/51

On vs. off premise sales

60 YEARS

of The Sound of Music

15 YEARS

of von Trapp
Brewing







75 YEARS

of von Trapp Family
Lodge & Resort

PERFORMANCE

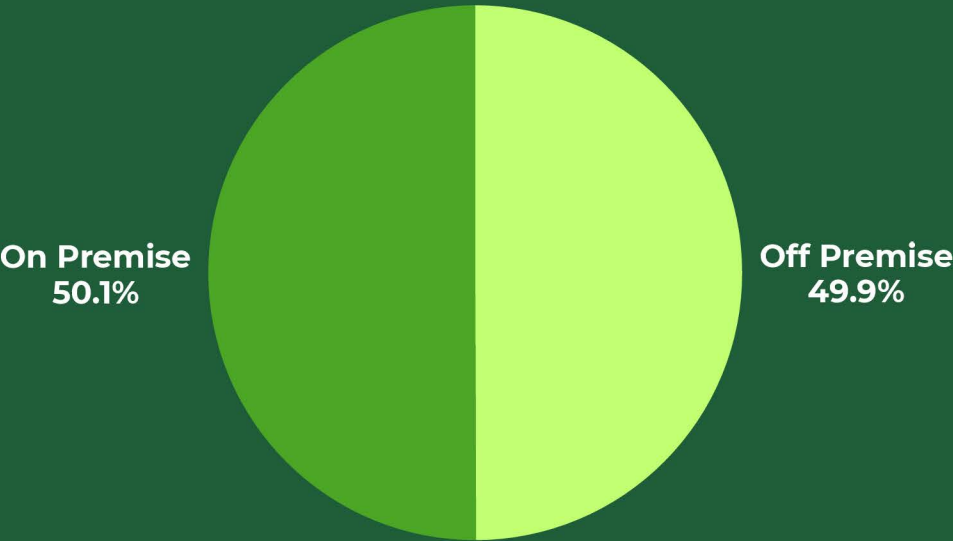
12 Months

90 Days

	10/1/24 - 9/30/25 CASE EQUIVS	10/1/23 - 9/30/24 CASE EQUIVS	DIFF CASE EQUIVS	PCT CASE EQUIVS	8/14/25 - 11/11/25 CASE EQUIVS	8/14/24 - 11/11/24 CASE EQUIVS	DIFF CASE EQUIVS	PCT CASE EQUIVS
TOTAL	196,152	183,059	13,093	7.2%	44,093	47,193	-3,100	-6.6%
 PILSNER	76,652	71,925	4,727	6.6%	17,487	18,373	-886	-4.8%
 HELLES	41,048	37,772	3,276	8.7%	9,092	9,601	-509	-5.3%
 KÖLSCH	12,406	10,965	1,441	13.1%	2,723	2,462	261	10.6%
 VIENNA	15,633	16,464	-830	-5.0%	3,409	3,604	-195	-5.4%
 DUNKEL	16,212	14,291	1,921	13.4%	3,740	4,740	-999	-21.1%
 VARIETY	34,201	31,643	2,558	8.1%	7,643	8,413	-771	-9.2%

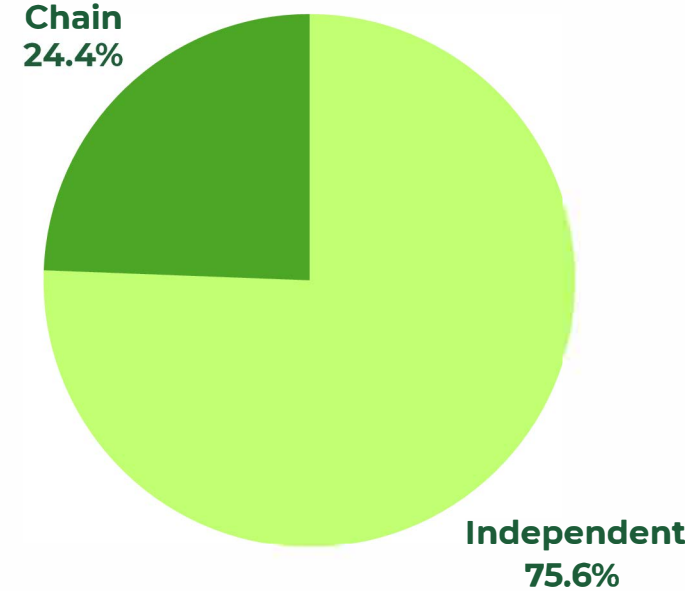
BUSINESS MIX

Off Prem vs On Prem



C/I	1/1/25-10/20/25	1/1/24-10/18/24	Diff	Pct
Total	186,909	183,694	3,215	1.8%
On	93,603	89,651	3,951	4.4%
Off	93,307	94,043	-736	-0.8%

Chain vs Independent



C/I	1/1/25-10/20/25	1/1/24-10/18/24	Diff	Pct
Total	187,085	183,810	3,274	1.8%
Independent	141,514	139,645	1,869	1.3%
Chain	45,571	44,165	1,406	3.2%

SOCIAL SKILLS

40,000+ FOLLOWERS
across all platforms

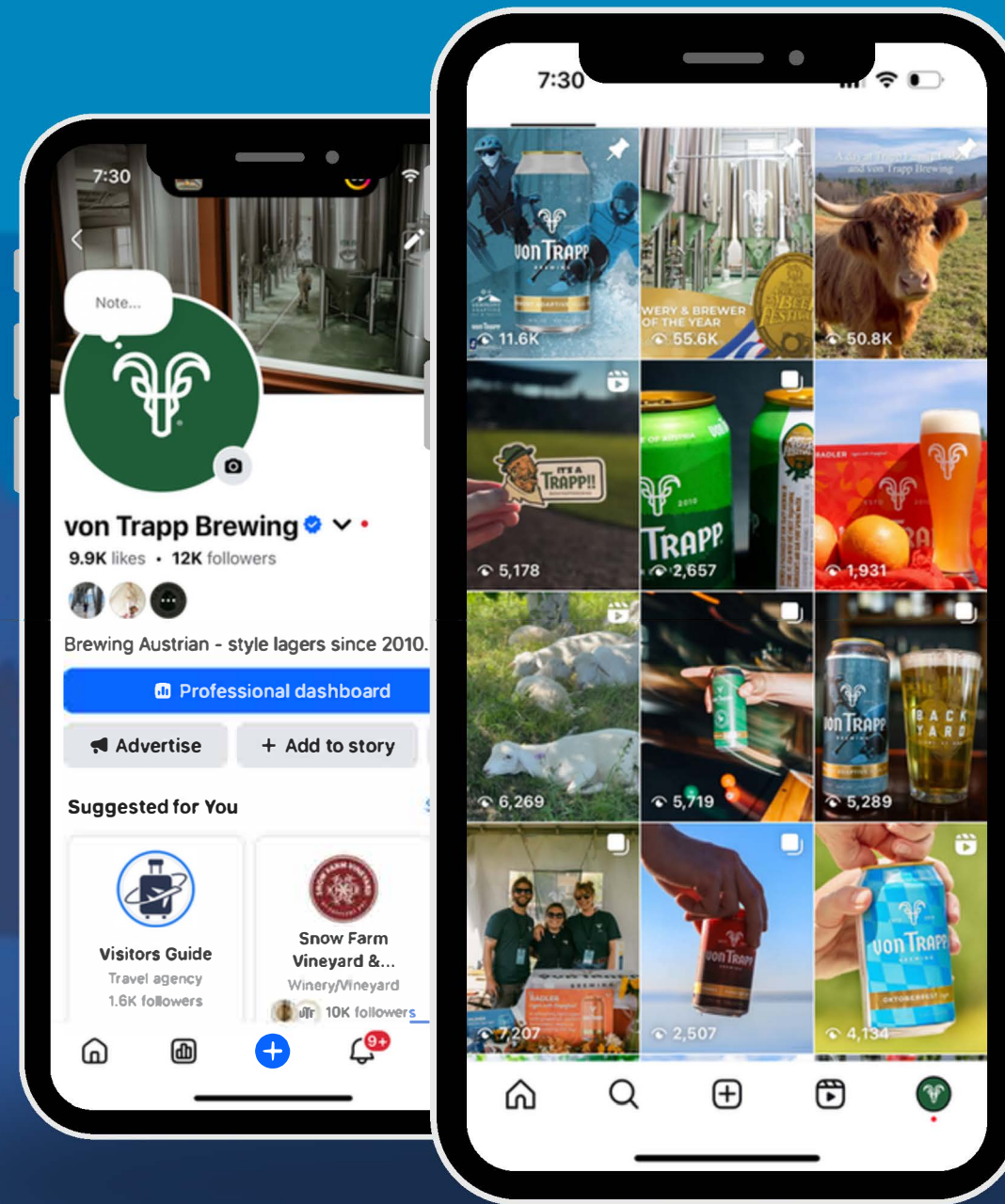
ENGAGEMENT

3000+ likes/mo
70+ comments/mo
100+ saves/month
400+ shares/month
3.1% growth/month
7% engagement rate per post

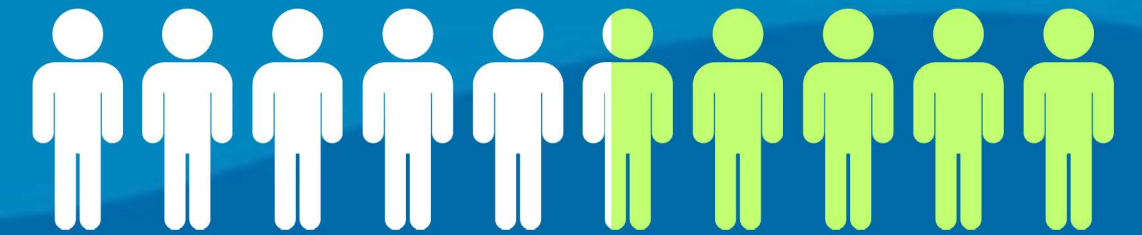


25%+ OF
POSTS
ARE
REELS

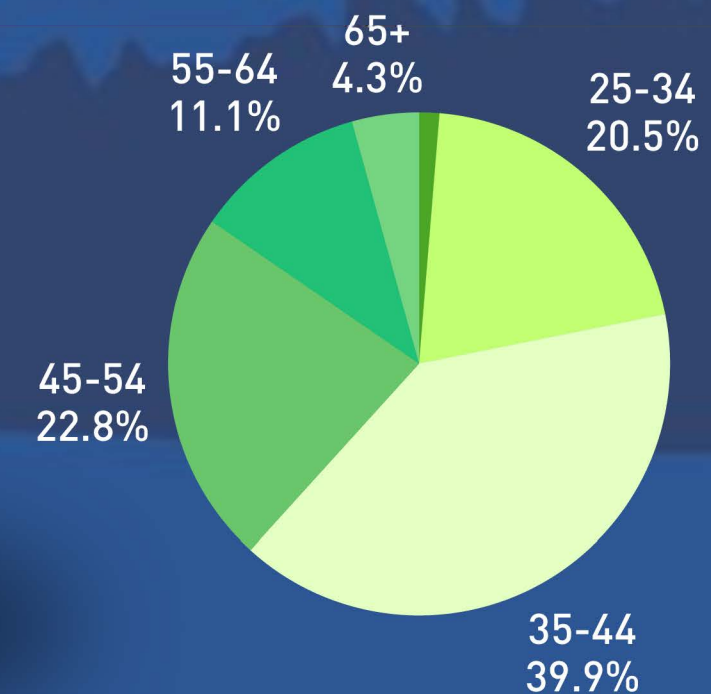
10 collaboration posts
per month



DEMOGRAPHICS



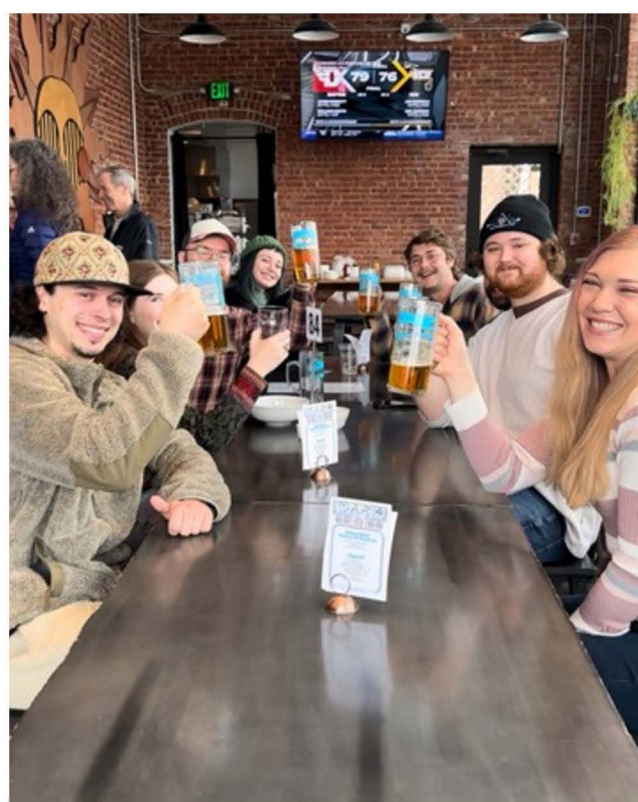
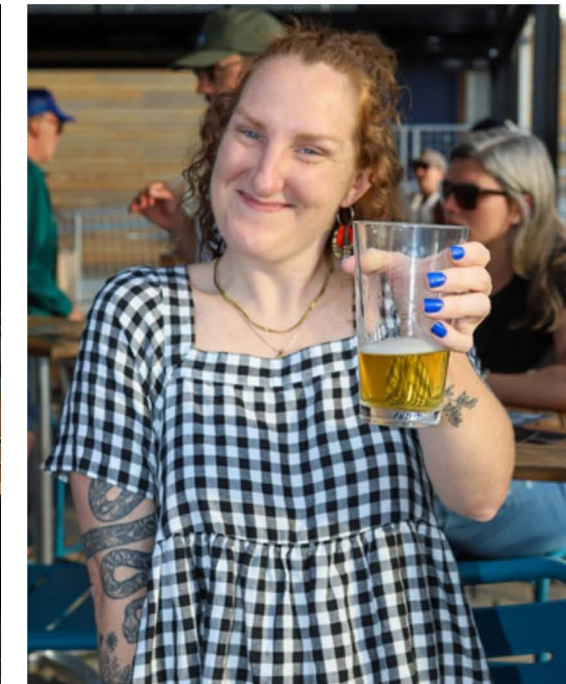
53.1% of our audience is male,
46.9% is female



60.4% of our
audience is
between ages
25-44

EVENTS

Whether we're celebrating a collab release, supporting a key account, hosting wholesaler partners, or just plain throwing a party, we get down with speciality POS, beer deals, special visits from the von Trapp family & more.



A photograph of a man with a beard and tattoos playing pool in a bar. He is holding a pool cue and a green can. In the background, a woman and another man are visible. The bar has a wooden counter and a backbar with various items. The scene is dimly lit with warm overhead lights.

MARKETING PLANNING

Quarterly-ish, holistic marketing campaigns that align digital, print, and boots-on-the-ground promotional goals and activities.

QUARTER 1 LAGER WUNDERLAND

Tagline: "Snow falls, lager calls"

Product Focus: Trösten, Schwarz, Winter Variety Pack, Collab Series

Description: Cozy up with warming lagers. This is our peak season, as a winter loving brand, and we want to spread our love of the time

Activations: Après themed parties in all markets

POS: Beanies, darn tough socks, Helles Yeah ski shirt, Noso patches

Grand Prize: "Silver White Winters" experience. Enjoy a snowy Vermont weekend, complete with XC skiing, sleigh rides, etc.

Digital Assets: Social media posts (paid & organic), press releases, email marketing

Print Assets: Posters, cooler clings, signage, shelf toppers

Rebate: TBD

Goal: To inspire winter drinking with our alpine branding and history.



QUARTER 2 DRINK DEEP, TREAD LIGHT

Tagline: “From the Green Mountains for a greener planet”

Product Focus: Summer Ale, Light Lager, Radler, Summer Variety Pack, Collab Series

Description: Brewed with purpose. Powered by nature. Join von Trapp Brewing as an ambassador for our planet

Activations: Green-Up Parties: \$1 per beer poured goes to 1% For the Planet

POS: vTb waterbottles, reusable bags

Grand Prize: Travel to TFL and tour the vTb to learn about how we do our part to support the land. Enjoy local restaurants and explore Stowe, Vermont, home to many energy efficient brands.

Digital Assets: Social media posts (paid & organic), press releases, email marketing

Print Assets: Posters, cooler clings, signage, shelf toppers

Rebate: TBD

Goal: To amplify our sustainability work to capture the eyes of earth conscious buyers



QUARTER 3 VTB SUMMER VACAY



Tagline: “Adventure Tastes Better with von Trapp”

Product Focus: Summer Ale, Light Lager, Radler, Summer Variety Pack, Collab Series

Description: Soak up the sun & suds and stay cool with frosty von Trapp lagers

Activations: Backyard party with vTb, partner with locations with outdoor areas, bring in food, deals on beers, music

POS: Stickers, Solo Stoves, Yeti coolers, floaties, koozies

Grand Prize: Summer in the mountains: Visit von Trapp brewing, explore Stowe trails, and more! Potential to partner with local company to offer a water activity.

Digital Assets: Social media posts (paid & organic), press releases, email marketing

Print Assets: Posters, cooler clings, signage, shelf toppers

Rebate: TBD

Goal: Promote summer adventures both epic and chill, with vTb by your side.



QUARTER 3.5 OKTOBERFEST



Tagline: “Oktoberfest, von Trapp-Style.”

Product Focus: Oktoberfest

Description: Say “Prost” this Oktoberfest with von Trapp Brewing! Grab your lederhosen, we’ll bring the lager.

Activations: Oktoberfest celebrations across markets. Includes steinholding, traditional o-fest games, beer

POS: Stickers, pennant stringers, koozies

Grand Prize: Attend the von Trapp Brewing Oktoberfest in Stowe, Vermont! Spend the weekend in the mountains, and discover why the von Trapp’s found VT so similar to their ancestral home in the Alps.

Digital Assets: Social media posts (paid & organic), press releases, email marketing

Print Assets: Posters, cooler clings, signage, shelf toppers

Rebate: TBD

Goal: Establish ourselves as the owners of Oktoberfest.



QUARTER 4 PROST THE SEASON

Tagline: “Tradition in Every Toast.”

Product Focus: Oktoberfest, Trösten, Collab Series, Winter Variety Pack

Description: Welcome in the holiday season with von Trapp Brewing, sharing traditional lagers with the ones you love

Activations: Holiday party food drives: partner with bars to throw cozy holiday parties that benefit the community.

POS: Stickers, beanies, t-shirts

Grand Prize: Beer lover’s Advent calendar: 12 days of gifts for the von Trapp beer lover in your life!

Digital Assets: Social media posts (paid & organic), press releases, email marketing

Print Assets: Posters, cooler clings, signage, shelf toppers

Rebate: TBD

Goal: Become the “it” beer to bring home for the holidays.





INNOVATION



Our big bet

LIGHT LAGER

ABV: 4.0% 100 CALORIES

Brewed with Pilsner malt, flaked rice, and Bavarian noble hop varietals, this single decocted, light-bodied pale lager is super dry, crisp, and easy drinking, with subtle notes of hay, honeysuckle, jasmine, and fresh cut grass. 100 calories per 12oz serving.

YEAR ROUND CORE LINE UP. 6-PK, 12-PK, 1/6 & 1/2

LAUNCH DATE: SPRING 2026

WHY A LIGHT LAGER?

Craft is down **-4.32%** Light Lager is up **21.93%**

Easy, sessionable drinking is on trend, and we're determined to oblige.

Product Sub-segment: CRAFT

Nielsen Market: Total US xAOC + Liquor Open State + Conv

Period Description: Latest 52 Wks

Style: LIGHT LAGER



SUMMER ALE | *Weissbier*

ABV: 5.0%

Say hello to sunshine in a glass. Our Weissbier is a Bavarian-style wheat ale brewed with German Pilsner and wheat malts, open-fermented to bring out classic notes of banana, clove, and a hint of bubblegum. Unfiltered and naturally cloudy, this beer pours golden and bright with a soft, creamy head and a lively, effervescent finish. Light-bodied yet full of character, it's a refreshing take on tradition—perfect for warm days, long hikes, and lazy afternoons.

SEASONAL LINE UP. 6-PK, 12-PK, 1/6 & 1/2

MARCH 31-JULY 15



RADLER | *Lager with Grapefruit*

ABV: 3.9% LIMITED-EDITION 16OZ

Transitioning out of a seasonal placement and into a limited-edition 16oz feature, this beer is a refreshing blend of a light lager with grapefruit, perfect for summer sessions, outdoor activities, and enjoying the day. Radler originated as a drink called Radlermass (cyclist liter) created by innkeeper Franz Kugler in the small town of Deisenhofen, outside Munich. Enjoy our Radler on or off the trail!

SPECIALTY SERIES, 16OZ 4-PK, 1/6 & 1/2
MAY 4 - AUG 15



WEST COAST *Style* PILS

ABV: 6.0% LIMITED-EDITION 16OZ

Brewed with Pilsner malt and fermented cool with our house Bavarian yeast, this dry-hopped pale lager has bright and juicy notes of pine, citrus peel, and ripe tropical fruit with a lightly bitter finish.

SPECIALTY SERIES, 16OZ 4-PK, 1/6 & 1/2
DEC 1 - FEB 28

THE CORE SIX



PILSNER
Bohemian Style Lager
ABV: 5.4%

Our award-winning interpretation of the original Czech-style pale lager. Spicy and zesty aromatics from Saaz hops combine with notes of honey and hay from continental Pilsner malt to create a fulfilling and quenching bright lager with a dry, and subtly bitter finish.



HELLES
Golden Lager
ABV: 4.9%

This Munich-style golden lager is the original beer our brewery was built upon. Perle and Tettnang hops lend aromatics of honeysuckle and fresh-cut grass balanced by the soft and bready malt character from continental Pilsner malt. Complex yet balanced and highly drinkable, Helles is brewed for every occasion.



LIGHT
Lager
ABV: 4%

Brewed with Pilsner malt, flaked rice, and Bavarian noble hop varieties, this single decocted, light-bodied pale lager is super dry, crisp, and easy drinking, with subtle notes of hay, honeysuckle, jasmine, and fresh cut grass. 100 calories per 12oz serving.



KÖLSCH
Blonde Ale
ABV: 5%

Brewed with continental Pilsner malt and noble hops and fermented cool with a traditional yeast strain from Cologne, Germany, this bright and refreshing blonde ale is crisp and dry with a floral and subtly fruity finish.



VIENNA
Austrian Style Lager
ABV: 5.2%

Named for the city where the signature style was born, this Austrian-style amber lager has malt notes of bread crust, toffee, and toast combined with a grassy and floral hop bouquet, making for a balanced and full-flavored drinking experience.



DUNKEL
Dark Lager
ABV: 5.7%

This Munich-style dark lager is brewed and fermented with traditional Bavarian ingredients and techniques, creating robust malt notes of caramel and chocolate with a smooth mouthfeel and crisp finish.

SEASONAL SERIES



SCHWARZ *Black Lager*

ABV: 5.2%

Our interpretation of the original black lagers of Bavaria. Also known as “black pils,” this light and crisp schwarzbier is balanced by a complex blend of dark and roasted malts, accentuated with subtle notes of floral and spicy noble hops.



SUMMER ALE *Weissbier*

ABV: 5.0%

Brewed with German Pilsner and wheat malts, open-fermented to bring out classic notes of banana, clove, and a hint of bubblegum. Unfiltered and naturally cloudy, this beer pours golden and bright with a soft, creamy head and a lively, effervescent finish. Light-bodied yet full of character, it's a refreshing take on tradition.



OKTOBERFEST *Lager*

ABV: 5.6%

This full-bodied amber lager is brewed in the traditional Märzen style. A blend of light and dark Munich malts creates notes of graham cracker, caramel, and bread crust complemented by floral and peppery aromas from Hallertau and Tettnang hops. Say “Prost” with this crisp and celebratory lager.



TRÖSTEN *Smoked Dark Lager*

ABV: 6.0%

Trösten, translating to “comforting,” is a dark lager with rich notes of chestnut and toast. Carafa and smoked malts create rich flavors lingering on a surprisingly light, smooth finish. This lager is brewed for the cold winter nights in Vermont, but can be enjoyed on any occasion.



JACK'S ABBY
CRAFT LAGERS



OTHER HALF

YEAR ROUND



PILSNER
Bohemian Style Lager

ABV: 5.4%
UNIT: 12oz CAN

6-PACK
12-PACK
1/6 Keg
1/2 Keg



HELLES
Golden Lager

ABV: 4.9%
UNIT: 12oz CAN

6-PACK
12-PACK
1/6 Keg
1/2 Keg



LIGHT
Lager

ABV: 4.0%
UNIT: 12oz CAN

6-PACK
12-PACK
1/6 Keg
1/2 Keg



KÖLSCH
Blonde Ale

ABV: 5.0%
UNIT: 12oz CAN

6-PACK
1/6 Keg
1/2 Keg



VIENNA
Austrian Style Lager

ABV: 5.2%
UNIT: 12oz CAN










6-PACK
1/6 Keg
1/2 Keg



DUNKEL
Dark Lager

ABV: 5.7%
UNIT: 12oz CAN

6-PACK
1/6 Keg
1/2 Keg

SEASONAL COLLAB SPECIALTY VARIETY PACK															12oz 12pk	12oz 6pk	16oz 4pk	1/6 KEG	1/2 KEG
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
		NEW PACKAGING COMING! SUMMER VARIETY PACK PILSNER, HELLES, LIGHT, VIENNA						NEW PACKAGING COMING! WINTER VARIETY PACK PILSNER, HELLES, DUNKEL, VIENNA				●							
 SCHWARZ <i>Black Lager</i>		 SUMMER ALE <i>Weissbier</i>				 OKTOBERFEST <i>Lager</i>			 TRÖSTEN <i>Smoked Dark Lager</i>			●	●		●	●			
		 JACK'S ABBY CRAFT LAGERS		 BARRIEHAUS BEER CO			 OTHER HALF							●	●	●			
 WEST COAST <i>style PILS</i>																●	●	●	
		 RADLER <i>Lager with Grapefruit</i>																	

SEASONAL SERIES

UNIT: 12oz CAN PACKAGE: 6-PACK, 1/6 KEG, 1/2 KEG



OKTOBERFEST

PRE-SELL: 4/6/26 - 4/17/26
MARKET: 7/15/26 - 10/15/26

*AVAILABLE IN 12-PACK



SCHWARZ

PRE-SELL: 9/29/25 - 10/10/25
MARKET: 1/15/26 - 3/31/26



TRÖSTEN

PRE-SELL: 7/6/26 - 7/17/26
MARKET: 10/16/26 - 12/31/26



SUMMER ALE

PRE-SELL: 12/01/25 - 12/12/25
MARKET: 4/1/26 - 7/14/26

*AVAILABLE IN 12-PACK

COLLAB SERIES

UNIT: 16oz CAN PACKAGE: 4-PACK, 1/6 KEG, 1/2 KEG



JACK'S ABBY
CRAFT LAGERS

AUSTRIAN STYLE
EXPORT LAGER

PRE-SELL: 11/17/25 - 12/1/25
MARKET: 3/1/26 - 5/31/26



BARRIEHAUS
BEER CO

NORTHERN GERMAN
STYLE PILSNER

PRE-SELL: 2/23/26 - 3/6/26
MARKET: 6/1/26 - 8/31/26

OTHER HALF

PALE ALE

PRE-SELL: 5/26/26 - 6/8/26
MARKET: 9/1/26 - 11/30/26

SPECIALTY SERIES

UNIT: 16oz CAN

PACKAGE: 4-PACK, 1/6 KEG, 1/2 KEG



WEST COAST STYLE PILS

PRE-SELL: 9/8/25 - 9/21/25
MARKET: 12/1/25 - 2/28/26



RADLER

PRE-SELL: 1/12/26 - 1/23/26
MARKET: 5/4/26 - 8/15/26

2026 BRAND GOALS

- **Drive sales of Light Lager:** Accelerate velocity and awareness of our Light Lager as a go-to option for health-conscious, active consumers seeking full flavor with fewer calories.
- **Dig Deeper Roots in Chains:** Expand distribution and shelf presence in key regional and national chain accounts to improve share of mind and availability.
- **Grow Core Sales Product:** Build brand loyalty and repeat purchase rates by reinforcing the value and quality of our core lineup.
- **Achieve Sustainable Brand Growth:** Cultivate long-term brand health by balancing commercial success with operational, environmental, and community sustainability.





Why bet on von Trapp Brewing?

Brand	\$	\$ YA	Pct Change \$ YA
von Trapp Brewing	\$3,170,278.89	\$2,846,823.17	11.36%
Craft	\$6,288,392,732.01	\$6,572,198,025.61	-4.32%

Nielsen Brand Family: von Trapp Brewing
Nielsen Market: Total US xAOC + Liquor Open State + Conv
Period Description: Latest 52 Wks

OUR ASKS



AWARDS | 2020-present



PILSNER

**2024-2025
BEST OF
NEW ENGLAND**
US Beer Tasting
Championship

**2022
GRAND
CHAMPION**
US Beer Tasting
Championship

**2021
BEST PILSNER
LAGER**
US Beer Tasting
Championship



SILVER MEDAL

2023 - World Beer Cup
2022 - World Beer Awards
2022 - Grand International Beer, Cider, Mead
& Sake Competition



VIENNA



GOLD MEDAL

2024 - Great International Beer, Cider, Mead
& Sake Competition



HELLES

**2025
GRAND
CHAMPION**
US Beer Tasting
Championship



GOLD MEDAL

2024 - Great American Beer Festival
2022 - NJ - World Beer Awards



SILVER MEDAL

2024 - Great International Beer, Cider, Mead
& Sake Competition



BRONZE MEDAL

2025 - Great International Beer, Cider, Mead & Sake
Competition



DUNKEL

**2023
BEST DARK LAGER
NORTHEAST**
US Beer Tasting
Championship



GOLD MEDAL

2022 - World Beer Awards



SILVER MEDAL

2024 - Great International Beer, Cider, Mead
& Sake Competition



KÖLSCH

**2022-2025
GRAND
CHAMPION**
US Beer Tasting
Championship

**2021
BEST KOLSCH/
GOLDEN ALE**
US Beer Tasting
Championship



BRONZE MEDAL

2022 - World Beer Awards



RADLER

**2023
BEST OF NEW
ENGLAND**
US Beer Tasting
Championship



TRÖSTEN

**2022-2023
SMOKED BEER
GRAND CHAMPION**
US Beer Tasting
Championship

**2021
BEST DARK LAGER
NORTHEAST**
US Beer Tasting
Championship



GOLD MEDAL

2024 - Grand International Beer, Cider, Mead
& Sake Competition



SILVER MEDAL

2025 - Grand International Beer, Cider, Mead
& Sake Competition

TO LEARN MORE,
SCAN HERE!



STAY *Cool* DRINK *Lager*

