



UON RAPP

BREWING

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!

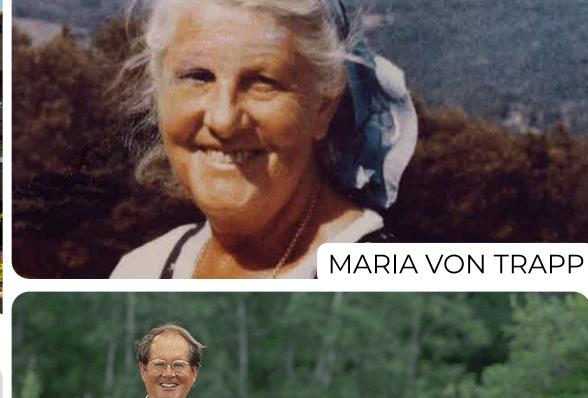


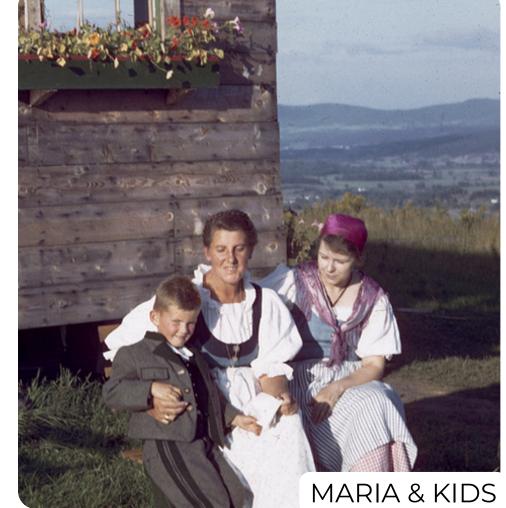


From the reel, to real life...













Brand Pillans

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 longterm 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 cuttingedge 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













YOUR LEADERSHIP TEAM



KRISTINA VON TRAPP FRAME
Director & Executive Vice President



WALTER FRAME
Director & COO



MICHAEL WHITTY
Director of Sales & Marketing



TONY GRANDERegional Sales Manager



PETE CIPOLLONEAssistant Director of Sales



EMILY PROVOSTMarketing 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.

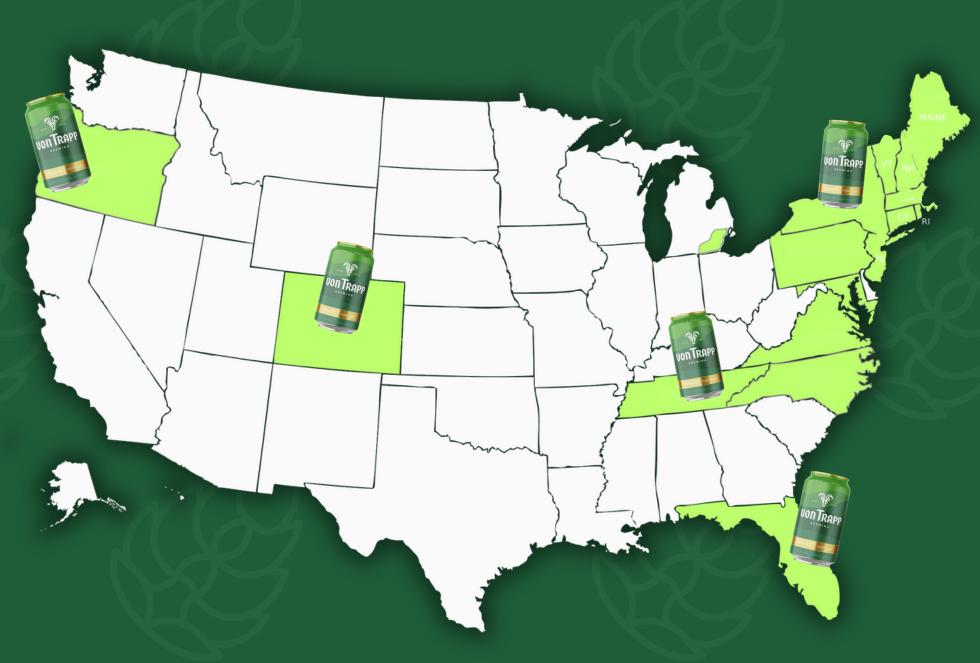
TOM EVERETT, DIRECTOR OF BREWING OPERATIONS

- 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



State

Beers planned distribution for 2026

50/50 On vs. off premise sales

60 YEARS of The Sound of

Music

14

15 YEARS 75 YEARS

of von Trapp Brewing

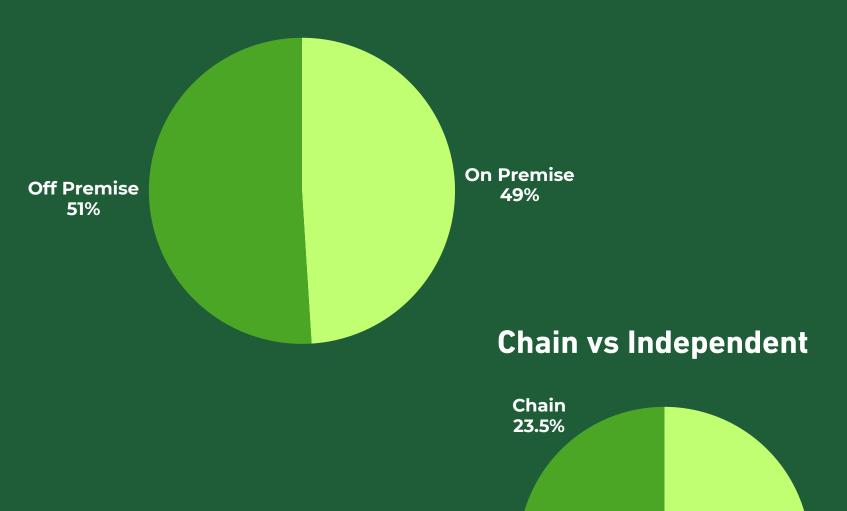
of von Trapp Family Lodge & Resort

PERFORMANCE

	YTD JULY CASE EQUIVS	YTD JULY CASE EQUIVS	DIFF CASE EQUIVS	PCT CASE EQUIVS
TOTAL	145,857	123,004	22,853	18.6%
VONTRAPE PILSNER	50,259	42,880	7,379	17.2%
WONTRAPP HELLES	27,121	22,302	4,820	21.6%
WOITERPR KÖLSCH	8,417	7,148	1,269	17.8%
VONTRAPP. VIENNA VIE	10,207	10,114	93	0.9%
UONTRAPP DUNKEL	9,960	7,148	1,269	28.4%
UOITROPE WINTERSCO. VARIETY	21,976	17,960	4,007	22.3%

BUSINESS MIX

Off Prem vs On Prem



Independent 76.5%

C/I	11/30/24- 7/28/25	1/1/24- 7/26/24	Diff	Pct
Total	145,857	124,004	22,853	18.6%
Independent	110,703	94,047	16,656	17.7%
Chain	35,153	28,957	6,196	21.4%

SOCIAL SKILLS

37,000+ FOLLOWERS

across all platforms

ENGAGEMENT

2200+ likes/mo

70+ comments/mo

60+ saves/month

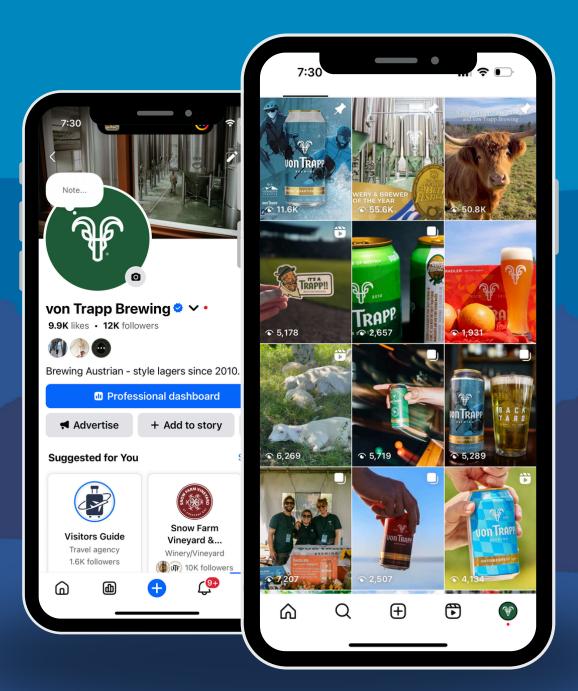
320+ shares/month

3.1% growth/month

7% engagement rate per post



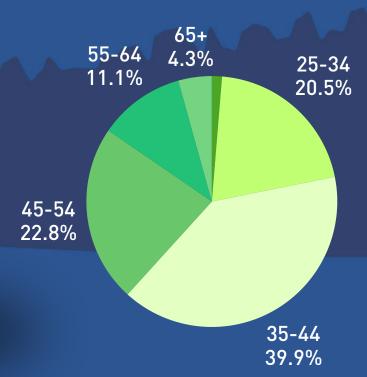
10 collaboration posts per month



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.







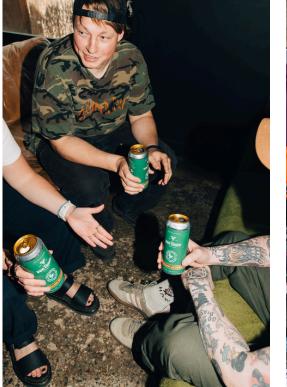


















QUARTER 1 LAGER WUNDERLAND

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.







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, SUMMER VARIETY PK LAUNCH DATE: TBD

WHY A LIGHT LAGER?

Craft is down -3.7% Light Lager is up 24.23%

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

Data from Nielsen - Last 26 weeks
Total US xAOC + Liquor Open State + Conv
Product Sub-segment: CRAFT



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 MARCH 31-JULY 15



RADLER | Lager with Grapefruit

ABV: 3.9% LIMITED-EDITION 160Z

Transitioning out of a seasonal placement and into a limitededition 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, 160Z 4-PK MAY 4 - AUG 15



WEST COAST Style PILS

ABV: 6.0% LIMITED-EDITION 160Z

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, 160Z 4-PK 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 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.



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.







BRAND CALENDAR | 2026

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

JAN **FEB** MAR MAY JUN JUL **AUG** SEP OCT NOV DEC 12oz 12pk 16oz 4pk 1/6 KEG 1/2 KEG 12oz 6pk



SUMMER VARIETY PACK PILSNER, HELLES, LIGHT LAGER, VIENNA

RADLER

Lager with Grapefruit



WINTER VARIETY PACK PILSNER, HELLES, DUNKEL, VIENNA



















VARIETY PACK

EASONAL SERIES



















UONTRAPP PRE-SELL CALENDAR | 2026

SEASONAL | COLLAB | SPECIALTY

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

SEASONAL SERIES

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





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



UNIT: 16oz CAN

COLLAB SERIES

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



TBD TBD PRE-SELL: 2/23/26 - 3/6/26 PRE-SELL: 5/26/26 - 6/8/26 MARKET: 9/1/26 - 11/30/26 MARKET: 6/1/26 - 8/31/26

OTHER

HALF



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

SPECIALTY SERIES

*AVAILABLE IN 12-PACK

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

S BRAND S 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.
- Deeper Penetration 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?



OUR ASKS



UONTRAPP AWARDS | 2020-present



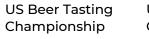
PILSNER

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

Championship

2021 2022 GRAND **BEST PILSNER CHAMPION**

LAGER US Beer Tasting Championship



2022 - Grand International Beer, Cider, Mead



VIENNA



GOLD MEDAL

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





HELLES

2025 **GRAND CHAMPION**

US Beer Tasting Championship



GOLD MEDAL

SILVER MEDAL

2023 - World Beer Cup 2022 - World Beer Awards

& Sake Competition

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



SILVER MEDAL

2024 - 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



TRÖSTEN

Championship

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

2021 **BEST DARK LAGER NORTHEAST**

US Beer Tasting Championship



GOLD MEDAL

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



SILVER MEDAL

2022 - Grand International Beer, Cider, Mead & Sake Competition



KÖLSCH

2022-2025 2021 **BEST KOLSCH/ GRAND** CHAMPION **GOLDEN ALE US Beer Tasting US Beer Tasting** Championship Championship



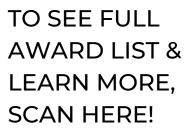
BRONZE MEDAL

2022 - World Beer Awards



RADLER

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





5TA4 Cool DRINK Lager

