



FOR IMMEDIATE RELEASE
DECEMBER 7, 2023

Von Trapp Brewing Raises A Glass To History, Looks Boldly Toward The Future

STOWE, VT—Von Trapp Brewing is thrilled to unveil a stunning transformation of its brand—the next step in its journey from humble beginnings to world-class brewer of Austrian-inspired craft lagers.

The von Trapp Brewing story is literally the stuff of legend. Founded by the family that inspired *The Sound of Music*, the von Trapps have long been known for their landmark Vermont lodge, a symbol of high-quality hospitality and Vermont pride. It was at that very lodge, in its cozy Kaffeehaus, where the family brewed its first batches of crisp lager inspired by their Austrian roots.

Since then, von Trapp Brewing's ascendance in the craft world has indeed been legendary. You can now find your favorite von Trapp beers throughout New England and in New York, New Jersey, Pennsylvania, Tennessee, Maryland, Virginia, Michigan, and Colorado (with other markets to be announced soon).

Von Trapp Brewing's rapid growth coincides with significant changes in the beer industry, namely a shift in consumer tastes toward more traditional lagers and pilsners. Von Trapp's distinctive makeover will encourage beer lovers of all stripes to see these time-tested classics—and the von Trapp legacy—in a new light.

What von Trapp's Rebrand Means for Beer Drinkers:

- 1. Modern Appeal, Same Quality Lagers:** Von Trapp's new look is designed to stand out in a sea of craft beer sameness, drawing attention to the delicious lager that has always been inside. With a color-coded and consistent packaging system, finding your favorite von Trapp brews in the cooler will be easier than ever. And there's even better news for merch enthusiasts: the new logo was designed to look great on cans and taps, but also on shirts, hats, koozies, and swag of all types.
- 1. A Feast for the Eyes:** A truly captivating color scheme has been introduced to elevate the overall style of von Trapp Brewing's entire product line. Each style of beer now has its own bold can color, but consistent design elements unify the brand across these hues. The end result? Every can of von Trapp beer asserts its originality while simultaneously maintaining a distinct resemblance to the other members of its family.

Heritage Meets Innovation: Von Trapp’s modern design introduces an attention-grabbing look and feel built to last far into the future, but includes nods to von Trapp heritage everywhere. The regal von Trapp ibex remains the primary brand icon, while the rolling Vermont hills in the backdrop subtly remind you where all this goodness got its start.

Quote from von Trapp Brewing Leadership:

"Our journey from the humble Kaffeehaus to a state-of-the-art brewery is reflected in this branding effort. It's a visual celebration of our roots and a commitment to the future we're embracing, none of which would be possible without the unwavering support of our loyal customers."

– KEVIN WHEELER, GENERAL MANAGER

Availability:

The rebranded products from von Trapp Brewing will be available for purchase at select retailers, bars, and restaurants starting in early 2024. Distributors and sellers interested in carrying the updated product line are encouraged to contact von Trapp Brewing directly for more information.

About von Trapp Brewing: Von Trapp Brewing is part of Trapp Family Lodge, a 2,600-acre resort owned and operated by the von Trapp family. The brewery was created in 2010 by the family that inspired “The Sound of Music.” Based in Stowe, Vermont, von Trapp Brewing specializes in authentic Austrian style lagers and are brewed with pure Vermont spring water sourced from the Trapp Family Lodge property. Following the family heritage, the brewery incorporates the German Beer Purity Laws, “Reinheitsgebot,” while crafting their unique lagers with inspiration from “A little of Austria, a lot of Vermont” ®.

For media inquiries, please contact:

Emily Provost
Marketing Manager
von Trapp Brewing
eprovo@trappfamily.com
802-598-4954

Scroll for a look at the new branding!



VON TRAPP™

BREWING
STOWE, VT

