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**Von Trapp Brewing Unveils Exciting Rebrand to Captivate a New Generation of Beer Enthusiasts with Heritage and Loyalty at the Forefront.**

Stowe, VT — Von Trapp Brewing is proud to announce a thrilling rebranding initiative designed to integrate consumer excitement with a focus on, and appreciation of, the collaborative new and traditional outlook in the beer industry. This venture will elevate brand recognition with bold, simplified and visually appealing packaging to help enhance the von Trapp brand material and maintain continuity.

In an ever-evolving world of craft beer, von Trapp Brewing understands the importance of staying connected with its loyal and longtime partnerships and consumers, while simultaneously engaging new ones. This rebranding effort aims to capture the von Trapp family heritage while incorporating a modern twist that appeals to a broader audience and new generation of beer enthusiasts. The excitement surrounding the new look and feel is a testament to the brewery's commitment to delivering quality and innovation in each sip.

Von Trapp Brewing's fresh aesthetic caters to a more diverse demographic, embracing inclusivity and exploration. The redesigned packaging and branding elements reflect a modern sensibility while paying tribute to the brewery's traditional Austrian roots.

The simplified ibex at the forefront of the rebranding strategy ensures that von Trapp Brewing is instantly recognizable on the shelves and in the hearts of beer enthusiasts. The iconic design serves as a visual anchor, reinforcing the brewery's legacy and commitment to its continuation and evolution of quality.

In response to consumer feedback, von Trapp Brewing has put a stamp on its traditional footprint while improving the clarity and organization of information on its packaging for each responsible consumer.

Von Trapp Brewing has embraced this change while maintaining continuity with its iconic elements. The traditional ibex, the classic color palette, and signature tagline remain intact, connecting the past with the present.

The brewery is excited to share this new chapter with its loyal partners and eager to welcome a brand new audience of craft brew lovers.

Experience the revamped von Trapp Brewing look on our website and at your local retailer in January 2024.

**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” ®. Von Trapp Brewing distributes in Vermont, New Hampshire, Massachusetts, Maine, Rhode Island, Connecticut, New York, New Jersey, Eastern Pennsylvania, Virginia, Michigan, Colorado and Tennessee (with more to come).

**For media inquiries, please contact:**

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**Scroll for a look at the new branding!**



# VON TRAPP™

BREWING  
STOWE, VT

