



ESTD

2010

# VON TRAPP™

BREWING

STOWE, VT



# A NOD TO THE PAST AND A LOOK TO THE FUTURE

In 2024 von Trapp Brewing will relaunch with a new look!

2010



2024





*“A little of Austria, a lot of Vermont”*

Von Trapp Brewing is part of Trapp Family Lodge, a 2,600 acre resort owned and operated by the von Trapp family.

Von Trapp Brewing started in 2010 by the family that inspired “The Sound of Music.” Based in Stowe, Vermont, von Trapp Brewing specializes in authentic Austrian-style lagers that are brewed with pure Vermont spring water sourced from the Trapp Family Lodge property. Von Trapp Brewing proudly adheres to the German Purity Law, Reinheitsgebot, in creating our Austrian inspired Vermont craft lagers.

Von Trapp Brewing distributes in Vermont, New Hampshire, Massachusetts, Maine, Rhode Island, Connecticut, New York, New Jersey, eastern Pennsylvania, Tennessee , Maryland, Virginia, Michigan, and Colorado.



## *Our Mission*

To produce and sell the highest quality European style craft lagers in the safest, most efficient, and effective manner possible. To bring people to the Trapp Family property and have them want to return. To be innovative in the craft lager market and to continue to lead the craft lager wave. To provide our partners the potential to grow our brand within this vision



## *Best Practices*

### **SPRING WATER**

Our spring water source was discovered in the 1970's by Johannes von Trapp, providing drinking water to the hotel, sugar making, snow making, nearby family homes, and von Trapp brewery.

### **SOLAR PANELS**

A 200-kW roof-mounted solar array provides a clean source of electricity for Stowe Electric Department, allowing us to minimize annual electric costs and support the statewide renewable energy initiatives.

### **SPENT GRAIN**

It's long been tradition to reuse resources in Vermont. We support this by feeding the spent grain from our brewery to cattle.



VON TRAPP BREWING

*Bierhall*

Located on the grounds of Trapp Family Lodge, the von Trapp Brewing Bierhall is conveniently situated on the cross-county ski trails, mountain bike trails, and 18 hole disk golf course. The Bierhall is a gathering place for friends to enjoy “A little of Austria, a lot of Vermont,” serving fresh lager beers and a selection of freshly prepared Austrian lunch and dinner selections. Many of the menu items are prepared on the wood-fired Parrilla grill that is the showcase feature of the Bierhall. Start and finish your mountain bike ride or cross-county ski at the Bierhall Restaurant, and shop the well-appointed gift shop.



**8635** sq/ft event space

**365** days of operation per year

**50+** seasonal events

**136,000** visitors per year



VON TRAPP BREWING

## *Brewery*

In 2015 we opened our new 30,000 sq. ft. brewery located on Luce Hill Rd. featuring a 50 bbl state of the art Rolec brewhouse and CFT canning line capable of producing up to 33,000 barrels of beer annually. Unique to von Trapp Brewing, the brewery's water supply is piped in from an on-property mountain spring, boasting some the highest quality water in the State!

You can enjoy our beers at the Lodge or in multiple restaurants and bars throughout Vermont, New Hampshire, Maine, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, eastern Pennsylvania, Virginia, Maryland, Tennessee, Michigan, and Colorado.

**30,000** sq/ft brewery

**33,000** bbl capacity

**14** unique von Trapp brews per year



VON TRAPP BREWING

## *Campus*

Situated on 2,600 acres in beautiful Stowe, Vermont, Trapp Family Lodge is a unique mountain resort featuring Austrian-inspired architecture and European-style accommodations. Our Lodge offers stunning mountain views, old-world comforts, and impeccable service, along with activities for every season.

You'll never run out of things to do at Trapp Family Lodge. Our resort is a mecca for the outdoor and nature enthusiast, with activities ranging from high-energy skiing and mountain biking to more relaxed bird watching and von Trapp family history tours. With the fabled Stowe village and the state's highest mountain only minutes away, the best of Vermont's winter, spring, summer, and fall outdoor activities are all at your doorstep when you stay with us.



# BRAND CALENDAR 2024

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
CORE	<b>Pilsner</b> <i>Bohemian Style Lager</i>	YEAR-ROUND												
	<b>Helles</b> <i>Golden Lager</i>	YEAR-ROUND												
	<b>Kölsch</b> <i>Ale</i>	YEAR-ROUND												
	<b>Vienna</b> <i>Austrian Style Lager</i>	YEAR-ROUND												
	<b>Dunkel</b> <i>Dark Lager</i>	YEAR-ROUND												
ROTATIONAL	<b>Schwarz</b> <i>Black Lager</i>	01/01-02/28												
	<b>Bavarian Pils</b>			03/01-04/30										
	<b>Radler</b> <i>Lager With Grapefruit</i>					05/01-07/15								
	<b>Oktoberfest</b> <i>Lager</i>							7/15-10/15						
	<b>Trösten</b> <i>Lager</i>										10/15-12/31			
STOWE STYLE	<b>Human Robot</b> <i>Collab</i>	01/01-02/28												
	<b>Troegs</b> <i>Collab</i>			03/01-05/31										
	<b>Live Oak</b> <i>Collab</i>						06/01-8/31							
	<b>Sloop</b> <i>Collab</i>									09/01-11/30				
	<b>Variety</b> HELLES, PILSNER, VIENNA, DUNKEL										09/01/2024 - 02/28/2025			
12 PACKS	<b>Variety</b> HELLES, PILSNER, KÖLSCH, VIENNA			03/01 - 08/31										
	<b>Radler</b> <i>Lager With Grapefruit</i>					05/01-07/15								
	<b>Pilsner</b> <i>Bohemian Style Lager</i>	YEAR-ROUND												
	<b>Helles</b> <i>Golden Lager</i>	YEAR-ROUND												
	<b>Oktoberfest</b> <i>Lager</i>								7/15-10/15					

# PRE-SELL CALENDAR 2024

	VARIETY	12PK	LOG	KEG	VOL.	IN MARKET TIME FRAME	PRE-SELL TIME FRAME
CORE	<b>PILSNER</b> <i>Bohemian Style Lager</i>	✓	✓	✓	12oz CAN	YEAR ROUND	
	<b>Helles</b> <i>Golden Lager</i>	✓	✓	✓	12oz CAN	YEAR ROUND	
	<b>Kölsch</b> <i>Ale</i>		✓	✓	12oz CAN	YEAR ROUND	
	<b>Vienna</b> <i>Austrian Style Lager</i>		✓	✓	12oz CAN	YEAR ROUND	
	<b>Dunkel</b> <i>Dark Lager</i>		✓	✓	12oz CAN	YEAR ROUND	
	<b>VARIETY</b> HELLES, PILSNER, VIENNA, DUNKEL	✓			12oz CAN	09/01/2024 - 02/28/2025	
	<b>VARIETY</b> HELLES, PILSNER, KÖLSCH, VIENNA	✓			12oz CAN	04/01/24 - 09/30/24	
ROTATIONAL	<b>Schwarz</b> <i>Black Lager</i>		✓	✓	12oz CAN	01/01/24 - 02/28/24	10/01/23 - 10/15/23
	<b>Bavarian Pils</b>		✓	✓	12oz CAN	03/01/24 - 04/30/24	11/29/23 - 12/16/23
	<b>Radler</b> <i>Lager With Grapefruit</i>	✓	✓	✓	12oz CAN	04/01/24 - 07/15/24	01/01/24 - 01/19/24
	<b>Oktoberfest</b> <i>Lager</i>	✓	✓	✓	12oz CAN	07/15/24 - 10/15/24	04/04/24 - 04/18/24
	<b>Trösten</b> <i>Lager</i>		✓	✓	12oz CAN	10/15/24 - 12/31/24	06/20/24 - 07/11/24
STOWE STYLE	<b>Human Robot</b> <i>Collab</i>		✓	✓	16oz CAN	01/1/24 - 2/28/24	08/01/2023 - 08/17/23
	<b>Tröegs</b> <i>Collab</i>		✓	✓	16oz CAN	03/1/24 - 5/31/24	12/01/2023 - 12/15/23
	<b>Live Oak</b> <i>Collab</i>		✓	✓	16oz CAN	06/1/24 - 8/31/24	01/19/2024 - 02/02/24
	<b>Sloop</b> <i>Collab</i>		✓	✓	16oz CAN	09/1/24 - 11/30/24	04/19/24 - 05/03/24

# BEST BY CODE GUIDE



**CAN BEST BY:**  
150 DAYS FROM MANUFACTURING  
BOTTOM OF CAN



**12 PACKS BEST BY:**  
150 DAYS FROM MANUFACTURING  
BOTTOM OF CARTON

**KEG BEST BY:**  
150 DAYS FROM MANUFACTURING  
COLLAR ON TOP OF KEGS





*Welcome to the family* - Introducing the new look of our core lineup



# PILSNER

## *Bohemian Style Lager*

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.

**ABV:** 5.4% | **IBU:** 42

**UNIT:** 12 OZ. CAN

**AVAILABLE:** 6 PACK CANS, 12 PACK CANS,  
1/6 & 1/2 KEGS YEAR-ROUND

 **SILVER MEDAL**  
2023 World Beer Cup  
Bohemian-style Pilsner

 **GOLD MEDAL**  
2019 Great International  
Beer Competition

 **GOLD MEDAL**  
2018 NY International  
Beer Competition  
"Pilsner Brewery of the Year"

 **SILVER MEDAL**  
2015 Great American  
Beer Festival



**6-PK 12 OZ. CAN**  
SKU: 850052988067



**12-PK 12 OZ. CAN**  
SKU: 850052988050





# HELLES

## *Golden Lager*

From the German word for "Bright," this Munich-style golden lager is the original beer that 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.

**ABV:** 4.9% | **IBU:** 20

**UNIT:** 12 OZ. CAN

**AVAILABLE:** 6 PACK CANS, 12 PACK CANS,  
1/6 & 1/2 KEGS YEAR-ROUND



**BRONZE MEDAL**  
2019 Great International  
Beer Competition



**BRONZE MEDAL**  
2018 NY International  
Beer Competition



**6-PK 12 OZ. CAN**  
**SKU: 850052988081**



8 50052 98808 1



**12-PK 12 OZ. CAN**  
**SKU: 850052988036**



8 50052 98803 6





# KÖLSCH

*Blonde Ale*

Brewed with continental Pilsner malt, 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.

**ABV:** 5.0% | **IBU:** 28

**UNIT:** 12 OZ. CAN

**AVAILABLE:** 6 PACK CANS, 1/6 & 1/2 KEGS YEAR-ROUND

 **GRAND CHAMPION**  
2023 U.S. Beer Tasting Championship  
Kölsch category

 **GOLD MEDAL**  
2018 U.S. Open Beer Championship  
German Kölsch category



**SKU: 850052988074**

**6-PK 12 OZ. CAN**



8 50052 98807 4





# VIENNA

*Austrian Style Lager*

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.

**ABV:** 5.2% | **IBU:** 33

**UNIT:** 12 OZ. CAN

**AVAILABLE:** 6 PACK CANS, 1/6 & 1/2 KEGS YEAR-ROUND



**6-PK 12 OZ. CAN**  
**SKU: 850052988098**





# DUNKEL

## *Dark Lager*

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.

**ABV:** 5.7% | **IBU:** 22

**UNIT:** 12 OZ. CAN

**AVAILABLE:** 6 PACK CANS, 1/6 & 1/2 KEGS YEAR-ROUND



**6-PK 12 OZ. CAN**  
**SKU: 8500598104**



8 50052 98810 4



# VARIETY PACK

*Spring-Summer Edition*

An award winning rotational lineup of our crisp, clean brews!

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LINEUP:

PILSNER • HELLES • KÖLSCH • VIENNA

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UNIT: 12 PACK 12 OZ. CANS (3x4 variety)

QUANTITY PER: Single

AVAILABLE: 03.01.24 - 08.31.24



12-PK 12 OZ. CAN

SKU: 850052988128



# VARIETY PACK

*Fall-Winter Edition*

An award winning rotational lineup of our crisp, clean brews!

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LINEUP:

**PILSNER • HELLES • DUNKEL • VIENNA**

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**UNIT:** 12 PACK 12 OZ. CANS (3x4 variety)

**QUANTITY PER:** Single

**AVAILABLE:** 09.01.22 - 02.28.23

12-PK 12 OZ. CAN

SKU: 850052988128





...and our extended family - *The new look of our seasonal brews*



# SCHWARZ

*Black Lager*

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.

**CHARACTERISTICS:**

**CRISP • DRY • CHOCOLATE • ROASTY**

ABV: 5.2% | IBU: 35

UNIT: 12 OZ. CAN

**AVAILABLE IN:** 6 PACKS CANS, 1/6 & 1/2 KEGS

**IN MARKET:** JANUARY 1 - FEBRUARY 28



6-PK 12 OZ. CAN  
SKU: 850052988111



50052 98811 1





# BAVARIAN *style* PILS

Our version of a Bavarian Pils showcases the high quality ingredients we use to create our lagers. Choice malts imported from Bamberg build the smooth lager character and accentuate the noble hops of the Hallertau region. The hops provide light floral and subtle bittering notes, allowing the malt to shine through.

#### CHARACTERISTICS:

**BRIGHT • REFRESHING • CRISP**

**ABV:** 5.0% | **IBU:** 35

**UNIT:** 12 OZ. CAN

**AVAILABLE IN:** 6 PACK CANS, 1/6 & 1/2 KEGS

**IN MARKET:** MARCH 1 - APRIL 30



**6-PK 12 OZ. CAN**  
**SKU: 850052988111**





# RADLER

*Lager with Grapefruit*

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!

**CHARACTERISTICS:**

**LIGHT • REFRESHING • TART • GRAPEFRUIT**

**ABV:** 3.9% | **IBU:** 20

**UNIT:** 12 OZ. CAN

**AVAILABLE IN:** 6 PACK CANS, 12 PACK CANS, 1/6 & 1/2 KEGS

**IN MARKET:** MAY 1 - JULY 15



**6-PK 12 OZ. CAN**  
**SKU: 850052988111**



**12-PK 12 OZ. CAN**  
**SKU: 850052988043**





# OKTOBERFEST

*Lager*

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.

**CHARACTERISTICS:**

**TRADITIONAL • TOASTY • CRISP**

**ABV:** 5.6% | **IBU:** 35

**UNIT:** 12 OZ. CAN

**AVAILABLE IN:** 6 PACK CANS, 12 PACK CANS, 1/6 & 1/2 KEGS

**IN MARKET:** JULY 15 - OCT 15



**6-PK 12 OZ. CAN**  
**SKU: 850052988111**



**12-PK 12 OZ. CAN**  
**SKU: 850052988043**





# TRÖSTEN

*Smoked Dark Lager*

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. Brewed for the cold winter nights in Vermont, but can be enjoyed on any occasion.

**CHARACTERISTICS:**

**COMFORTING • DARK • SLIGHTLY SMOKED**

**ABV:** 6.0% | **IBU:** 19

**UNIT:** 12 OZ. CAN

**AVAILABLE IN:** 6 PACK CANS, 1/6 & 1/2 KEGS

**IN MARKET:** OCT 15 - DEC 31

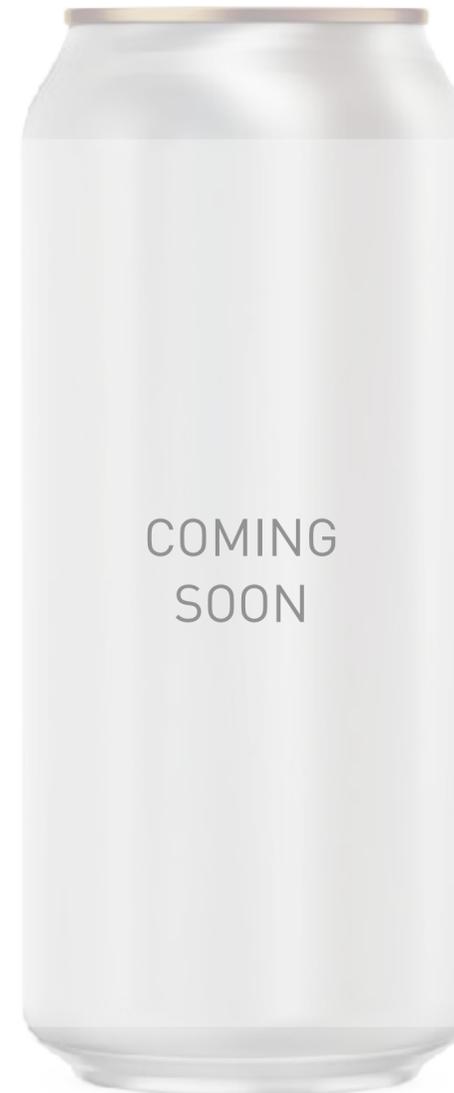


**6-PK 12 OZ. CAN**  
**SKU: 850052988111**



8 50052 98811 1

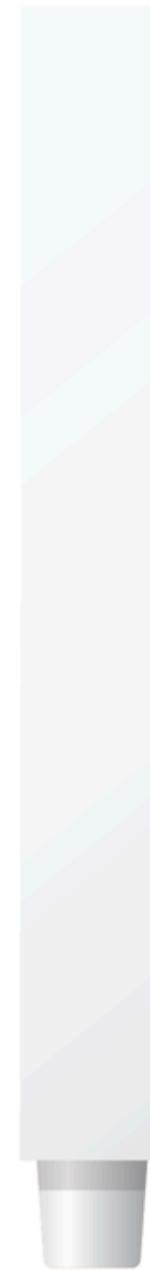




And some very special guests - *Stowe Style Collab' Series featuring:*

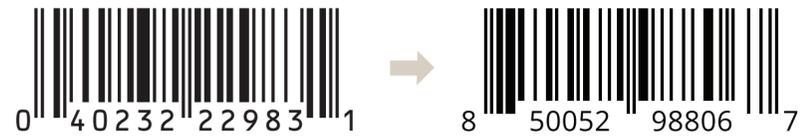


# SUPPORTING ASSETS

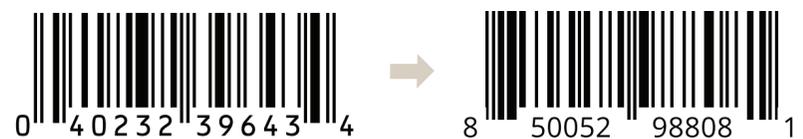


CORE

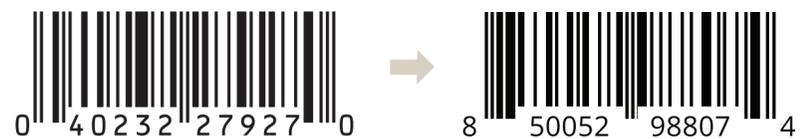
**PILSNER** *Bohemian Style Lager*



**Helles** *Golden Lager*



**Kölsch** *Ale*



**Vienna** *Austrian Style Lager*



**Dunkel** *Dark Lager*



ROTATIONAL

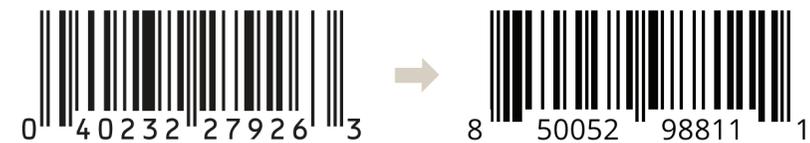
**Schwarz** *Black Lager*

**Bavarian Pils**

**Radler** *Lager With Grapefruit*

**Oktoberfest** *Lager*

**Trösten** *Lager*



STOWE STYLE

**Human Robot** *Collab*

**Troegs** *Collab*

**LIVE OAK** *Collab*

**SLOOP** *Collab*



12 PACKS

**VARIETY PACK** HELLES, PILSNER, DUNKEL, VIENNA

**VARIETY PACK** HELLES, PILSNER, KÖLSCH, VIENNA



**PILSNER** *Bohemian Style Lager*



**HELLES** *Golden Lager*



**OKTOBERFEST** *Lager*

**RADLER** *Lager with Grapefruit*





## SEASONS OF ADVENTURE VACATION GIVEAWAY

### 2024 CONSUMER ENGAGEMENT PROGRAM

As an initiative to increase consumer engagement, we're launching year two of Seasons of Adventure. Via our print and online campaign, customers are enticed to sign up to win stylized vacation packages, enabling von Trapp Brewing to capture participant emails and locations.

The program reinforces our brand story and educates our consumers about the experiential components of von Trapp Brewing, our location, and campus, while strengthening our brand positioning and point of difference.

### SEASONS OF ADVENTURE INCLUDES:

POP/POS materials that tell the brand story visually

Engaging social media posts

A bridge between traditional channels of engagement, our website, and mailing list

### SEASONS OF ADVENTURE PACKAGES INCLUDE:

Lodging at Trapp Family Lodge

Guided recreational excursions

Lift tickets / trail passes

Dining and drinking options

Accompanying merchandise

# SEASONS OF ADVENTURE SUPPORTING ASSETS

POSTERS



COASTERS



WINDOW CLINGS

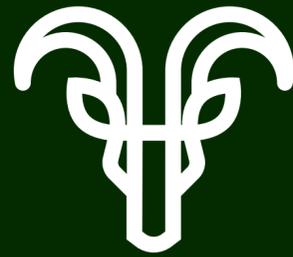


TABLE TALKER



SIX & TWELVE PACK FLASH DECAL





*Prost!*

THANK YOU!