



ANNUAL BUSINESS PLAN 2025

© VON TRAPP BREWING
V.2.4 | 12.02.24







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.

















FROM THE FAMILY THAT INSPIRED

"The Sound of Music"

Yes, 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 picture sque farm with sweeping mountain views.

In the summer of 1950, they began welcoming guests into their rustic, 27 bedroom family home/lodge. In 1980, after a devastating fire, the original lodge was replaced with the new, 96-room Trapp Family Lodge. 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 of course, a world-class brewery.

It was Johannes von Trapp, the youngest son of Maria, who made his dream of making crisp, Austrian-style lagers with a Vermont twist a reality. In 2010 Johannes gathered a team of industry experts, brewing the first barrels of von Trapp beer in the basement of the Trapp Family Lodge Kaffeehaus under the name Trapp Lager Brewing. As the beer gained popularity, we expanded into a 30,000 sq ft facility just down the road from the lodge, complete with a Bierhall Restaurant, with the capability to brew 36,000 barrels a year.













"A little of Austria, a lot of Vermont"

Since our humble, basement beginnings, we have grown exponentially, with demand increasing by the day. We currently sell in Vermont, New Hampshire, Maine, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Maryland, Virginia, North Carolina, Tennessee, Florida, Michigan, Colorado and Oregon, with more to come.

What makes our beer different is the blend of an old school approach and classic Vermont craftsmanship. Our brewers use traditional German brewing techniques with the help of cutting-edge technology. While the equipment may evolve, the ingredients never will. We expertly craft our lagers using only 4 extremely high-quality ingredients: water, malt, yeast, and hops, adhering to the German Purity Law, Reinheitsgebot.

We use natural spring water, found on property by Johannes von Trapp, to make the beer. Conveniently enough, the mineral composition of the spring water is almost identical to the water you'd find in Plzen, Czech Republic.

Brewed in our astounding 50 bbl Rolec brew house, with incredible respect to the mastery and beauty of traditional brewing, we present to the public brews that both embody the spirit of what it means to be an adventure-loving Vermonter, while giving a nod to history.







Sustainable Future

It's more important than ever to protect and sustain our planet.

As a brand, we are constantly thinking about how we can
decrease our carbon footprint, give back to the land and
support a healthy environment.

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

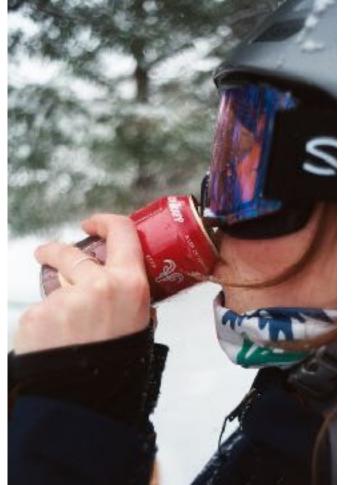
A 200-kW roof-mounted solar array provides a clean source of electricity for Stowe Electric Department, allowing us to minimize annual electric costs and support the statewide renewable energy initiatives.

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 at our farm and across the region.

















VON TRAPP

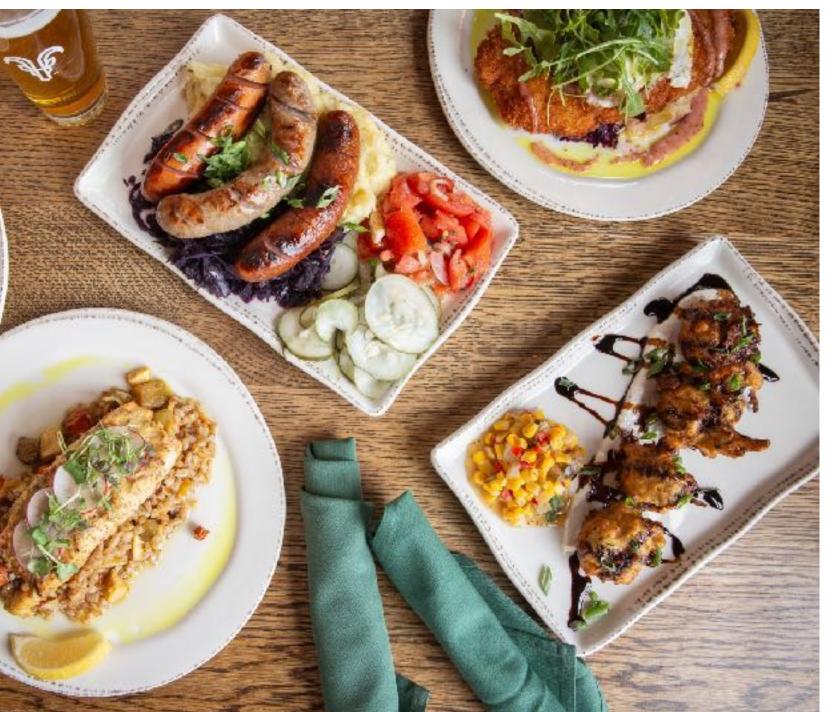
Lifestyle

Our brewery sits on the 2,600 acre Trapp Family Lodge, a unique mountain resort featuring Austrian-inspired architecture and European-style accommodations. The Lodge offers stunning mountain views, old-world comforts, and impeccable service, along with activities for every season. 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.

It's with adventure in mind that we decided to brew our beers. Light, yet incredibly flavorful, von Trapp brews were designed to go with you on every excursion, serving as the perfect mid-ride or post-hike beer: refreshing and quenching but won't bog you down. Keep sipping and keep exploring.









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 disc 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 wellappointed 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, Pennsylvania, Virginia,
Maryland, Tennessee, Michigan, Florida, North Carolina,
Oregon, and Colorado.

30,000 sq/ft brewery **33,000** bbl capacity

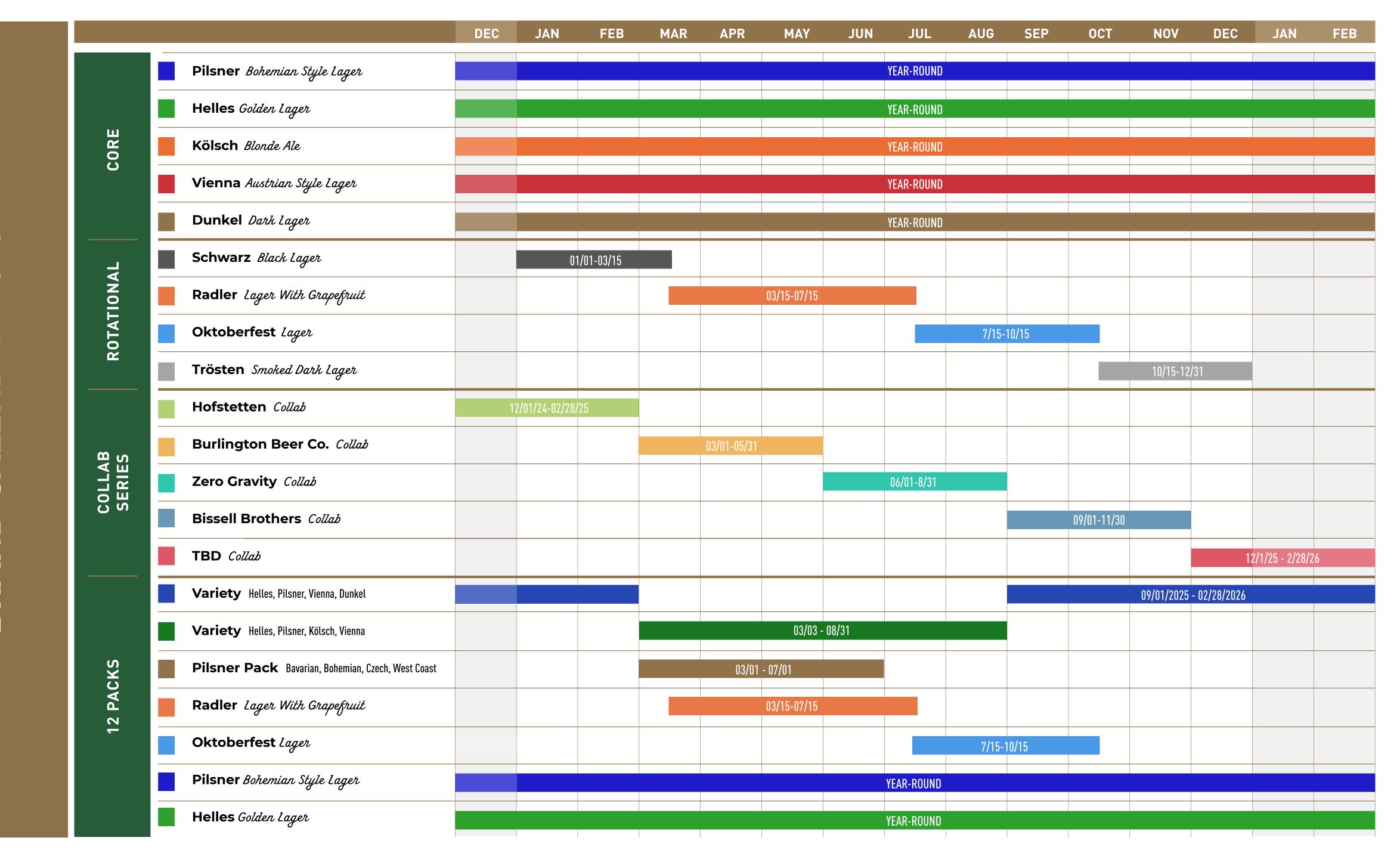
A NOD TO THE PAST AND A LOOK TO THE FUTURE











		VARIETY	12PK	LOG	KEG	CAN	IN MARKET TIME FRAME	PRE-SELL TIME FRAME
	CORE	PILSNER Bohemian Style Lager	V	\	\	12oz CAN	YEAR ROUND	
ı		Helles Golden Lager	√	\	✓	12oz CAN	YEAR ROUND	
ı		Kölsch <i>Blonde Ale</i>		V	\	12oz CAN	YEAR ROUND	
ı		Vienna Austrian Style Lager			\	12oz CAN	YEAR ROUND	
ı		Dunkel Dark Lager		\	V	12oz CAN	YEAR ROUND	
ı		VARIETY HELLES, PILSNER, VIENNA, DUNKEL	V			12oz CAN	09/01/24 - 02/28/25	
L		VARIETY HELLES, PILSNER, KÖLSCH, VIENNA	V			12oz CAN	03/01/25 - 08/31/25	
ı	ROTATIONAL	PILSNER PACK BAVARIAN, BOHEMIAN, CZECH, WEST COAST	✓			12oz CAN	03/01/25 - 07/01/25	
ı		Schwarz Black Lager				12oz CAN	01/01/25 - 03/15/25	09/30/24 - 10/11/24
ı		Radler Lager With Grapefruit	V	✓		12oz CAN	03/15/25 - 07/15/25	12/02/24 - 12/13/24
ı		Oktoberfest Lager			V	12oz CAN	07/15/25 - 10/15/25	04/07/25 - 04/18/25
L		Trösten Smoked Dark Lager		✓	\	12oz CAN	10/15/25 -12/31/25	06/23/25 -07/04/25
ı	COLLAB SERIES	Hofstetten Collab			V	16oz CAN	12/01/24 - 02/28/25	COMPLETE
ı		Burlington Beer Co. Collab		\	\	16oz CAN	03/01/25 - 05/31/25	12/02/24 - 12/13/24
		Zero Gravity Collab		V	\	16oz CAN	06/01/25 - 08/31/25	01/20/25 - 01/31/25
		Bissell Brothers Collab		√	✓	16oz CAN	09/01/25 - 11/30/25	04/21/25 - 05/02/25
		TBD Collab		\	√	16oz CAN	12/01/25 - 02/28/26	TBD

All product has 150 day code unless otherwise specified

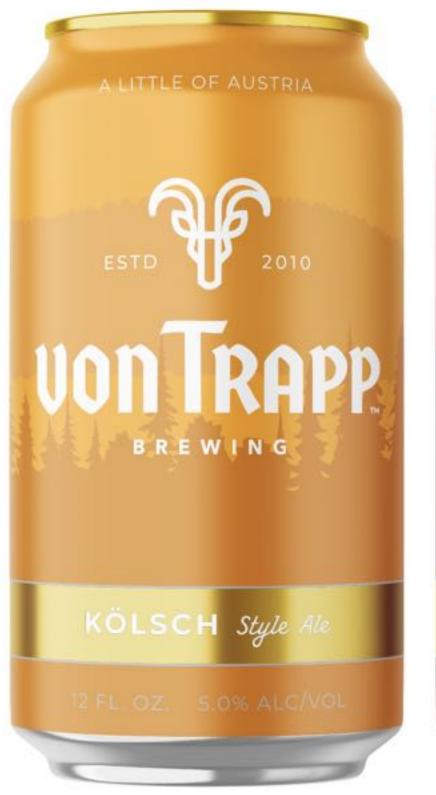


















PILSNER

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



GOLD MEDAL

2024 United States
Beer Tasting Championship
Best of New England:
Pilsner Category



SILVER MEDAL

2023 World Beer Cup Bohemian-style Pilsner



GOLD MEDAL

2019 Great International Beer Competition





6-PK 12 OZ. CAN SKU: 850052988067











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



2024 Great American Beer Festival Munich-style Helles Category



BRONZE MEDAL 2019 Great International

Beer Competition



BRONZE MEDAL 2018 NY International Beer Competition



6-PK 12 OZ. CAN SKU: 850052988081





12-PK 12 OZ. CAN







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









SKU: 850052988074 6-PK 12 OZ. CAN







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











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





SILVER MEDAL
2017 & 2018 Great International
Beer Competition









VARIETY PACK

Spring-Summer Edition

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

LINEUP:

PILSNER • HELLES • KÖLSCH • VIENNA

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

AVAILABLE: 03.01.25 - 08.31.25





VARIETY PACK

Fall-Winter Edition

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

LINEUP:

PILSNER • HELLES • DUNKEL • VIENNA

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

AVAILABLE: 09.01.24 - 02.28.25





PILSNER PACK

Explore four unique variations of the classic Pilsner style in this limited-edition mixed pack, each expertly-crafted with care and the highest quality ingredients, including our pure Vermont Spring Water. Prost!

LINEUP:

BOHEMIAN PILSNER | 5.4% - Our award winning lager featuring Saaz hops and Pilsner malt. Spicy and zesty with notes of honey and hay.

CZECH STYLE PALE LAGER | 4.5% - Unfiltered and single decocted, this traditional lager is made with 100% Czech ingredients including floor-malted barley and Budvar yeast.

WEST COAST PILS | 6.0% - 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.

BAVARIAN STYLE PILS | 5.0% - A German interpretation on the Pils style showcasing delicate malt notes and bright floral aromas of Hallertau hops.



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

AVAILABLE: 03.01.25 - 07.01.25

SKU: 850052988173



...and our extended family - The 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 - MARCH 15









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: MARCH 15 - 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:** 30

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



















TRADE SUPPORT



GLASSWARE - Inquire for pricing





TIN TACKERS - \$30 / \$15 Coop













TRADE SUPPORT



PINT GLASSES \$38.00/case 24 units/case











CUSTOM PINS - \$1.80 / \$0.90 Coop



SUNGLASSES - \$2.73 / \$1.37 Coop



SEASON OF ADVENTURE STICKERS \$2.10/Roll. / \$1.05/Roll Coop



KOOZIES - \$1.80 / \$0.90 Coop



LOGO PENS - \$0.60 / \$0.30 Coop













GIVEAWAY STICKERS





UON TRAPP







CODE & ENTER

Must be 21+ to enter. Travel not included. No purchase necessary

SEASONS OF ADVENTURE **VACATION GIVEAWAY**

2025 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



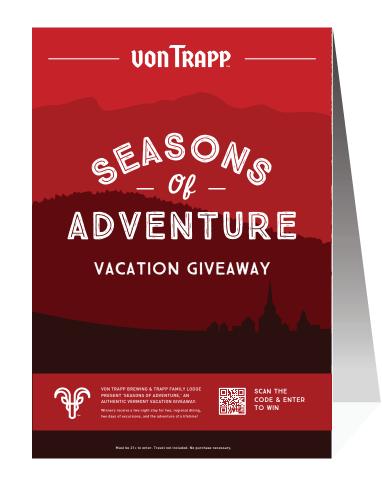
COASTERS



WINDOW CLINGS



TABLE TALKER



SIX & TWELVE PACK FLASH DECAL











BOHEMIAN PILSNER

•BEST OF NEW ENGLAND 2024 - IL - United States Beer Championship

• GRAND CHAMPION 2022 - MA - United States Beer Tasting Championship

• BEST PILSNER LAGER 2019/2021 - MA - United States Beer Tasting Championship

• GOLD MEDAL

2019 - CT - Great International Beer, Cider, Mead & Sake Competition

2018- NYC - 2018 NY International Beer Competition / Pilsner Brewery of the Year

• SILVER MEDAL

2023 - TN - 2023 World Beer Cup

2022 - NJ - 2022 World Beer Awards

2022 - CT - Grand International Beer, Cider, Mead

& Sake Competition

2015- CO - Great American Beer Festival

2015 - RI - Great International Beer and Cider Competition



GOLDEN HELLES

• GOLD MEDAL

2024 - CO - Great American Beer Festival

• SILVER MEDAL

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

• GOLD MEDAL

2022 - NJ - World Beer Awards

• BRONZE MEDAL

2019- CT - The Great International Beer, Cider, Mead & Sake Competition

• BRONZE MEDAL

2018 - NYC - 2018 NY International Beer Competition



DUNKEL LAGER

- SILVER MEDAL Amber / Bock / Dunkel / Vienna Category 2024 - CT - Great International Beer, Cider, Mead & Sake Competition
- BEST DARK LAGER NORTHEAST

2023 - MA - United States Beer Tasting Championship 2019- OH - United States Beer Tasting Championship

GOLD MEDAL

2022- NJ - World Beer Awards

• SILVER MEDAL

2018 - CT - Great International Beer, Cider, Mead & Sake

SILVER MEDAL

2017- CT - Great International Beer, Cider, Mead & Sake Competition



KÖLSCH STYLE

• GRAND CHAMPION

2024 - IL - United States Beer Tasting Championship 2023 - MA - United States Beer Tasting Championship 2022- MA- United States Beer Tasting Championship

• BRONZE MEDAL

2022 - NJ - 2022 World Beer Awards

• BEST KOLSCH/GOLDEN ALE

2021 - OH - United States Beer Tasting Championship

• GOLD MEDAL

2018- OH - 2018 U.S. Open Beer Championship



VIENNA STYLE LAGER

- GOLD MEDAL Amber / Bock / Dunkel / Vienna Category 2024 - CT - Great International Beer, Cider, Mead & Sake Competition
- SILVER MEDAL

2019 - CT - Great International Beer, Cider, Mead & Sake Competition

• BRONZE MEDAL

2018 - NYC - 2018 NY International Beer Competition



OKTOBERFEST

SILVER MEDAL
 2019 - CT - Great International Beer, Cider,
 Mead & Sake Competition

BRONZE MEDAL

2015 - RI - The Great International Beer Festival



TRÖSTEN

• GOLD MEDAL

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

- SMOKED BEER GRAND CHAMPION 2022/2023 - MA - United States Beer Tasting Championship
- SILVER MEDAL
 2022 CT Silver Medal Great International Beer,
 Cider, Mead, & Sake Competition
- BEST DARK LAGER NORTHEAST
 2021 OH United States Beer Tasting
 Championship



RADLER

BEST OF NEW ENGLAND

2023 - IL - United States Beer Tasting Championship



EXTRA PALE ALE

• BEST OF NEW ENGLAND 2023 - IL - United States Beer Tasting Championship

