



# Upcoming events

MON DEC

**Workshop: Supporting Mental Health of Employees** 

5:00 PM - 6:30 PM 4 Quarters Brewing

**TUES** DEC

**Annual Meeting & Holiday Party** (sponsorships available)

2:00 PM - 7:30 PM **Burlington Beer Company** 

JULY X FRI-SAT

**Vermont Brewers Festival** 

Dates Announced by mid-January Waterfront Park, Burlington VT

**SCAN TO RSVP** & SEE MORE **INFO** 





#### WELCOME FROM THE VBA

Welcome to the 3rd Annual Vermont Craft Brewers Conference! As Executive Director of the Vermont Brewers Association, it is my pleasure to have you join us for our third Annual Vermont Craft Brewers Conference. This conference brings together brewers, industry professionals, and enthusiasts from across the state to share knowledge, foster innovation and deepen their passion for the craft beer industry.

We've worked hard to craft a program that offers something for everyone - whether you're here to hone your skills, explore new trends or connect with peers. From insightful break out sessions to the exhibitor hall, we encourage you to make the most of this opportunity to learn, network and collaborate with your peers and colleagues.

I would like to express my sincere appreciation to all of our sponsors, board members, committee members, and the VBA staff that helped us make this event come together to become a success. A special thanks goes out to Dave Rheaume at 14th Star Brewing for designing our beautiful conference guide, we appreciate everything you do for the VBA! We could not have done it without you.



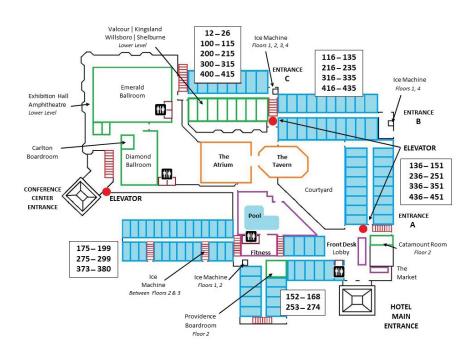
**Emma Arian** Executive Director.

#### INSIDE THE CONFERENCE GUIDE

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#### THE VENUE

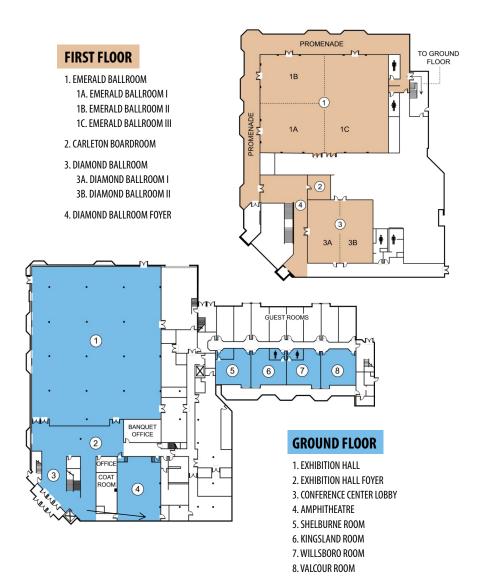








### **GETTING AROUND**





#### **CONFERENCE SCHEDULE**

#### **MONDAY, NOVEMBER 17** 11:00 am - 4:00 pm **Exhibitor Move-In** 11:00 pm - 2:00 pm **CONFERENCE BEGINS** 2:00 pm - 2:45 pm 2:45 pm - 3:45 pm Commerce, Creativity, and Community-building Keynote Speaker: Sam Calagione, Owner and Founder of Dogfish Head 4:00 pm - 5:00 pm Setting up Successful Fermentations - Yeast Attenuation and Wort Fermentability; Speaker: Laura Burns, Omega Yeast Labs Learn how wort fermentability and yeast choice affect attenuation. Explore mash techniques, yeast performance, and strategies for controlling ABV and targeting attenuation in specialty beers. From Skeleton Key to Strategy: Forecasting Cash Flow and Predicting Profitability Speaker: Audra Gaiziunas, Brewed For Her Ledger Dive into COGS to master pricing, forecasting, and profitability. Build custom cost grids, explore fixed vs variable costs, and use data to drive smarter brewery business decisions. CO2 Conservation from the Malting Process to the Brewery Speaker: Bernard Maushardt, Prairie Malt / Travis Audet, Slant Six Consulting Steps taken to cut carbon emissions in the malting process on a global level & CO2 Conservation, Recovery, Use and Alternative Gases Best Practices for use of VIP Software and how to use it to work better with your Distributor Speaker: Drew Moshovetis, VIP We will showcase best practices for identifying opportunities in the marketplace and executing in the field, how to simplify communication with your distributor partners and briefly discuss supply chain opportunities. 5:00 - 7:00 pm 7:00 pm



### **CONFERENCE SCHEDULE**

#### **TUESDAY, NOVEMBER 18**

8:00 am - 3:00 pm	Conference Registration
7:00 AM - 8:30 AM	Breakfast
8:00 am - 6:00 pm	Exhibitor Hall Open
8:45 am - 9:45 am	Technical Brewing - Session 2
	Business - Session 2
	Resilience - Session 2
9:45 am - 10:00 am	Transition Break
10:00 am - 11:00 am	Technical Brewing - Session 3
	Business - Session 3



### **CONFERENCE SCHEDULE**

### TUESDAY, NOVEMBER 18 (CONTINUED)

	Resilience - Session 3  Resilience, Hope, Neurodivergence, Emotional Intelligence, Creativity  Speaker: Dr. Matthew Zakreski, The Neurodiversity Collective  Explore how understanding and supporting neurodivergent employees boosts culture, performance, and results. Learn strategies for leaders, managers, and HR pros to amplify strengths.
	Sales - Session 2
11:00 am - 11:15 am	Transition Break
11:15 am - 12:15 pm	Technical Brewing - Session 4
	Business - Session 4
	Resilience - Session 4
12:15 pm - 1:30 pm	<b>Lunch</b> Lake Champlain Exhibition Hal



7:00 pm

#### **CONFERENCE SCHEDULE**

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1:45 pm - 2:45 pm An Advisory Board for a Successful Business Speakers: Sean Lawson, Lawson's Finest Liquids / Kary Shumway, Craft Brewery Financial Training & Beer Business Finance Association / Julie Rhodes, Not Your Hobby Marketing Solutions / Ralph D. Crowley Jr., Polar Beverages / Nicole Junas, Junapr **Break with Sponsors & Exhbibitors** 2:45 pm - 3:15 pm 3:15 pm - 4:15 pm Low ABV Beers and NA Beer/Risks and Learnings Speakers: Laura Burns, Omega Yeast Labs / Dave Shapiro, Evodia / Ashton Lewis, RahrBSG Al in Action: Practical Tools to Amplify Your Marketing Speaker: Sophie Bodnar, Eternity Marketing Learn how AI can boost marketing results without overloading your team. Gain practical tools and actionable insights to strengthen campaigns immediately. Things I've learned in 43 years of Brewing Speaker: Steve Parkes, American Brewers Guild I've been brewing commercially for 43 years. In the UK and all over the US. This presentation will show how far we've come as an industry. Sell Smarter, Not Harder: How to Drive Growth Without a Traditional Sales Team Speaker: Julie Rhodes, Not Your Hobby Marketing Explore modern sales strategies for craft beverage brands. Learn storytelling, digital marketing, automation, and practical tactics to grow revenue without scaling staff. Beers & Networking with Sponsors & Exhibitors. . . . . . . . . . . . Lake Champlain Exhibition Hall 4:15 pm - 5:30 pm

After Party . . . . . Offsite: Zero Gravity



#### **KEYNOTE SPEAKERS**



**SAM CALAGIONE**Dogfish Head / Boston Beer Company

Sam Calagione has been brewing beers with culinary ingredients since 1995, when Dogfish Head opened as the smallest U.S. craft brewery. Today, Dogfish is a 400+ person company and one of the nation's most recognized breweries. Based in Delaware, its properties include Dogfish Head Brewings & Eats brewpub and distillery, Chesapeake & Maine seafood restaurant, the Dogfish Inn, and Dogfish Head Craft Brewery with a Tasting Room & Kitchen. Dogfish sells beer, spirits, and canned cocktails nationwide, and merged with the Boston Beer Company in 2019. Sam, a James Beard Award winner and author of four books, lives in coastal Delaware with his family.



SEAN LAWSON
Lawson's Finest Liquids

Sean Lawson, originally from the Jersey Shore, fell in love with Vermont's Green Mountains during summers at Lake Morey and moved to the state in 1988 to study at UVM, where he discovered homebrewing. After earning a degree in Ecology and Environmental Studies in 1992, Sean launched Lawson's Finest Liquids in 2008 as a hobby-scale venture beside his family home in Warren, VT. The brewery's rapid success led to expansions, the launch of flagship Sip of Sunshine IPA, and a new Waitsfield brewery and taproom in 2018. Sean lives in Vermont with his wife Karen and their two daughters, enjoying skiing, hiking, live music, travel, and of course, great beer.



#### **KEYNOTE SPEAKERS**



JULIE RHODES
Not Your Hobby Marketing Solutions

Julie Rhodes is a 20-year veteran of the food and beverage industry, the owner and operator of Not Your Hobby Marketing Solutions, a fractional consulting and educational services company, and the co-founder of Kick Fizz, a low-dose hemp-infused beverage brand. She specializes in beverage sales, digital marketing, distributor management, and business strategy, helping craft beverage brands work smarter, not harder. A sought-after speaker, business journalist, and instructor for multiple university programs, Julie was named the 2023 Brewers Association Mentor of the Year. She is also an active member of numerous trade associations and state-level guilds.



NICOLE JUNAS Junapr

Nicole Junas is founder and CEO of Junapr, a nationally recognized PR and communications firm based in Vermont. She brings more than 20 years of experience in brand visibility, crisis navigation, and integrated campaigns, with clients including Le Gruyère AOP, Bonne Maman, Nationwide Children's Hospital, and the University of Vermont. Under her leadership, Junapr has been named to PR News' Agency Elite Top 100 for five consecutive years. Nicole herself has been recognized as one of PR News' Top Women in PR and included in VermontBiz's list of 91 Business Influencers shaping the state's economy.



#### **KEYNOTE SPEAKERS**



RALPH D. CROWLEY JR. Polar Beverages

Ralph D. Crowley Jr. is the President and CEO of Polar Beverages, the largest privately owned sparkling beverage bottler in the country. He has been in this position since 1992. Under Ralph's leadership, Polar has grown from \$18M to over \$1B. Key acquisitions of manufacturing facilities that accelerated the grow of the company included Adirondack Beverages in Scotia NY, Polar South of Fitzgerald Georgia, and Polar Texas Bottling in Temple Texas. Ralph and his siblings also own Wachusett Mountain Ski Area in Princeton, Massachusetts. Ralph was President from 1981 till 1982 when he stepped down to become the Treasurer in 1992. Ralph received his BA from Bowdoin College and his MBA from Clark University.



KARY SHUMWAY
Craft Brewery Financial Training &
Beer Business Finance Association

Kary Shumway is the founder of Craft Brewery Financial Training and the Beer Business Finance Association which offers online resources for beer industry professionals.

He has worked in the beer industry for more than 20 years as a certified public accountant and a chief financial officer for a beer distributor and a brewery.

Craft Brewery Financial Training publishes a free weekly beer industry finance newsletter, offers online training courses on topics such as cash flow planning, financial forecasting, and brewery metrics.



#### **ADDITIONAL SPEAKERS**

#### PETER ANDERSON

**Inner Citadel Consulting** 

#### **TRAVIS AUDET**

**Slant Six Consulting** 

#### **CONNIE BARRETT**

Switchback Brewing Company

#### **SOPHIE BODNAR**

**Eternity Marketing** 

#### LAURA BURNS

**Omega Yeast Labs** 

#### **MARISSA CAPUA**

**Zero Gravity Craft Brewery** 

#### **DANI CASEY**

**Foam Brewers** 

#### PHIL CHADDERDON

Vermont Manufacturing Extension Center

#### BRFTT FFRFNCF

Vermont Manufacturing Extension Center

#### **ALENA FITZGERALD**

**Gallagher Flynn & Company** 

#### **TOM FOX**

**Fox Sales Coaching** 

#### **AUDRA GAIZIUNAS**

**Brewed for Her Ledger** 

#### **JULIA GRUBBS**

**Small Batch Standard** 

#### ELISIA LARAMEE

**Gallagher Flynn & Company** 

#### **ASHTON LEWIS**

RahrBSG

#### SUSAN LOYND

The Richards Group

#### **LEWIS MASCHMED**

Four Quarters Brewing

#### BERNARD MAUSHARDT

**Prairie Malt** 

#### **DREW MOSHOVETIS**

VIP

#### **SHANNON OLIPHANT**

Lallemand Inc.

#### **STEVE PARKES**

American Brewers Guild

#### KFI IY PUTNAM

**Lawson's Finest Liquids** 

#### **JULIE RHODES**

Not Your Hobby Marketing Solutions

#### **ERIC SANNERUD**

**Sannerud Hop Consulting** 

#### **DAVE SHAPIRO**

**Evodia** 

#### **AVI SHAYEVITZ**

Lallemand Inc.

#### **JULIE SMITH**

**Lawson's Finest Liquids** 

#### **ELLEN TIMMONS**

Switchback Brewing Company

#### **AMY TODD**

**Bia Diagnostics** 

#### DR. MATT ZAKRESKI

The Neurodiversity Collective



#### **CHEERS TO 30 YEARS!**



### THE VERMONT BREWERS ASSOCIATION TURNED 30!

The Vermont Brewers Association was founded in 1995 by Greg Noonan to promote and strengthen the culture of craft brewing in Vermont through marketing, education, and advocacy for Vermont-made beer.



#### **OUR FOUNDER**

Few people are as well-known as Greg Noonan, who made significant contributions to the art of brewing and played a major role in shaping the landscape of Vermont's beer culture. One of his notable accomplishments is opening Vermont's first brewpub in Burlington, The Vermont Pub & Brewery in 1988. Breaking a 94-year-old drought, Burlington had its first brewery since prohibition.

Prior to the opening of Vermont Pub & Brewery, Greg Noonan enlisted the aid of Bill Mares, who was then the state legislator, to seek changes in the existing legislation governing the on-site sale of manufactured beer. After a certain amount of drafting acrobatics, that idea found favor with the Liquor Control Board, and then progressively with four legislative committees, both legislative chambers, and finally, Governor Madeline Kunin. Together, Greg and Bill rewrote the language of law to allow manufacturers to sell their malt beverages on-site.



Today, every brewery that offers beer for consumption on their brewery premises owes a debt of gratitude to both Greg and Bill for their efforts.



#### A BREW TO CELEBRATE 30 YEARS!

To celebrate the 30th anniversary, the Vermont Brewers
Association launched a statewide collaboration beer fundraiser.
The goal of this collaboration was to give participating brewers

The goal of this collaboration was to give participating brewers the flexibility to create a beer that best suits their brand and customers, while still tying into the larger collaborative spirit of the VBA and raising money for the VBA. Each brewery selected the style they wanted to brew using one of the custom hop blends created for this milestone year and had access to discounted materials from several of our Allied Partners. We launched these 25+beers in July and were thrilled to celebrate the VBA with our membership and craft beer enthusiasts!

Thank you to all our brewers!

### **VBA ALLIED PARTNERS®**

The VBA is proud to be supported by so many amazing businesses in our Allied Partner Membership.

Allied Partners have the opportunity to connect with VBA

members, while supporting an organization that, on many levels, already supports their business.

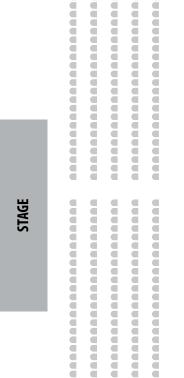
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Look for the hop icon in the Sponsor & Exhibitor Directory to check out some of our Allied Partners participating in this year's conference!

Interested in becoming a VBA Allied Partner?

Scan the QR code to learn more about Allied
Partner Membership Opportunities and Tiers!





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#### **EXHIBITOR HALL**

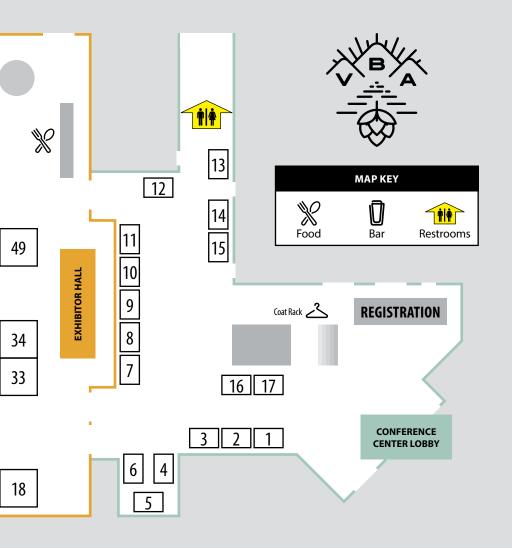
- 18. EfficiencyVT
- 19. Green Mountain Power
- 20. The Department of Liquor & Lottery
- 21. Brewery Pak Insurance
- 22. Omega Yeast
- 23. Crawford Brewing
- & Distilling Equipment
  24. SpotOn POS

- 25. Stone-Leigh Brew Cleaners
- 26. Foley Services

27. RahrBSG

- 28. Champlain Valley Hops & Sannerud Hop Consulting
  - 29. TricorBraun Canada
- 30. Fermentis
- 31. Small Batch Standard
- 32. The Richards Group

- 33. Brewery Branding
- 34. Briess
- 35. Cintas
- 36. Prospero
- 37. Hop & Stuff
- 38. White Labs
- 39. Maple Landmark
- 40. Zumbiel
- 41. BeerFests.com & BeerTrail.com



#### 42. TBD

- 43. TBD
- 44. Hopsteiner
- 45. Alpine Printing & Packaging
- 46. Ross Express
- 47. Consolidated Communications/ Fidium
- 48. Toast
- 49. Allen Insurance & Financial

#### CONFERENCE CENTER LOBBY

- 1. Hospitality Insurance Group
- 2. Can-One USA
- 3. Sennos
- 4. Vermont Gas
- 5. Better Business Bureau
- 6. Weston and Sampson
- 7. Amherst Label
- 8. Victory Packaging
- 9. Country Malt Group

- 10. Lallemand
- 11. Zee Loeffler
- 12. VMEC
- 13. Vermont Short Term Rental Alliance
- 14. Green UP Vermont
- 15. InTouch Labels
- 16. Prairie Malt
- 17. Crosby Hops



#### **SPONSORS**

#### **SUPPORTING SPONSORS**

#### 

James & Cameron lead the Craft Beverage Insurance team at Allen Insurance and Financial. As Maine's largest independent insurance agent, Allen has long been a trusted resource for businesses, individuals and families across. Allen Craft Beverage is one of the region's leading craft beverage insurance teams, emphasizing personal service combined with extensive industry experience and knowledge.

### BREWERY BRANDING ® BOOTH #33

Brewery Branding Co. is an industry leader in design, manufacturing and fulfillment of retail and promotional brewery merchandise. As a single source for all things merch, they are your go to for the latest in apparel, headwear and general logo'd products. Brewery Branding also proudly offers FREE FREIGHT on all apparel and headwear orders over \$500.

### **EFFICIENCYVT ♦** BOOTH #18

Efficiency Vermont is helping our state transition to a more affordable and cleaner future.

We work with partners throughout Vermont to save customers money, strengthen our state's economy, and lower carbon emissions.

#### SPOTON POS BOOTH #24

Technology that works the way you work

#### **EVENT SPONSORS**

### AMHERST LABEL � BOOTH #7

Amherst Label continues to grow as a family-owned and operated label printer based in New Hampshire, with family as our foundation. We're proud to say we print our labels with the power of sunshine, thanks to our array of 307 solar panels.

# CRAWFORD BREWING & DISTILLING EQUIPMENT BOOTH #23

Turnkey equipment and installation for craft brewing and distilling. 100% American made.

### GALLAGHER, FLYNN & COMPANY &

Gallagher Flynn & Company (GFC) is a fully integrated professional services firm dedicated to assisting clients in maximizing their opportunities for sustainable and strategic growth. With numerous craft brewers and distillers as clients, we are a knowledgeable and experienced group of business advisors that can assist your enterprise in a variety of ways. Areas of food and beverage expertise include product costing, financing, accounting and taxation, wage and salary guides, outsourced accounting, HR consulting, and transaction advisory services. GFC would welcome the opportunity to discuss how we can help your business achieve its goals.



#### **EVENT SPONSORS**

### MAPLE LANDMARK � BOOTH #39

Offering Vermont made wooden tap handles. From simple single taps to complex designs for distribution we can meet your needs. Full wood shop, finish room and graphics departments.

#### TOAST BOOTH #48

Toast [NYSE: TOST] is a cloud-based, all-in-one digital technology platform purpose-built for the entire restaurant community. Toast provides a comprehensive platform of software as a service (SaaS) products and financial technology solutions that give restaurants everything they need to run their business across point of sale, payments, operations, digital ordering and delivery, marketing and loyalty, and team management. We serve as the restaurant operating system, connecting front of house and back of house operations across service models including dine-in, takeout, delivery, catering, and retail. Toast helps restaurants streamline operations, increase revenue, and deliver amazing guest experiences. For more information, visit www.toasttab.com.

#### RADFORD TRANS

Niche carrier and warehousing for the beverage industry - licensed to transport and warehouse alcoholic beverages







#### **EXHIBITORS**

#### ALLEN INSURANCE & FINANCIAL � BOOTH #49

James Sanborn and Cameron Gartley lead the Craft Beverage Insurance team at Allen Insurance and Financial. As Maine's largest independent insurance agent, Allen has long been a trusted resource for businesses, individuals and families across New England, and Allen Craft Beverage is one of the region's leading craft beverage insurance teams, emphasizing personal service combined with extensive industry experience and knowledge. Allen is 100% employee-owned, with offices in Camden, Belfast, Rockland, Southwest Harbor and Waterville, Maine.

### ALPINE PRINTING & PACKAGING BOOTH #45

Independent sustainable packaging solutions for breweries and beverage producers in the north east

### AMHERST LABEL ® BOOTH #7

Amherst Label continues to grow as a family-owned and operated label printer based in New Hampshire, with family as our foundation. We're proud to say we print our labels with the power of sunshine, thanks to our array of 307 solar panels

#### BEERFESTS.COM + BEERTRAIL.COM ⊗ BOOTH #41

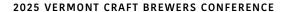
Breweries and beer fests don't succeed on great beer alone—it's about getting new faces and engaged customers through the door. With over a decade of proven results and trusted partnerships, our turnkey, hands-on ticketing and marketing services help you sell more experiences, increase foot traffic, and turn more beer-loving people into lifelong fans. Hop On the Trail®.

### BOOTH #5

Better Business Bureau is a nonprofit public service organization which, for over 100 years, has helped people make smarter decisions and has evolved to meet fast changing marketplace needs. With a mission to be a leader in advancing marketplace trust, BBB encourages and supports best practices by engaging with and educating consumers and businesses.

### BREWERY BRANDING ® BOOTH #33

Founded in 2009 and located in Portland, Brewery Branding Co. is an industry leader in design, manufacturing and fulfillment of retail and promotional brewery merchandise. As a single source for all things merch, we are your go to for the latest in apparel, headwear and general logo'd products. We strive to help our brewery and beverage friends thrive by crafting remarkable custom goods that are profitable instead of painful.





#### BREWERY PAK INSURANCE BOOTH #21

Brewery Pak Insurance Programs is a leader in the craft beer insurance market. With over 1,000 active policies Brewery Pak is one of the largest craft brewery insurers in the country. For over two decades Brewery Pak has grown and taken pride in insuring new business ventures all the way up to some of the largest breweries in the country. Brewery Pak sports a 93% retention rate, comprehensive and competitive coverage solutions as well as some of the most cutting edge and effective risk management tools in the industry. Brewery Pak is proud to work locally with any brewery owner's preferred broker of choice to offer complete craft insurance solutions.

### BRIESS ♦ BOOTH #34

Since 1876, we've been supplying the brewing community with the highest quality malts in the industry.

### CAN-ONE USA ® BOOTH #2

CAN-ONE USA is a high-efficiency aluminum can manufacturing facility located in Nashua, NH. We specialize in producing high-quality, sustainable aluminum cans for beverage companies, with a focus on supporting New England's vibrant craft beer industry and other beverage markets.

## CHAMPLAIN VALLEY HOPS & SANNERUD HOP CONSULTING & BOOTH #28

Champlain Valley Hops is the largest hop farm in New England. We grow and process premium hops for craft brewers nationwide. 99% of US hops are grown in the Pacific Northwest where there is an established culture around hop farming and fresh hopped beers. CVH is passionate about local agriculture and is proud to give brewers and beer lovers out East greater access to local ingredients with unique flavors that represent Vermont. Craft beer deserves craft hops!

Brewing Is Agriculture. A simple statement that's tremendously powerful. Sannerud Hop Consulting helps brewers re-connect to their ingredients to make better beer.

#### CINTAS BOOTH #35

Facility services, restroom cleaning services, and fire protection products and services

# CONSOLIDATED COMMUNICATIONS/ FIDIUM BOOTH #47

With a network spanning more than 67,000 fiber route miles in 20+ states, Consolidated is a top 10 U.S. fiber provider, turning technology into solutions that are backed by exceptional customer support.

### COUNTRY MALT GROUP ® BOOTH #9

One stop shop for all your brewing needs.

#### 2025 VERMONT CRAFT BREWERS CONFERENCE



# CRAWFORD BREWING & DISTILLING EQUIPMENT BOOTH #23

Turnkey equipment and installation for craft brewing and distilling. 100% American made.

#### CROSBY HOPS BOOTH #17

Crosby Hops is a family-owned company with 125 years of hop farming experience, vertically integrated from field to final product for quality and sustainability.

### **EFFICIENCYVT** ♦ BOOTH #18

Efficiency Vermont is helping our state transition to a more affordable and cleaner future. We work with partners throughout Vermont to save customers money, strengthen our state's economy, and lower carbon emissions.

### FERMENTIS BOOTH #30

Fermentis is a business unit of the Lesaffre Group. We develop, manufacture and market fermentation and characterization solutions for the beverage industry, based primarily on yeast and bacteria. Our products and solutions are designed according to the clearly identified requirements of our customers. We rely on a pool of talented industry experts, a cutting-edge R&D program, industrial expertise in line with the highest global quality standards and a robust, coherent marketing and communications strategy. At Fermentis we aim to work as closely as possible with our customers in all segments of the fermented beverage industry, regardless of size and location. Our range includes products and services for all applications,

from safeguarding production to enhancing sensory characteristics. Our Vision? To become the obvious choice for the fermented beverage industry, helping brewers, winemakers, distillers, and other manufacturers to express their innovation and creativity.

### FOLEY SERVICES BOOTH #26

Vermont's leading provider of uniform, linen and mat rental programs.

### GREEN MOUNTAIN POWER BOOTH #19

Vermont's largest Distribution Electric utility

### GREEN UP VERMONT ⊗ BOOTH #14

Green Up's mission is to promote the stewardship of our state's natural landscape and waterways and the livability of our communities by involving people in Green Up Day and raising public awareness about the benefits of a litter-free environment.

#### HOP & STUFF BOOTH #37

Hop & Stuff is led by a small team of beer lovers, and we are proud to support independent craft breweries and beverage Cie's across the United States. At Hop & Stuff we're dedicated to providing you with the highest quality brewing products backed by outstanding customer service. Our team has the industry experience to answer your questions and deliver expert advice from pilot to production. Whether you're fermenting one barrel or one hundred barrels, you'll get the personalized attention and support you deserve.



# HOSPITALITY INSURANCE GROUP BOOTH #1

Hospitality Insurance Group specializes in providing insurance to the hospitality industry. Our coverage offerings include liquor liability, general liability, commercial property, excess liability and businessowners insurance.

VBA members get receive a 15% discount on their liquor liability insurance.

### INTOUCH LABELS ® BOOTH #15

As part of the Avery Products family, InTouch Labels is your top choice for quality custom label printing. We specialize in short-run printing and offer a swift 3-day turnaround, volume pricing, and no rush fees or minimum orders. Our skilled design team ensures seamless design-to-delivery for beverage labels, cannabis labels, food labels, nutraceutical labels, and more. As committed partners, we provide personalized service and are dedicated to quality printing on quality materials, on-time delivery, and outstanding customer service. Experience the InTouch promise; get a quote today!

### **LALLEMAND ⊗** BOOTH #10

Lallemand Brewing is a industry leader in the manufacturing of yeast, bacteria, nutrients, and process aids.

### MAPLE LANDMARK � BOOTH #39

Offering Vermont made wooden tap handles. From simple single taps to complex designs for distribution we can meet your needs. Full wood shop, finish room and graphics departments.

We're here to help you save money and energy at your brewery.

Get in touch to schedule a free energy consultation!

Efficiency
Vermont

(888) 921-5990
info@efficiencyvermont.com



#### 2025 VERMONT CRAFT BREWERS CONFERENCE



### OMEGA YEAST ♦ BOOTH #22

Omega Yeast produces fresh, high quality and pitch-ready liquid yeast for Probrewers and Homebrewers.

### PRAIRIE MALT ® BOOTH #16

At Prairie Malt, we are dedicated to crafting premium malt products that embody the rich agricultural heritage of Canadian Barely. Founded with a passion for quality and innovation, our company stands as a leader in the malt industry, serving brewers, distillers, and beyond. Our state-of-the-art facilities, combined with the expertise of our team, allow us to produce a wide range of malted grains tailored to meet the specific needs of our diverse clientele. From barley and wheat malts to custom blends, we take pride in providing consistent, high-quality products that enhance the flavors and characteristics of the beverages our customers create. We believe in sustainability, investing in environmentally-friendly practices and supporting local farmers who help us bring the best malted grains to the world. With a focus on innovation, quality, and integrity, Prairie Malt is committed to shaping the future of the malt industry, one batch at a time.

#### PROSPERO BOOTH #36

Since 1972, Prospero Equipment Corporation has been a family owned and operated business providing high quality equipment and services to the beverage industry. As a leader in the industry, we strive to keep up with technology in a changing market and offer the best available solutions. We treat clients as friends and family and will continue to give our expertise and services to them for generations to come.

### RAHRBSG ® BOOTH #27

RahrBSG delivers the finest brewing ingredients and packaging supplies at competitive prices, all backed by outstanding customer service and over 175 years of expertise in the global food and beverage industries. With distribution centers strategically located across North America and an FSSC 22000-certified hop processing facility in the Pacific Northwest, RahrBSG is within easy reach of most breweries. Headquartered in Shakopee, Minnesota, where Rahr Malting Co. operates one of the largest single-site malting facilities in the world, RahrBSG is a wholly owned subsidiary of Rahr Corporation.

#### ROSS EXPRESS BOOTH #46

Freight carrier with over 78 years experience specializing in overnight delivery throughout New England and second-day service in the Mid-Atlantic states. Recognized in 2025 with the Quest for Quality Award for its industry-leading performance in key areas like, on-time performance, value, reliability, and customer service.

#### SENNOS BOOTH #3

"Sennos": The Future of Fermentation Technology

Sennos transforms the way breweries monitor, control, and scale fermentation. Sennos provides the clarity and control today's brewers need to consistently deliver high-quality beer, reduce waste, and maximize efficiency and profits.

The Sennossystem is an integrated platform that unites the SennosM3 precision in-tank sensor SennosIQ advanced Al-driven predictive





analytics and Sennoslink as an intuitive interface into one powerful solution. Together these three technologies deliver unprecedented visibility into brewing operations.

### SMALL BATCH STANDARD ⊗ BOOTH #31

Financial Agency for Craft

#### SPOTON POS BOOTH #24

Technology that works the way you work

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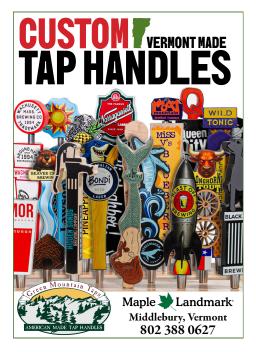
Stone-Leigh Brew Cleaner is a New England Based and Family-Owned manufacturer of the highest quality brewery cleaners

# THE DEPARTMENT OF LIQUOR & LOTTERY BOOTH #20

The Vermont Department of Liquor and Lottery (DLL) creates and maintains a regulatory framework of licensing, compliance, enforcement, and education through partnerships for the responsible sale and consumption of alcohol, tobacco, and gaming products.

### THE RICHARDS GROUP ♦ BOOTH #32

The Richards Group has provided local Insurance, Employee Benefits, and Retirement Plan solutions to local families and businesses for Decades. The firm has over 160 employees and 12 locations in Vermont and New Hampshire and has expanded its services to include Safety, Wellness, and consulting.







#### TOAST BOOTH #48

Toast [NYSE: TOST] is a cloud-based, all-in-one digital technology platform purpose-built for the entire restaurant community. Toast provides a comprehensive platform of software as a service (SaaS) products and financial technology solutions that give restaurants everything they need to run their business across point of sale, payments, operations, digital ordering and delivery, marketing and loyalty, and team management. We serve as the restaurant operating system, connecting front of house and back of house operations across service models including dine-in, takeout, delivery, catering, and retail. Toast helps restaurants streamline operations, increase revenue, and deliver amazing guest experiences. For more information, visit www.toasttab.com.

#### TRICORBRAUN CANADA BOOTH #29

TricorBraun is North America's largest packaging distributor - we focus on solutions that empower our customers to grow their business, the way they want to.

#### VERMONT GAS SUPPLY BOOTH #4

Our Commercial Energy Services team can help analyze your business's operations and energy usage to identify opportunities to reduce your energy costs for space heating, hot water systems, process equipment, and building envelope. In addition, VGS provides rebates for installing energy-efficient equipment.

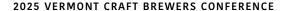
# VERMONT SHORT TERM RENTAL ALLIANCE BOOTH #13

The Vermont Short Term Rental Alliance (VTSTRA) is a nonpartisan, nonprofit association for the vacation rental community of Vermont. At VTSTRA, members and allied business partners work together to create safe and memorable experiences for visitors.

### VICTORY PACKAGING ® BOOTH #8

"Victory Packaging is a leading provider of packaging solutions, specializing in a wide range of products and services designed to meet the diverse needs of various industries. With a commitment to quality and innovation, the company offers custom and stock packaging solutions. For the beverage industry, Victory provides stock and custom product. Stock product includes brite cans, can ends, paktechs/polypros and many other shipping supplies. For custom products, any printed packaging material, printed cans, specialty can ends and other customer specific items Victory can easily assist with.

Another focus area that Victory helps with is automation. We have a full scale end of line automation packaging division to help growing businesses gain efficiencies. We can either sell the equipment to customers buying packaging from us; or we can offer financing agreements through packaging consumables so customers aren't paying a large up front capital expense.





Founded with a focus on customer satisfaction Victory Packaging emphasizes sustainable practices offering eco-friendly options that reduce environmental impact. Their extensive distribution network and personalized service ensure that clients receive timely and efficient support making Victory Packaging a trusted partner for businesses looking to optimize their packaging processes.

Whether serving small businesses or large corporations Victory Packaging combines industry expertise with cutting-edge technology to deliver reliable and cost-effective solutions that drive success in the marketplace

### VMEC & BOOTH #12

We partner with your business to understand your unique goals, and then determine a customized approach. This includes the application of proven tools and learning opportunities as well as support from our team and network of experts. Our approach includes follow up to ensure your results are powerful and lasting. We are here to help you with everything from the systems and tools that support your operations to the people and talent that power your results.





One Trusted Partner for all your logistics

For our customers in the beverage industry, we offer the pickup and storage of cans, raw materials and finished goods at our Massachusetts Alcohol Beverage Commission permitted public warehouse, as well as the delivery to the distributors and wholesalers throughout New England, NJ and PA region.

Contact us for a custom quote today.
Radford Trans
tgalli@radford1.com



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Weston & Sampson is a 100% employee-owned engineering and environmental consulting firm with over 125 years of experience helping communities solve their most complex infrastructure and environmental challenges. We have specialized experience in helping breweries navigate the complicated landscape of industrial wastewater compliance including permitting and the design of pretreatment systems, ensuring that they can thrive sustainably while protecting their community's water resources. Our multidisciplinary team also provides expertise in site design, water, stormwater, environmental remediation, energy, and resiliency planning. As employee-owners, we are deeply invested in creating long-term solutions that strengthen the places where we live and work.

### WHITE LABS � BOOTH #38

White Labs is committed to furthering the art of fermentation across the globe, operating yeast production facilities in San Diego, California; Asheville, North Carolina and Copenhagen, Denmark and a distribution warehouse in Hong Kong.

### ZEE LOEFFLER � BOOTH #11

Zee Company, founded in the United States in 1968, continues to specialize in providing food, beverage and water treatment chemistries. Loeffler, founded in Germany in 1931, has specialized in servicing only breweries in the United States for more than two decades. In 2019, these family-owned companies joined forces to continue the legacies of excellence and innovation together as Zee Loeffler. Zee Loeffler proudly partners with the brewing industry's best. Whether your brewery production is 1,000 or 2,000,000 barrels, Zee Loeffler promises to deliver quality products, unparalleled service, and professional expertise. Zee Loeffler is at its best when you are at your best. It is our mission—"To reach our full potential by helping others reach theirs: to renew—and raise the bar." Zee Loeffler is here to listen to your needs and help you make better beer.

### **ZUMBIEL ®** BOOTH #40

Zumbiel offers high-quality paperboard packaging for your canned beverages. Whether you need 4-packs, 24-packs, or anything in between, we provide competitive pricing, low MOQs, and fast turnaround—giving your brand the flexibility and efficiency to reach the market quickly. Established in 1843, family-owned and operated.





### **CONFERENCE SURVEY**



### Thank you for attending our annual Vermont Craft Brewers Conference!

Please scan ther QR code and fill out our survey to help us improve for next year, thank you!



#### 2025 VERMONT CRAFT BREWERS CONFERENCE

CONFERENCE NOTES



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CONFERENCE NOTES

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