

Board of Directors Meeting Minutes

Date: 1/28/2025

Start Time: 12:25

End Time:

Attendance: Emma Arian - VBA, Kara Pawlusia, Morgan Capron, Nina Hurley, Terry Thompson, John Boyle, Joe Lemnah (via Google Teams), Bob Grim

Absent: Hannah Goldman - VBA

Meeting Called to order at 12:25pm.

12:25: Incoming Board Overview, Officer Position & Terms Discussion, Committees

- Kara opened the meeting discussing our use of Roberts Rules of Order
- Board members signed the handbook, noting the following changes to the handbook:
 - Remove Sean Pagano, Heather Kraemer, and Geoff Sewake, and add Morgan Capron and John Boyle
 - Change last line to read “2025 committee list will be update January 2025..”
- Board members signed the conflict of interest statements for 2025
- Election of Officers
 - Kara Pawlusia- President
 - Bob Grim- Vice President
 - Nina Hurley- Treasurer
 - Morgan Capron- Secretary
 - Note: Nina Hurley served as secretary of this meeting
- Terry made a motion to approve the minutes from the 10/28 meeting, Nina seconded, all approved.
- Emma provided an overview of the governance basics and fiduciary responsibilities for board members to review on their own time.
- Buddy System Discussion
 - Existing board members have the same brewery buddies, the breweries assigned to outgoing board members have been reassigned.
 - Purpose: help Emma with brewery engagement
 - Discussed status of Kickback, Green Empire and acknowledged that both are likely closed
- Review Committees and Responsibilities
 - Kara went over the existing committee structure. Typically one board member on each committee. Committees are made up of both board and non-board members.
 - Terry provided an update of Tech & Ed Committee

- Last year, one tech & ed day, planning for two this year
- Tech & Ed day will be structured with the same tracks as the conference
- Tech & Ed days will be at breweries outside of Chittenden county
- Conference was successful, and will be at the same place/timing as last year
 - Try to find a keynote speaker early, to announce at VBF
- 30th Anniversary Recipes— one single beer or a couple different beers for a “30th Anniversary Tour”
- Consider adding “VT Saves” educational session
- Sustainability Committee Update from Bob
 - Productive meetings
 - Emphasis on label liner recycling
 - Plan a dual meeting with Tech & Ed Committee
- DEI Committee Update from Nina
 - Nina will re-invigorate committee
 - Work with Tech & Ed Day to work this into Tech & Ed training days
- Kara reviewed proposed upcoming meeting dates and they were approved by the board

1:22: VBA Events Debrief

- Festival
 - Sponsorships are coming in
 - \$31K for sponsors so far, which exceeds last years' total
 - Wasted* is coming in as in-kind again
 - Vermont Tent is giving us in kind, which is their first sponsorship since pre-covid
 - Dates are confirmed but not yet signed.
 - Discussion: we're worked with Brothers Malloy (BME) (our operations team, help with sponsorships). Contracts are increasing for 2026-2027 will be \$5K more. Does this increase appear reasonable?
 - They've brought in \$17K in sponsorships so far this year, \$10K last year.
 - Increase his budgeted sponsorship to \$40K
 - Nina made a motion to approve the BME contract for 2026-2027, with a \$5K increase in the contract and a \$40K sponsorship budget.
 - Photo contest for attendees? Use hashtag/be entered into a raffle
- Conference
 - Overall good feedback, except for a couple of vendors/exhibitors
 - Keep pricing the same for vendors
 - Received the Double Tree Contract this morning, Emma negotiated a \$2K credit. Working with DoubleTree to improve the beer credits (we paid \$7K for \$2K worth of beer, therefore \$5K in fees). Emma working with the hotel & DLL to change language.

- Emma confirmed that the Conference is a different weekend than Montreal & Massachusetts conferences. Consider a “new england” fee to encourage breweries in our region
 - Don’t think we’re going to work with Delany this year. Received a proposal for Craft Beer Professionals. The Board discussed our options surrounding event management.
 - Asking for Board help to get vendors for the event (45 booths total, we had 48 booths in 2024).
 - Start earlier on Monday, open at 2pm, keynote speaker, one session, and then an after party (sponsored or unofficial?). Day 2, start with 3 session, then lunch. Keynote in the exhibitor hall
 - Consider some kind of incentive for people to talk to vendors
 - Consider diversity of speakers, a women in brewing meet up, break out booths (could be additional sponsorships to open)
- Annual Meeting debrief
 - Overall, how did tiedhouse discussions go down?
 - What’s the goal of these conversations? Understood that we had scenarios to discuss, but where do we want to go?
 - Per Nina’s group, the most favorable scenario was the ability to self-distribute without having to create a distribution business, up to a certain volume. For bigger breweries, they already had a distribution team/sales team.
 - Per Terry, the group did not feel like there was a common goal. We would need to edit the statute and then discuss with members.
 - No conclusion so far, will evaluate more at board retreat. Not at a place to take action, but the annual meeting was a good opportunity to evaluate the opinions of our members.
- Mapped out events for 2025.
 - Freezy Cheeks races (3 total)
 - Meet ups— beer casual, no agenda.
 - Greg Noonan Day— is there a way we can have it declared “Greg Noonan Day?”
 - 3 regional ones (Northern, Central/Southern, Stowe/Waterbury)
 - Tabling at the State 3/28
 - Newport Beer Festival 4/19. Need a few more breweries
 - Greenup Day, 5/3. A few breweries will do GreenUp Day After Parties
 - Festival— do a ticketed event for 30th Anniversary beers
 - Champlain Valley Hop Tour- consider opening it to the public
 - VBA baseball/or Soccer Event
- Craft Brewers Conference
- Annual Meeting

- Holiday party– split it up from the annual meeting
- Tech & Ed day (potential for 2nd tech & Ed day)

2:30-3:00: Financial Updates

- Nina went over the 2024 actual year end results. Ended at \$1.7K in net income, just short of the budget. A boost in income came from the tax credits
- VBF budgeted to around \$130K in income.
- VBC budgeted to about \$45K in income. \$34K was raised in 2023, we should see savings in the event management contracts.
- New budget items-
 - 30th Anniversary Beer
 - Tap Takeover
 - Proceeds of beer sold at brewery goes to VBA
- Minutes about bonuses

3:00-3:05: GAC Updates

- Rep Boyden put in new bill (H51) that is similar to situation 1 in the tied house discussion, breweries can self-distribute up to 5K gallons independently. Was brought to GAC's attention on Friday. The board should have an opinion, the opinions on GAC was split. Wine already has this option. The rules are currently written for anybody, it can't be limited to just Vermont breweries. Jessica is going to get a better understanding of the bill and will bring it to the GAC committee on Friday.
- The GAC will make a recommendation to the Board of Directors.

3:05-3:15: Membership Updates

- Updates on potential member breweries
- Membership dues updates for outstanding 2024
- Voting on New Members– Nina made a motion to approve, Terry seconded, all favored the vote to approve the new members:
 - American Flatbread
 - Twisted Horn

3:15: Bylaw Changes, Membership Tier Discussion, Retreat Projects

- Membership Tier Discussion
 - Terry sent out an email to Board regarding inviting other membership tiers. Consider including cider, potentially wine and distilling.
 - Numbers at the festival have been down. Consider offering different options at the festival
 - Great American Beer Festival allows cider and seltzer
 - How does the general membership feel about this?
 - Pros: new revenue, innovation & collaboration, increased consumer appeal and outreach, increased educational opportunities, advocacy strength

- Consider non-voting membership, no lobbying, and allow one non-voting industry board member
- Cons: dilution of beer-focus, overlap of existing organizations, current members may become disinterested.
 - Cider association is not active, wine association is only active for legislative.
- Emma did research and notes other associations allow other membership tiers that are non-voting, non-lobbying
- 47 distilleries, estimate between 15-20 cideries.
- Emma to send out survey to members to get how they feel about membership tiers
- Emma to do research & talk to other executive directors who have implemented these changes
- Discuss further at Board Retreat
- Surgeon General Warning—Nina made a motion to approve the BA guidelines, John made a second, everyone approved
- D9/THC Beverages
 - Members may feel like it's competition, taking up shelf space
 - May be a great way for current brewers to diversify income stream
 - What is the board's stance, will we support brewers who choose to diversify to D9 beverages?
 - Can they serve D9 beverages at VBF?
 - Signs of impairment under THC
 - VT Law is each can needs to be under 1.5mg
 - Board plans to continue discussions and will address issues and questions as they arise.

Retreat

- Survey data, Emma to send out next week
- Membership tier review
- Review and update employee handbook
- Consider modifying bylaws prior to annual meeting

Bob made a motion to adjourn, Nina seconded. Meeting ended at 3:56

Feb 10, 2025 | 🗓 VBA Board Meeting - H.51

Invited Attendees: Cameron Martin Emma Arian John Boyle Jesse Cronin Joe Lemnah Kara Pawlusiak Matt Wilson Morgan Capron Nina Hurley Jessica Oski Bob Grim Terry Thompson

Present: Terry, Morgan, John, Joe, Nina, Kara, Jesse, Cameron, Matt, Emma

H.51 -

1. Authorize the holder of a fourth-class license to sell the products of not more than eight additional manufacturers or rectifiers. Current law allows the sale of products of not more than 5 additional manufacturers.
2. Authorize a manufacturer of malt beverages that operates a brewery in Vermont or anywhere in the United States to apply for a retail shipping license to sell up to 5,000 gallons of malt beverages (about 161 barrels) per year directly to 1st or 2nd class licensees (bar/restaurant or retail outlet) and deliver the beverages by mail, the manufacturer's own vehicle, or the vehicle of an employee of a manufacturer, provided that the beverages are sold on invoice, and no more than 100 gallons per month (about 20logs) are sold to any single 1st or 2nd class licensee. Current law applies this provision to wine manufacturers only. This provision is an effort to equalize the laws between wine & beer manufacturers.

GAC Recommendation

The committee was unanimously in favor of part 1. For part 2 the committee unanimously recommends that they don't want to see equity with wine enacted, as an alternative they want to see a tiered wholesaler's license with smaller tires and smaller fees than the existing wholesaler license. The committee agrees that this alternative will limit out-of-state breweries from distributing in VT and allow smaller VT breweries the opportunity to self distribute as they will no longer be paying the same amount as large wholesalers.

Nina -

- How would a tiered system prevent outside regional breweries?
 - Terry: Now it's an extra step - a new company would have to be registered in the state of VT.

Nina: What about distributors?

- Terry: Farrell brought this new tiered distribution idea forward to Chris Kesler - they won't support it or oppose it. Too small in the bucket for them to really care. Saying that you never know what's gonna happen when it goes forward, you know, sometimes they could pull their word back. The states still gonna get money no matter what, so I don't think it's the state's gonna care.

Jessica:

- States like Maine have tiered distribution
- Section 2 of H.51 is weird because WE didn't ask for it, doubts they would enact this section over our objections. The genesis is still a little bit unknown. We've heard a

couple different stories about where it came from, but it did not come from us. I feel like the worst that can happen is that we get nothing. I doubt that they would enact this section over our objections and that, it could be that this begins the conversation about a tier distributor's license and it may continue on until next year if the DLL is not quite there yet. It's like a thank you for recognizing that it's hard for small brewers, but this isn't exactly the solution we want - there's a danger with this that we are not interested in pursuing at this time

- For regional breweries that have a hard time getting their products here this would be so easy
- Action: If the board agrees as this as an alternative. Emma and Jessica meet with DLL, at the same time Jessica would look into other states with tiered leg, then Jessica drafts something, then board could say they feel good or not with it

Kara

- At our annual meeting and for previous years folks have brought up how helpful this would be for them. Just recently at the Tied House Discussion Matt at the Tropic discussed something similar that would be beneficial.
- Nina brought up the idea that we could maybe have a smaller tier that's 3 logs a month you can distribute?

Nina

- Maybe at the conference or a tech and ed day we could have session where someone lays out the steps to make it as easy to members to start their own distribution

Jesse

- H.51 as written was super helpful to Jesse for his size, leaving the argument out about beer flooding the state
 - Tiered license distribution would stop the usefulness of this proposal for him
 - Too small an amount for other distributors to look at
 - Not enough reason for Jesse to pay another \$400/year and set up another round of taxes, etc.

Matt Wilson

- In the past, if your wholesaler says they would refuse the delivery then you have the legal right to distribute yourself - we should look into this....

Nina

- Could we have one of those tiers be a small "barrel limit" - could just distribute without setting up distro - free tier? A few logs or kegs/month.
 - What would be too high of a limit?

Kara

- Where Kara is finding pause, is that we are often worrying about folks from coming in out-of-state. Are any VTers doing this out-of-state? Are these type of laws existing out of state. How many people are going out there to research to see what VTers can do? Karas concern is that it's still not helpful for the smaller people.

Matt

- It seems like we discussed that we probably have to be a separate thing that happens down the line. It wouldn't necessarily be that we could just sub in different languages. Is that correct?

Jessica

- If the DLL is on board, it's possible that we could just add different language. If they're not or they need time to think about it, then it would probably be that we go in and that we don't want this second part. They would move the bell without the second part and we would come back next year and have discussed an alternative.
- In terms of other states - hard to get a good read on. Manufacturers can direct ship to consumers, but this is not direct shipping to consumers. This is direct shipping to licensees. I don't know what the landscape is, what other states allow direct shipping from a manufacturer to a licensee. I've never seen a chart and I don't know if the BA has given us that information or has that information.

Matt

- Two or three weeks of discussion on this topic - based on the communications through the committee, some support and then that support wavered. Now, GAC is in favor of the following recommendation.

Nina -

Nina made the motion to agree with the GAC:

- The committee was unanimously in favor of part 1. For part 2 the committee unanimously recommends that they don't want to see equity with wine enacted, as an alternative they want to see a tiered wholesaler's license with smaller tires and smaller fees than the existing wholesaler license. The committee agrees that this alternative will limit out-of-state breweries from distributing in VT and allow smaller VT breweries the opportunity to self distribute as they will no longer be paying the same
- Would like to see a free distribution tier with limits, what does that look like,

In Favor:

Terry

Nina

Joe

Morgan

Against

Kara

Jesse

- 5 cases will need to go somewhere/week
- For his specific situation, that language is great. Limited distribution - no different sets of books - does NOT think folks are chucking 20 logs at FedEx to go to Mule Bar

Nina motions to adjourn

Vermont Brewers Association
March Board Retreat 3.11.2025
In-Person
Meeting Minutes

- Call to Order & Formalities
 - Kara, as President, called the meeting to order at 9:45am
 - Roll Call was done noting all board members present, representing a quorum
 - 1/28 Meeting Minutes & 2/10 Meeting Minutes were unanimously approved
- Legislative Overview
 - H.51
 - Overview of call on 2/10/25
 - Email received from a member noting that if we are concerned about out of state breweries taking advantage of the bill, could we link the legislation to the manufacturers permit/forth class license? Jessica agrees it's a good idea
 - Noted that alcohol related items are not moving in legislature this session, so take the summer to work with membership, Jessica, & DLL
 - Ask out to DLL about tiered manufacturing license and lowering cost for smaller distribution
 - H.376
 - Would increase tax on malt beverages, regardless of ABV, by 500%
 - Don't think its going anywhere this year, as the Governor has stated no tax increases across the board
 - Also a proposed an update to the warning labels on alcholic beverages, which Jessica thinks is illegal, so no energy is going towards that for now
 - Emma tabling at the State House on 3/28/25 and will have posters of economic stats and hand out non-alcoholic beer/hop water and talk to legislators.

Financial Overview

- Currently at \$23K in net income vs. \$950 budgeted
- About half of the allied partnership money has come in, need to find time to send out reminders to pay. Noted that allied partners are continuing their relationship with VBA, but dropping to a lower tier/lower fee income for VBA
- Festival sponsorship is above what was budgeted!

Break for Lunch

Vermont Brewers Festival

- Discussed breweries who have signed up and what out-of-state breweries we should reach out to based on suggestions from members
- Consider adding a survey when people buy tickets—are you coming for the event in total, or for a particular brewery/beer?

Collaboration Beer Updates + Tech & Ed Day

- Label Design
 - Board Members reviewed the sample label design

- o Potential for members to use different colorways to differentiate their collabs from others
- Ingredient Donations
 - o Hop rub with hop sensory with HopSteiner, with and ale blend and lager blend.
 - o Country Malt discounting base grain
- Participation
 - o Tap takovers of collab beers at local bars the week of the festival
 - o Farrell has agreed to help with distro
 - o Members who participate benefit from reduced ingredient cost and help from distro, donate some of the proceeds back to the VBA. Fundraising goal is \$10K
- Tech & Ed Day Overview
 - o Hop sensory, presentation by Country Malt
 - o Presentation by Mike Pieciak re: tariffs

New Business

- VBA Job Search
 - o Three candidates that stood out from over 70 applications. Emma conducted 15 interviews and Nina did second interviews with 5 applicants.
 - o The board discussed pros & cons of all and discussed what was most important to the board, the mission, and the strategic direction of the VBA
 - o Emma & the board agreed on a plan of action and an offer letter was sent following the meeting
 - o Noted that there should be an executive director success plan
- Discussed possibilities of moving out of current office space, as VT Fresh Network may end their lease
 - o BBCO has space if needed for rent
- Craft Coast Canning Contract
 - o VBA could lock in a contract with them and get a 2% kickback, locked in pricing until June, which could be beneficial if tariffs go into effect
 - o Emma to send out more info to the membership
 - o Pricing may not be beneficial for all members, based on size of current contracts
 - o Unclear of deadline needed to make the contract happen
- Vermont Police Association
 - o Chris Hoar of the Vermont Police Association reached out to Emma & Nina re: a possible collab with the VBA to support mindful drinking/designated drivers, etc.
 - o Concern from the board that there is currently a strong anti-alcohol trend and its challenging to support that right now
 - o Need to talk to Chris about what a meaningful partnership means

Break for Lunch, 1:20pm

12:30-4:00: Strategic Planning

- Review Membership Survey Data
- Updates on 2024-2027 Strategic Plan
- Membership Tier & Bylaw Discussion
- Employee Handbook Subcommittee



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

Annual Meeting Agenda

December 9th, 2025 | Burlington Beer Company | 3:00 pm-5:00 pm

- 3:00 Presidential Welcome, Kara Pawlusiaik
- 3:10 Lobbyist Debrief and Updates, Jessica Oski
- 3:20 VBA 2025 Highlights and Updates, Emma Arian
- 3:40 Financial Overview, Nina Hurley
- 3:50 Candidates for Board of Directors Introductions & Voting
- 3:55 Prairie Malt Presentation
- 4:10 State of the Industry Discussions
- 4:45 Announcement of Voting Results & Committee Recruitment
- 5:00 VBA Holiday Party (+1s allowed and encouraged!)

Thank you to our sponsor!

PRAIRIE MALT
FINEST BARLEY MALT



UPDATE WEBSITE
BREWERY INFORMATION



ADD EMPLOYEE EMAILS TO
MEMBERSHIP DISTRIBUTION LIST

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2026 VBA Brewery Membership Benefits

VBA 2024-2027 Strategic Plan

Allied Partnership Update

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 2025/2026 Legislative Update

2025 Marketing & Events Report

 Vermont Brewers Festival

 Vermont Craft Brewers Conference

 Tech & Ed Day

 Regional Meetups

 Networking Events

 External VBA Event Participation

 Merch & Passport Program

 Email Marketing

 Future

VBA Financials - *Updated as of 12/1*

 2025 Overview Report

 2025 Festival Overview Report

 2025 Conference Detail Report

 State of the Financials

separate packet VBA Board of Director Voting

 Ballot (1 per brewery)

 Board of Director Applications



WHAT IS THE VERMONT BREWERS ASSOCIATION

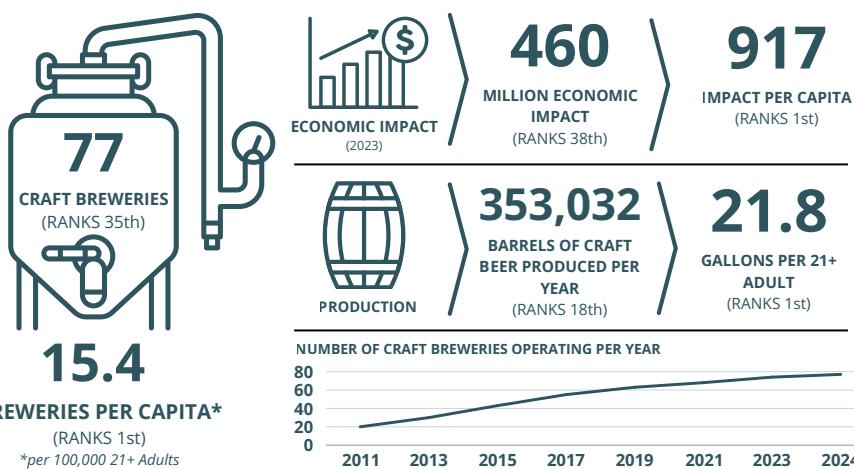
Wherever you go in Vermont, you'll find different styles, different tastes, and a common bond. And with every new taste, you'll get to know the flavor of our state a little better. From the brewers who led the way, establishing our craft, to a new generation of taprooms waiting to be discovered.

Our Mission

The Vermont Brewers Association was founded in 1995 to promote and strengthen the culture of craft brewing in Vermont through marketing, education and advocacy for Vermont made beer. The Vermont Brewer's Association is a 501(c)(6) non-profit.

2024 Production Statistics

**Note: # of craft breweries includes breweries with two locations



Our Values

- We believe in the value of education for brewers and the public
- We value clear, transparent and concise communication
- We believe in maintaining a standard of high quality
- We believe in the responsible enjoyment of great beer
- We believe in the value of representation and advocacy to promote an optimal business climate
- We value and support our consumers, members & staff
- We value the beauty of Vermont's rural landscape and a vital local economy
- We believe in an environment where each individual is treated with dignity and respect



BEER WORTH FINDING®

VERMONT BREWERS ASSOCIATION

4 Key Pillars of the Vermont Brewers Association

Community

Networking Events
Bi-Weekly Newsletter
Social Media Engagement
Allied Partnerships
Educational Resources
Member Recognition
Committees encourage member participation on industry issues
Social Responsibility Initiatives

Education

Technical & Educational Events
Communication Channels
Support Services
VT Craft Brewers Conference
Local Agriculture Opportunities
Allied Partnership Resource Allocation
Brewery Tours
Industry Expert Panels

Governance

Transparency
Regulatory Compliance
Accessibility
Lobbying
Communication with DLL
Communication with State Government Officials
Board Meetings and Annual Meeting
Committee Structures
Administrative Responsibilities

Marketing

Event and Member Marketing Initiatives
Passport Program, Ecommerce/ Merchandising
Member Engagement
Affiliate Marketing
Vermont Brewers Festival
Social Media Channels
Oversee Dynamic Website
Beer Trails & Maps

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



2026 BREWER BENEFITS

BACKGROUND

The Vermont Brewers Association is a 501(c)(6) non-profit trade organization founded in 1995 to promote and strengthen the culture of craft brewing in Vermont through marketing, education and advocacy for Vermont made beer.

MEMBER ONLY PRIVILEGES

- MembershipWorks member management account.
- Access to member only resources provided by the VBA.
- Access to VBA listserv
- Enrollment into member only communications - all staff members on your team are eligible to opt in.
- Access to network of 64 Allied Partners who can help your business thrive.
- Ability to serve on Board of Directors or Committee.
- Dedicated team working for you everyday!
- Voting privileges



EXCLUSIVE MEMBER EVENTS & PRICING

- Vermont Brewers Festival
- Brewers Gathering After Party
- Vermont Craft Brewers Conference
- Conference After-Parties
- Spring Technical & Education Day
- Annual Meeting
- Holiday Party
- Regional Meet Ups
- Greg Noonan Day
- Lake Monsters Game Outing
- Champlain Valley Hops Harvest Tour
- Champlain Valley Fair Booth
- VBA presence at your events! - let us know what you are planning and how we can help!
- Free access to VBA festival materials (YETI coolers, large games, etc) for use at your events
- 20% discount on liquor liability coverage from Hospitality Insurance Group

MARKETING BENEFITS

- Vermont Brewers Festival.
- Listing on VBA website.
- Social Media Promotion: Instagram, Facebook - tell us what you are up to or tag us!
- Participate in Passport Program
- Member Event Promotion - event calendar & bi-monthly event round-up posts.
- Member Hiring Promotion - post positions you are hiring for in your brewery on public VBA webpage.
- Monthly Newsletters from VBA, seasonal emails to 30,000 VT craft beer enthusiast email subscribers
- Co-Branded Merchandise Program
- Ability to use VBA Trademark - Beer Worth Finding ® & VBA logo in marketing materials.
- New: Paper Passports & Maps distributed throughout the VT welcome centers May-October.

ADVOCACY

- Lobbying Services - Necrason Group, provides weekly updates on alcohol related legislation during legislative session.
- Government Affairs Committee - Initiatives that require legal support are identified at the committee level and require Board approval.
- Dedicated representation at the state and federal levels to protect and promote the interest of our members.
- Beer Testing Laboratory Services - Free 45 min consultation with Bia Diagnostics.



2026 MEMBERSHIP TIERS

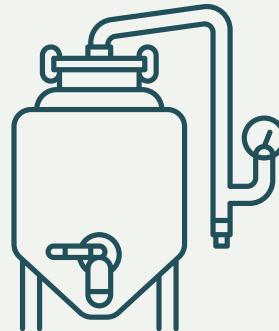
Vermont Brewers Association membership dues are calculated using your BBL production amount from the previous year. Please provide the VBA with your previous year's production size in BBLs. Membership dues are invoiced in January every year.

Brewery in Planning

\$250

0-500 BBLs

\$375



501-1,999 BBLs

\$550

2,000+ BBLs

\$700

Wherever you go in Vermont, you'll find different styles, different tastes, and a common bond. And with every new taste, you'll get to know the flavor of our state a little better. From the brewers who led the way, establishing our craft, to a new generation of taprooms waiting to be discovered.

DISCOUNT FOR MEMBERS!

**VBA members now save
money on their insurance
polices with our associate
member Hospitality
Insurance Group.**

Your membership with VBA earns you a **15% discount** on a liquor liability policy. You can earn an additional **3-5% discount** on your liquor liability insurance by participating in one of their risk management programs.

**Saving is
easy.**

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**VERMONT BREWERS
ASSOCIATION**



Three-Year Strategic Plan

July 1, 2024- June 30, 2027

Community	Education	Governance	Marketing
Networking Events	Technical & Educational Events	Transparency	Event and Member Marketing Initiatives
Bi-Weekly Newsletter	Communication Channels	Regulatory Compliance	Passport Program, Ecommerce/ Merchandising
Social Media Engagement	Support Services	Accessibility	Member Engagement
Allied Partnerships	VT Craft Brewers Conference	Lobbying	Affiliate Marketing
Educational Resources	Local Agriculture Opportunities	Communication with DLL	Vermont Brewers Festival
Member Recognition	Allied Partnership Resource Allocation	Communication with State Government Officials	Social Media Channels
Committees encourage member participation on industry issues	Brewery Tours	Board Meetings and Annual Meeting	Oversee Dynamic Website
Social Responsibility Initiatives	Industry Expert Panels	Committee Structures	Beer Trails & Maps
		Administrative Responsibilities	

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

Drafted: March 12, 2024- June 6, 2024

Approved: June 18, 2024

Updated: November 6, 2025

I. COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
Transparent Communication <i>July 2024-forward</i>	<ul style="list-style-type: none"> Between VBA & Members 	Exec Committee, ED & Committee Chairs	<ul style="list-style-type: none"> Bi-Monthly newsletters sent by Emma (started 04/07/2023) Quarterly Updates on Strategic Plan Progress (included in newsletters) Board meeting minutes added to resource page & sent to membership (included in newsletters) GAC meeting 9/23/2024, meeting minutes added to resource page & sent to membership (10/30/2024, weekly starting 1/13/2025) Events & Marketing, Tech & Ed, GAC meeting invites emailed to membership (1/31/2025) VBA Legislative Agenda for 2026 session sent to VBA members for feedback (10/27/2025). Actively securing testimony from membership.
	<ul style="list-style-type: none"> Member to Member 	VBA Members & Staff	<ul style="list-style-type: none"> New website with improved job boards, event board, sales boards, contact information (launched 03/12/2024) 10/1: 25% of breweries have updated their contact information and posted events or jobs, 14 members have added/updated contacts 2/3: update info - 18% (this number is lower because we have less breweries now in membership than we did on 10/1)

			<ul style="list-style-type: none"> o events/job posts - 16 o added/updated contacts - 21
	<ul style="list-style-type: none"> ● Bulk Buying Initiative 	VBA Staff	<ul style="list-style-type: none"> ● Bulk buying has been a hot topic for years, but due to laws surrounding anti-trust, bulk buying is not possible ● This was communicated to the membership via email on 05/13/2024

GOAL	STRATEGY	Responsible Party	PROGRESS
Planning & Networking	<ul style="list-style-type: none"> ● Outside of Chittenden County 	VBA Staff & Board	<ul style="list-style-type: none"> ● Regional Brewery meet-ups, Spring 2024 ● Planning for additional regional meet-ups in 2025. <ul style="list-style-type: none"> o 2/3: 4, 30th birthday VBA networking events are in planning for spring of 2025 throughout the state. ● Annual Meeting & Holiday Party outside of Chittenden County 2024 (12/16/2024)
Events	<p>2024-2025</p> <ul style="list-style-type: none"> ● 4 Networking events ● 2 Education events ● Fundraiser Event ● Membership Event 	VBA Staff & Committees	<ul style="list-style-type: none"> ● Networking- <ul style="list-style-type: none"> o 2024: Holiday party (von Trapp, 12/16/2024), Baseball (07/30/2024), VBF After-Party (Foam, 07/19/2024), VTCBC After-Party (Switchback, 11/12/2024) ● Education-

			<ul style="list-style-type: none"> o 2024: tech & ed day: (05/19/2024, 14th Star, conference: (11/11/2024 - 11/12/2024) ● Fundraiser- <ul style="list-style-type: none"> o 2024: festival (7/18/2024-7/19/2024), glassware sales (orders due 10/4/2024) ● Membership- <ul style="list-style-type: none"> o 2024: Annual Meeting & Holiday Party (von Trapp, 12/16/2024)
	<p>2025-2026</p> <ul style="list-style-type: none"> ● Same networking, membership & fundraising as year 1 ● Additional education event 	VBA Staff & Committees	<ul style="list-style-type: none"> ● Networking- <ul style="list-style-type: none"> o 2025: Greg Noonan Day (3/4), Pre-VBF Party (7/17), VBF After-Party (7/18), Baseball Game (8/8), VTCBC After-Party's (11/17 & 11/18) ● Education- <ul style="list-style-type: none"> o 2025: tech & Ed Day (4/8), conference (11/17-11/18), de-escalation training 12/1 ● Fundraiser- <ul style="list-style-type: none"> o 2025: Newport Beer Festival (4/19), VBF (7/18-7/19), 30th collaboration beer (on-going), Siptemberfest (9/20), Idletyme Oktoberfest (9/26) ● Membership- <ul style="list-style-type: none"> o 2025: VBA at the Fair (8/21-31), Annual Meeting & Holiday Party (BBCO, 12/9)

	<p>2026-2027</p> <ul style="list-style-type: none"> • Increase networking, education, and fundraising by one event from 2024 expectations 	VBA Staff & Committees	
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I. COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Financial Support Opportunity to provide support, microloan, or investment by allied partner <i>By 2027</i></p>	<ul style="list-style-type: none"> • Matchmaker to the people with money (expansion, growth, making more money) • What is your great idea that will benefit the Vermont beer industry? • What are we doing to create more resilience in our industry? 	VBA Staff & Allied Partners	<ul style="list-style-type: none"> • 10/1: Increased Allied Partnership to 58 businesses, \$12,000 over budget goal. • Quarterly Allied Partner newsletters • Include Allied Partners in wholesale glassware pricing • 2/3: Ended 2024 with 58 Allied Partners, \$13,811 over our budget goal. Added 2 new Allied Partners in 2025 so far, and one increase in membership tier. Increased budget goal for 2026 • 9/25: Currently at 61 Allied Partners, added 10 new AP in 2025

			<ul style="list-style-type: none"> 11/6: Currently at 65 Allied Partners, added 15 new AP in 2025. Increased in-kind AP to offset costs.
Brewers Resilience Fund (BRF) Create a fund to support brewers and brewery owners during times of personal hardship (e.g., family changes, health changes, unexpected death, etc.). <i>By 2027</i>	<ul style="list-style-type: none"> Donations from Allied Partners Crowdfunding (i.e., additional dollars from ticket sales will go to BRF) Support from Members 	VBA Staff, Members, & Allied Partners	

I.COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
Increased Benefits for Brewery Staff <i>By 2027</i>	<ul style="list-style-type: none"> Explore options for Members with Allied Partners <ul style="list-style-type: none"> o Healthcare o 401K o Sustainability o HR Additional training for FOH 	VBA Staff & Allied Partners	

	<ul style="list-style-type: none"> ● Templates for HR Policies, including sexual harassment boiler-plate language ● EAP 		
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II. Education

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Tech & Ed Events Minimum of 2 tech & Ed events per year, with a goal to increase by one event per year.</p> <p><i>By 2027</i></p>	<ul style="list-style-type: none"> ● Categories to include sales, HR, Front of House, social media, Technical brewing, Diversity & Inclusion 	VBA Staff & Committees	<ul style="list-style-type: none"> ● 2024—two tech & ed events, at 14th Star (05/19/2024) and Conference (scheduled 11/11/2024 - 11/12/2024) ● 10/1: Added external events section to membership newsletter with education opportunities outside of the VBA ● 2/3: Added external events section to VBA brewer only event calendar on website ● 9/25: Adding a de-escalation FOH workshop for 12/1
Resources on Website	<ul style="list-style-type: none"> ● Sustainability, DEI, Distribution contracts/agreements/laws ● Legal bulletins and DLL updates ● Diversity training ● HR & hiring resources 	VBA Staff & Allied Partners	<ul style="list-style-type: none"> ● 10/1: VBA resources (19), Committee resources (56), VBF (9), Educational resources (33), Business resources (18), Marketing resources (1), passport resources (2)

	<ul style="list-style-type: none"> ● Contacts across industries to assist with training (hospitality, marketing, technical brewing, HR) 		
Access to National Conferences & Events	<ul style="list-style-type: none"> ● Assist with entry fees for competitions ● Scholarships/discounts for national conferences 	VBA Staff, Members & Allied Partners	<ul style="list-style-type: none"> ● Free entry & shipping for GBF 2024 ● Free entry & shipping for GBF 2025 (Lawsons and Foam participating)

III. Governance

GOAL	STRATEGY	Responsible Party	PROGRESS
Lobbying <i>2024-forward</i>	Continued relationship with lobbyist and developing expectations /goals with Governance Committee	VBA Staff, Governance committee, Lobbyist	<ul style="list-style-type: none"> ● 2024—squashed bill to increase tax rates on higher ABV beers ● 2024 - Misc. Alcohol Bill passes with increased special event permits & wholesalers added to festival permits ● 2024 - GAC meeting 9/23, Emma/Matt/Jessica meeting 8/29 ● 2025 - GAC meetings weekly starting 1/17/2025. VBA display at statehouse 3/28/2025. ● 2025 - EA attended VT Senate Democrat Golf Tournament ● 2025 - Joined VT Hemp Beverage Alliance ● 2025 - VBA proposed a bill for the 2026 legislative session, met with Wholesalers, Big Beer, DLL to discuss
Revisit Tied House & 1st /2 nd /3 rd /4 th class licensing <i>2025-2026</i>	<ul style="list-style-type: none"> ● Survey members ● Discussion at annual meeting ● Update Lobbyist with VBA position 	VBA Staff, Members, Lobbyist	<ul style="list-style-type: none"> ● 2024 - 9/24 - Board Meeting discussed Tied House conversation for 2024 Annual Meeting ● 2024 - Discussed Tied House at Annual Meeting, no conclusion made. ● 9/25 - Drafted bill language around self-distribution, have two sponsors, and are continuing conversations
Relationship with DLL	<ul style="list-style-type: none"> ● Small discussion groups in person ● Regular updates from DLL 	VBA Staff, Members & DLL officers	<ul style="list-style-type: none"> ● 2024 - Emma presented at DLL conference 05/03/2024 ● 2024 stakeholder meeting with DLL 06/27/2024

GOAL	STRATEGY	Responsible Party	PROGRESS
Lobbying <i>2024-forward</i>	Continued relationship with lobbyist and developing expectations /goals with Governance Committee	VBA Staff, Governance committee, Lobbyist	<ul style="list-style-type: none"> ● 2024—squashed bill to increase tax rates on higher ABV beers ● 2024 - Misc. Alcohol Bill passes with increased special event permits & wholesalers added to festival permits ● 2024 - GAC meeting 9/23, Emma/Matt/Jessica meeting 8/29 ● 2025 - GAC meetings weekly starting 1/17/2025. VBA display at statehouse 3/28/2025. ● 2025 - EA attended VT Senate Democrat Golf Tournament ● 2025 - Joined VT Hemp Beverage Alliance ● 2025 - VBA proposed a bill for the 2026 legislative session, met with Wholesalers, Big Beer, DLL to discuss
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			<ul style="list-style-type: none"> ● 2024 - no fines at VBF, VBA highlighted on DLL investigator's social media ● 2/3 update: DLL joined VBA Annual Meeting for a Q&A, DLL stakeholder meeting 2/3

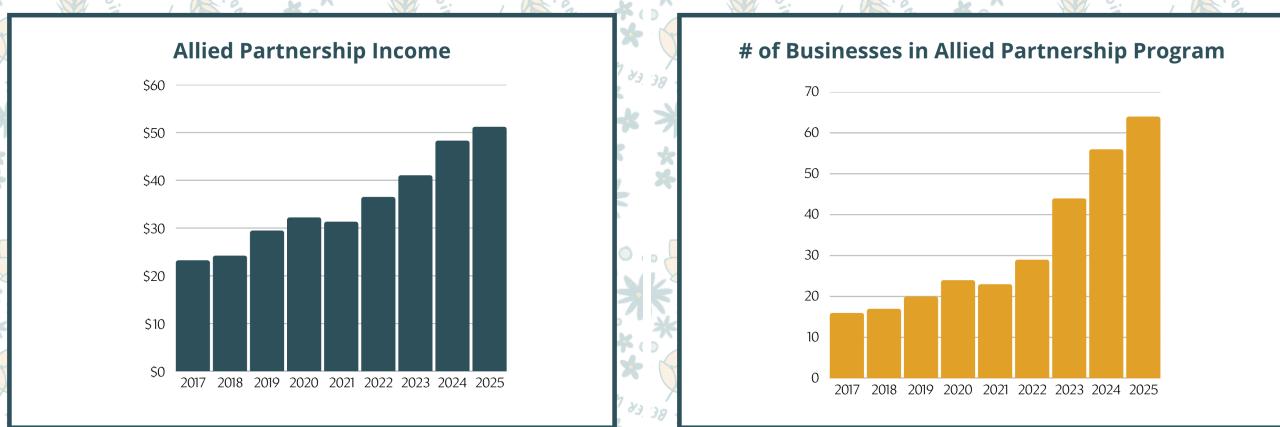
IV. Marketing

GOAL	STRATEGY	Responsible Party	PROGRESS
Event Promotion <i>2024-forward</i>	<ul style="list-style-type: none"> Events calendar on VBA website Cross promotion of brewery events on VBA social media 	VBA Staff, Members	<ul style="list-style-type: none"> Website calendar live on 04/2024. 10/1: Oktoberfest blog - 1,034 page views 10/1: 4,918 calendar page views since launch - one of our most visited pages 10/1: 233 events posted by VBA staff or members , 248 Clicks - average about 1 click per event 2/3: Jobs - 3,226 views, Brewery Events - 9,134 views
Storytelling Encourage breweries & other Vermont resources to connect with each other to collectively tell our stories <i>2024-forward</i>	<ul style="list-style-type: none"> Collaborations with other influencers to further brewing's stories (i.e. Rocket in VT/eatvermont, HelloBurlington, VDTM) 	VBA Staff, Members	<ul style="list-style-type: none"> 2024 - "so you want to work at a brewery" series (6 articles) 2024 - EdibleVT Summer 2024 article spread 2024 - applying for grant opportunity to enhance story-telling abilities & VBA member marketing

			<ul style="list-style-type: none">○ did not get grant● 2/3 update: Brewview Article, Bennington Banner Article● 9/25: \$4M+ in AVE from VBF earned media. Daily Show segment, CNN article, + 15 other publications.● 9/25: Working on a food, beer, and landscape youtube series with CVH & Two Heroes● 11/6: Will move forward with VBA paper passports & maps in SOV Welcome Centers May-October

Vermont Brewers Association 2025 Allied Partnership Program

The Vermont Brewers Association is a 501(c)(6) organization founded in 1995 to promote and strengthen the culture of craft brewing through marketing, education, and advocating for Vermont made beer. Our membership is strong with over 55 breweries that actively participate. The year 2026 will be the tenth year of offering Allied Partnership to businesses that support our industry in various ways. We offer 4 membership tiers with increased benefits at each level and the program has been extremely successful for the nearly 65 businesses that have joined since its inception in 2017. This year we welcomed 15 new Allied Partner members.



Allied Partnership Business Directory

Scan the QR for all Allied Partner contact information on the VBA website.



* indicates Allied Partners who joined in 2025

PLATINUM

Allen Insurance & Financial

Allen Insurance & Financial is one of the top insurers of craft breweries in the country insuring more than 150 accounts. Our knowledge of the brewing industry and network of local, regional and national carriers means we can build a comprehensive and competitively priced program for almost any risk.

GOLD

Amherst Label

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.

Ecolab

Brewing for success. People love beer. Specifically your beer. And you want to keep it that way. Protecting your brewery's brand starts with a sanitary brewhouse. Partner with the experts at Ecolab to deliver consistent results in every pint, growler and keg.

EfficiencyVT

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.

Great Eastern Radio

A New Hampshire and Vermont media company with corporate headquarters in West Lebanon NH, and offices in Williston VT, Keene NH, Burlington VT & Claremont NH.

Lallemand Brewing

Supported by decades of long-standing industry experience, an extensive support network, and strong technical expertise, Lallemand Brewing is positioned to help your brewery achieve its growth and quality goals. Beyond unparalleled global technical support and expertise, we offer an extensive range of products, services, and education. Whether you are a startup, a global leader in beer production, or anywhere in between, we have something for you. At Lallemand Brewing...We Brew With You™!"

Victory Packaging

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 products 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.

White Labs

White Labs, Inc. is an international company headquartered in San Diego, California that provides liquid yeast, fermentation products, services, analysis and education to professionals and enthusiasts alike. With locations around the world, White Labs continues to raise the bar in the art of fermentation, while stretching the limits of science to set new standards in purity and freshness. From the industry's first pitchable liquid yeast, to a complete revolution in the way it's propagated and packaged, the White Labs innovative spirit is tireless. For more information on White Labs and its various products and services, please visit whitelabs.com.

SILVER

***Alternative Energy Development Group LLC**

Alternative Energy Development Group (AEDG) develops, finances, owns, and operates alternative energy projects, and provides energy and sustainability advisory services to Commercial & Industrial clients.

***Brewery Branding Co.**

Founded in 2009 and located in Oregon, 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. Our complimentary value-added services such as; design, online stores, warehousing and fulfillment saves your brewery time and money, while turning out on trend and on brand merchandise.

BrewView

Why BrewView Vermont? We love the scene, and everything about it. Community, events, music, festivals, and the incredible local products being produced. Wines, Brews, Ciders, and some incredible Spirits. We are committed to promote, educate, and celebrate the craft scene in Vermont! Help us accomplish this. Send your suggestions, thoughts, ideas to brewviewvt@gmail.com

Breiss Malt

Producing natural speciality ingredients for food and beer

***Can-One USA**

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.

Carpenter's Motor Transport

Freight shipping and trucking company

Champlain Valley Hops

Champlain Valley Hops (located 30 minutes south of Burlington, Vermont) is the largest hop farm in New England. We grow and produce premium hop pellets (and wet hops during harvest!) for the nation's growing number of craft brewers. About 98% of US hops are grown in the Pacific Northwest. CVH is passionate about local agriculture and is proud to give brewers out East greater access to local ingredients with unique flavors that represent the region.

Commonwealth Financial Group

Our goal is to tailor your financial decisions precisely to your business objectives. We work closely with you to create a financial strategy that aligns seamlessly with your business, ensuring efficiency and reliability. Our educational approach empowers you with the knowledge and skills necessary to confidently manage your finances, leading to a stronger financial foundation for your business. As an Allied Partner of the VBA we care about your brewery's overall financial well-being, including you and your employees, and look forward to being an integral part of your trusted professional network.

Country Malt Group

Founded in 1996 by the Bechard family, Country Malt Group has grown to be one of the leading providers of quality ingredients and supplies to the CraftBeer Industry. Spanning the United States and Canada, CMG now has thirteen distribution centers located strategically across North America as well as key partnerships that span the world.

Downs, Rachlin, Martin

The craft brewing industry is one of the most exciting, fastest growing and visible sectors of the Vermont economy. Downs Rachlin Martin has helped many brewers, distillers, food companies and retailers protect their brands and their products, and restructure their organizations. DRM is proud to be an Allied Partner of the VBA.

FW Webb

Local industrial steam and process application vendor

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.

Grandstand

Glassware, apparel and promotional items

***Green Up Vermont**

Green Up Vermont'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 health, economic, and visual benefits of a litter free environment year-round. Green Up Vermont is proud to work with VBA and all members to promote environmental resilience for a beautiful Vermont.

Hart Print

The first company on the planet to introduce digital printing on infinitely recyclable aluminum cans. With facilities in Canada and the U.S., we put the art into the heart of your brand in all batches, big or small.

***Inner Citadel Consulting**

Inner Citadel Consulting is your partner in solving the stickiest executive leadership problems: attention and focus management, personal productivity & meeting effectiveness, managing change and uncertainty, and building highly cohesive teams that will free you to do your own work instead of giving you more work to do. Peter offers

outcomes-focused executive and leadership coaching and trainings for team effectiveness. Rooted in Burlington, working nationally.

Jamieson Insurance
Independent insurance agency

***Mash Collaboration**

Mash Collaborative, the craft bev branch of TGIM, is a micro brand design studio focusing on the saturated craft beer and beverage category, with the simple goal of helping brands stand out in a crowd through thoughtful, strategic and consistent design.

Mill 95 Hops

Mill 95 is an independent, progressive service provider to craft brewers and hop growers.

VHV
HVAC/R solutions

VMEC

Vermont Manufacturing Extension Center. 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.

Yipes Auto & Graphics
Auto and Graphics

***Zee Loeffler**

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.

BRONZE

ABE Equipment

At ABE Equipment, we pride ourselves in offering complete turnkey solutions for our customers. We don't just sell products; we sell solutions! Sure, we design and assemble brewhouses, canning lines, distillation equipment, and more—but we craft each piece of equipment with the end goal in mind, which is designing a product that will help you make money. Our turnkey brewing systems and turnkey distillery offerings allow you to hit the ground running and focus on profits, not scrambling to source equipment from various vendors.

Acadia Insurance

Six locations in six states across the Northeast, our teams are positioned locally to help you find the best solutions to your insurance needs. Our employees and agents are just as committed to your communities as you are because they live in the same neighborhoods and frequent the same businesses. Kim Farquhar, kimberly.farquhar@acadia-ins.com

***Beerfests.com® & BeerTrail.com**

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®.

BevSource

BevSource is a company led by a team with deep beverage industry experience with leading beverage brands in formulation & innovation, quality & procurement, compliance & commercialization.

Bia Diagnostics

Bia Diagnostics Laboratories offers fermented beverage testing by a TTB certified chemist. Brewers can ensure the quality and consistency of their beer, hard cider, and kombucha by testing for ABV, IBUs, color, pH, extract, calories, and gluten. Real time PCR is also used to identify potential yeast and bacteria spoilage organisms that may cause off flavors and refermentation in the package. Be confident in every fermented beverage you make through Bia's fast and easy analytical testing.

BMI

Licensing for singers, songwriters, and composers.

Boelter

Boelter is a strategic partner to the most successful breweries, distilleries, beverage distributors, wineries, and cidermakers in the country. We provide guidance and essential products to ensure that through every service and season, our partners are performing at their peak. Our key product categories include glassware, tap handles, coasters, cups, and umbrellas, but we're happy to help with any POS or promotional product needs.

CBIZ New England Food & Beverage Services Group

CBIZ's New England Food & Beverage Services Group has the perfect recipe of knowledge and service capabilities to support the food and beverage industry in complex issues. With expertise in this sector, we provide financial statement audits, tax planning and compliance, transaction advisory services, and consulting for operational improvement. We also offer cybersecurity, risk management, and technology solutions. By addressing financial, operational, and strategic needs, CBIZ helps businesses in the food and beverage service industry thrive and succeed. Our focus is on improving growth and profitability while guiding many food and beverage companies in their development from small emerging entities into national and international organizations.

Craft Coast Canning

Craft Coast is more than a beverage packing supplier; we're your trusted long-term partner. We proudly collaborate with breweries, wineries, cideries, and producers of non-alcoholic products. With a foundation of trust and respect, we have successfully helped our partners bring their products to market. As a can specialist, we offer an extensive range of options such as brite cans, sleeved cans, labelled cans, digitally printed cans, and low MOQ dry offset printed cans. Experience the perfect blend of partnership and unparalleled can solutions for your beverage brand.

Creative Labels of Vermont

Creative Labels of Vermont is an award-winning label/tag converter in Winooski, Vermont. We have been producing labels for over 38 years with both HP digital and conventional flexo printing processes and are very familiar with the labeling needs of the Craft Beer Industry. We also offer ancillary products such as beer boxes, magnets, coasters, growler & bottle tags, keg wraps & collars, banners and shelf talkers.

G&D Chillers

Manufacturer of brewery chillers

***Haas Hops**

John I. Haas® is the world leader in innovative hop products and has been growing the future of brewing for more than 100 years. From the hop fields of the Yakima Valley to the lab and the brewhouse, we're dedicated to helping brewers push the boundaries of flavor, efficiency, and sustainability. Alongside our partners in the BarthHaas Group, we share a passion for beer and a commitment to supporting the global brewing community.

Hazen & Sawyer

Hazen and Sawyer's reputation is founded on the superior technical work we provide to help clients meet their water quality and water supply goals. Hazen is "all things water". Our focus on water allows us to help our craft brewing clients handle the exceptional challenges facing the industry: adapting to new regulations and changes in supply or demand, wastewater load reduction through brewing best management practices (BMPs) and evaluation, design, permitting and construction of wastewater pretreatment systems. All of our projects incorporate leveraging existing assets before adding processes. We have specialized expertise in water and wastewater management for the craft brewing industry. Our commitment to our clients is absolute. Your goals are our goals, and we offer the insight and experience needed to achieve and exceed them. If you have a water challenge, Hazen and Sawyer has your solution.

Hopsteiner

Hopsteiner is a vertically integrated global hops supplier dedicated to delivering the finest hops and hop products available. Founded in 1845, Hopsteiner is a sixth-generation grower that continues to advance the industry as one of the foremost international hop growing, breeding, trading, and processing firms in the world. Hopsteiner ships hops globally and partners with breweries of all sizes, offering unique hop varieties and innovative hop products designed to enhance flavor, aroma, consistency, and flexibility for brewing and beyond.

***Hospitality Insurance Group**

Hospitality Insurance Company specializes in providing insurance to the hospitality industry, specifically those businesses that serve and sell alcohol. Our Craft Brewers Program offers customized coverages, competitive rates, claim settlement expertise, over thirty-five years of experience and the ability to customize an insurance program to meet your needs. Our products are available through several independent insurance agents located across VT. We offer a 20% discount on liquor liability coverage for members of the Vermont Brewers Association.

ImageTek Labels

Our team at ImageTek labels provides fast, quality and personal service to assist you in your brewery label needs. Locally owned and produced here in VT. Whether a start up or established brewery we can assist in your businesses growing success from design to print. Our turn time is 3 to 5 days, and offer fair pricing for all of your label needs. We make fully custom labels to bring your craft vision to life in the hands of consumers. We also provide behind the scenes industrial/durable and work in progress labeling. Look forward to hearing from you!

Intouch Labels

When experience meets innovation, coupled with speed and quality, you have the InTouch Labels difference. Since 1992, we have been on the cutting edge of the digital printing revolution. We prioritize continuous evolution to ensure we can offer diverse solutions to meet our diverse customer needs. A couple of perks extended to all InTouch customers include no minimums, no set-up fees, and orders shipping in 3 days or less.

***Maple Landmark**

Green Mountain Taps is now owned and operated by Maple Landmark in Middlebury, VT. Though known for its toys, gifts and games, Maple Landmark has been crafting tap handles for the last 25 years. The acquisition will provide more options for tap handle design as well as Maple Landmark's commitment to quality, timeliness and being Made in Vermont.

***Nauti Paddle**

The Nauti Paddle is a 40' cycleboat, certified for 20 passengers and 2 crew. Our Master Captains and deckhands are committed to providing tours that are fun and safe. Tours will traverse the Burlington waterfront, as well as other points (such as North Beach and Oakledge Park). Public and Private cruises are available. All tours are 90 minutes, and are BYOB and snacks. The 12 pedal stations turn the "riverboat style" paddle wheel, while the others relax on the bow seating. We also have a motor; just in case the pedaling turns into dancing by the end of the cruise!

Omega Yeast

High quality, pitch-ready liquid yeast for Probrewers and Homebrewers

Prairie Malt

At Prairie Malt, we believe the quality of grain you start with ultimately determines how balanced and tasteful your finished product will be. That's why we work with producers in the prairies of Western Canada, home to some of the world's finest two-row barley. These passionate growers approach each crop with a deep commitment to care for the earth, reflecting our own sustainability efforts.

***Proximity Malt**

We partner with customers to explore malt's flavor and functionality in new ways, with advanced technology and premium raw materials. By sourcing our grains as locally as possible, we've created a sustainable, cost efficient supply chain. With a team of industry veterans leading the way, Proximity defines the new generation of malt supply.

RahrBSG

Since 2004, BSG (Brewers Supply Group) has earned the trust of our customers by delivering a one-stop-shop of the finest brewing ingredients at competitive prices, all backed by outstanding customer service and depth of industry experience.

Small Batch Standard

Small Batch Standard is the premier financial agency built to serve the craft brewing industry. Our team of brewery consultants, accountants, tax specialists and industry experts are here to help breweries like yours grow, profit, and thrive.

***Stone Leigh**

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

***Stone Path Malt**

Using world class malting technology and in partnership with Germany's leading malt supplier we locally craft malt and supply premium malt that enables craft brewers to create unique and distinctive beer.

The Richards Group

The Richards Group has provided Insurance, Employee Benefits, and Retirement Plan solutions to clients throughout Vermont & New Hampshire since 1867. The firm has 160 employees in 12 locations and has earned recognition both for contributions to our local communities and as one of the best places to work in the region. The Richards Group is committed to helping employers with their workplace safety, employee retention, and wellness. We recognize that while we help employers manage the cost and complexity of their insurance and employee benefits, we use our expertise, technology, and resources for the betterment of their workforce. For more information about the firm and its capabilities, please visit www.therichardsgrp.com.

***UDMC**

UDMC is a system Integrator and full line distributor for the food, beverage and cosmetic industry. We have been in business for over 100 years and are Platinum Partners with SPX, Anderson and many more.

Weston & Sampson

Design, engineering, and environmental services

Westrock

Packaging solutions

Wind River Environmental

Based in Montpelier and Highgate, Wind River Environmental is your liquid waste hauling partner across Vermont. We collect brewery waste in large and small pump trucks and haul it to your preferred digester or disposal location. Our polite, friendly, and professional technicians know Vermont's breweries and liquid waste systems. We also provide drain cleaning, camera, septic pumping, and vactor services, as well as inside grease trap services for restaurants. We are proud to support the Vermont Brewers Association as an Allied Partner and are always ready to help VBA members with their liquid waste needs.

Yakima Chief Hops

100% grower-owned global hop supplier

Zumbiel Packaging

As the largest independent packaging company in the U.S., we can bring you solutions that others cannot. So, start innovating as fast as you like. We'll make sure your custom packaging solutions keep pace.



VBA Legislative Initiatives

October 27, 2025

Over the past several months, the VBA, along with Jessica Oski, has been meeting with wholesalers, the Department of Liquor and Lottery (DLL), and a range of other stakeholders including the BA to explore a path forward for self-distribution rights for small breweries in Vermont.

We're excited to share that we now have two legislative champions committed to introducing a bill on our behalf in the 2026 session:

- Representative Boyden in the House
- Senator Ram Hinsdale in the Senate

What We're Asking For

We're working to introduce legislation that would amend [7 VSA §271](#) to allow Vermont malt beverage manufacturers to self-distribute up to 5,000 barrels of beer annually, without needing to form a separate wholesale company.

Why This Matters

- **Distribution access is shrinking.** Vermont's wholesale market has consolidated significantly over the past decade, making it difficult for small brands to get placements in bars, restaurants, and retailers.
- **Ensuring market access for small breweries.** With 30 member breweries producing under 500 BBLs/year, 3 brewery closures in 2025, and 2 new brewery openings, it is critical that Vermont creates conditions that allow small breweries, especially those without distributors, to access local markets.
- **Current law creates unnecessary hurdles.** Today, a brewery that wants to self-distribute must create a separate wholesale company, keep separate books and tax filings, and pay roughly \$1,200 a year in licensing fees just to deliver their own product to local accounts.
- **Neighboring states already allow it.**
 - New Hampshire lets breweries producing under 15,000 barrels a year self-distribute up to 5,000 barrels, no extra license required.
 - Maine allows breweries producing up to 30,000 barrels to sell directly to retailers without holding a wholesale license.

Our Goal

To secure the same common sense flexibility that breweries already have in Maine and New Hampshire, allowing Vermont craft brewers to distribute a limited amount of beer directly to retailers without having to create a second business or pay duplicative fees.

Let us know if you have thoughts, questions, or stories about how this would impact your business, our member voices matter in this process, and we'll be reaching out soon for testimony and advocacy support as things move forward.



VBA Legislative Update – Week 20

June 1, 2025

FINAL REPORT

→ **The End...For Now.** Vermont's 2025 legislative session unfolded under unusual pressure: from a shifting political balance to looming federal funding threats. Lawmakers navigated a more fractured landscape, with a focus on education reform, housing, and fiscal resilience.

♦Session Overview

Vermont's 2025 legislative session has not officially adjourned. Lawmakers were sent home on Friday, May 30, with the exception of the members of the [H.454](#) Education Reform bill committee of conference.

Over the next two weeks, House and Senate conferees will negotiate with the Governor's office to finalize a compromise. The full legislature is expected to reconvene on June 16 and 17 to vote on the final version of the bill.

♦Shifting Political Dynamics

The 2024 elections shifted Vermont's political landscape. Democrats lost more seats than in any other state, ending their supermajority. This created new negotiating dynamics between the Democratic-controlled legislature and Republican Governor Scott, who took an increasingly assertive stance using veto and special session threats as leverage.

In particular, the session was marked by negotiations over education reform, housing initiatives, health care, and preparation for potential federal funding cuts under the Trump administration.

♦Major Legislative Accomplishments

- ✓ [Budget \(H.493\)](#): Governor Phil Scott signed a \$9.01 billion spending plan on May 21, including \$77 million in general fund transfers to stabilize property taxes, prioritizing housing, child care and higher education, and \$13.5 million of targeted tax relief.
- ✓ [Housing Legislation \(S.127\)](#): The House and Senate came to a compromise on a key housing bill to address Vermont's need for 41,000 additional homes by 2030. The primary focus was the Community and Housing Infrastructure Program (CHIP) to expand infrastructure financing options for housing development in small and large towns alike.
- ✓ [Medical Debt Relief \(S.27\)](#): This landmark legislation will erase an estimated \$100 million in Vermonters' medical debt using \$1 million in state funds, and prohibits medical debt from being included on consumer credit reports.

- ✓ **[Solar Net Metering Expansion \(S.50\)](#)**: This bill expands solar net metering projects that can receive streamlined approval processes. This builds on broader renewable energy policy changes that occurred in the previous session (2024), where Vermont passed a major overhaul of the state's Renewable Energy Standard
- ✓ **[Expansion of the authority of the Green Mountain Care Board](#)**. A number of bills were passed this session aimed at giving more authority to the GMCB to reign in hospital costs and shore up the state's largest health insurer, Blue Cross Blue Shield of Vermont. The bills include:
 - o [An act relating to health care payment and delivery system reform \(S.126\)](#)
 - o [An act relating to Green Mountain Care Board authority to adjust a hospital's reimbursement rates and to appoint a hospital observer \(H.482\)](#)
- ✓ **[Economic and Workforce Development Bill \(S.122\)](#)**: This bill is focused on supporting economic and workforce development initiatives for small businesses, workforce training, and economic development programs.
- ✓ **[School Phone Ban legislation \(H.480\)](#)**: This law requires all of Vermont's public school districts and independent schools to develop policies prohibiting students from using smartphones and other personal devices like smartwatches during the school day, with policies taking effect by the 2026-2027 school year.
- ✓ **[Vermont Age-Appropriate Design Code \(S.69\)](#)**: The age-appropriate design code bill, also known as Vermont Kids Code (S.69), requires social media companies to adjust algorithms and design codes for users under 18 years old with the aim of making them less addictive and harmful for teens.
- ✓ **[Homelessness System Overhaul \(H.91\)](#)**: This bill would fundamentally overhaul Vermont's response to homelessness by dissolving the motel voucher program next summer and replacing it with the Vermont Homeless Emergency Assistance and Responsive Transition to Housing (VHEARTH) Program run by local non-profit social service organizations.
- ✓ **[Constitutional Amendment on Collective Bargaining \(PR.3\)](#)**: PR.3 is a proposed constitutional amendment that would enshrine in the Vermont Constitution the right of Vermont workers to organize and collectively bargain. The proposal will be on the general election ballot in November 2026.

♦Federal Funding Concerns

Vermont is proactively addressing potential federal cuts under the Trump administration, given that approximately \$3 billion (one-third of the state budget) comes from federal sources. The state has established multiple contingency measures:

- **Legal Response**: Vermont has joined multi-state lawsuits against federal funding freezes.
- **Financial Reserves**: This 2026 fiscal year budget sets aside \$60 million for federal shortfalls, with access to \$100 million "rainy day" fund.
- **Emergency Powers**: The 2026 fiscal year budget also authorizes the Emergency Board to respond quickly to cuts.

- **Graduated Response:** The Emergency Board is authorized to implement agency reductions of between 1-4%. While the full legislature will be recalled to address federal cuts of greater than 4%.

♦**Turning to the 2026 Session:**

The 2026 session will likely focus on reforms to Vermont's Act 250 land use law and additional housing regulatory streamlining. Lawmakers are also expected to continue implementing education funding reforms, expand energy and climate policies, and seek long-term stabilization of the state's health care system.

→ **Local Headlines of Note**

- [Final Reading: Vermont Senate weighs new drug price caps as adjournment deadline looms](#)
- [Vermont judge orders Harvard scientist freed from ICE custody, calling her detention unlawful](#)
- ['We need help': While tallying recent assistance, Vermont officials consider a future without FEMA](#)
- [Final Reading: As lawmakers hash out differences on education, Gov. Phil Scott's presence looms large](#)
- [Committee Hashing Out Education Reform Bill Jumps the Gun](#)
- [Lawmakers Debate Competing Needs for Housing, School Funding](#)
- [Proposed Medicaid Cuts Would Have Big Impact in Vermont](#)
- [Amphibian road mortality drops by over 80% with wildlife underpasses](#)
- [Vermont one step closer to cellphone ban in schools](#)

→ **VBA Bill Report**

VBA BILL REPORT – WEEK 20 June 1, 2025			
Bill	Sponsors	Description	Status
MOVING BILLS			
H 339	House Committee on Government Operations and Military Affairs	<p>An Act Relating to Removing the Repeal Of 7 VSA § 230</p> <p>This bill proposes to remove the repeal of 7 V.S.A. § 230 (sale of alcoholic beverages for off-premises consumption).</p>	<p>Status: Signed into law.</p>
S.131	Sen. Phil Baruth	<p>An act relating to approval of an amendment to the charter of the City of Burlington relating to the possession of firearms</p> <p>This bill proposes to approve an amendment to the charter of the City of Burlington to prohibit the possession of firearms in any building or on any real property or</p>	<p>Committee: House Government Operation and Military Affairs</p> <p>Status: Passed the Senate</p>

		<p>parking area under the ownership or control of an establishment licensed to serve alcohol for on-premises consumption.</p>	
BILLS NOT MOVING THIS YEAR			
H 24	Rep. Anne Donahue	<p>An Act Relating to Requiring Retail Businesses to Accept Cash</p> <p>This bill proposes to prohibit a retail business from refusing to accept cash payment.</p>	<p>Committees: House Commerce and Economic Development</p> <p>Status: Read first time and referred to the Committee on Commerce and Economic Development (01/09/25)</p>
H 45	Rep. Mary-Katherine Stone; Rep. Tiffany Bluemle; Rep. Abbey Duke; Rep. Barbara Rachelson; Bram Kleppner; Rep. Kate Logan; Rep. Robert Hooper; Rep. Troy Headrick	<p>An Act Relating to Prohibiting Possession of Firearms on Premises Where Alcohol Is Licensed To Be Served</p> <p>This bill proposes to prohibit possession of firearms on premises where alcohol is licensed to be served and to require that notice of the prohibition be posted at each premises.</p>	<p>Committees: House Judiciary</p> <p>Status: Read first time and referred to the Committee on Judiciary (01/21/25)</p>
H 51	Rep. Lucy Boyden; Rep. Matthew Birong	<p>An Act Relating to Miscellaneous Amendments to The Statutes Governing Alcoholic Beverages</p> <p>This bill proposes to: (1) authorize the holder of a fourth-class license to sell its products to not more than eight additional manufacturers or rectifiers; and (2) authorize manufacturers of malt beverages to acquire a retail shipping license and ship malt beverages to first- and second-class licensees.</p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read first time and referred to the Committee on Government Operations and Military Affairs (01/21/25)</p>
H 110	Rep. Lucy Boyden	<p>An Act Relating to A Reciprocity Requirement for Out-of-state Consumer Shipping Licenses</p> <p>This bill proposes to limit the issuance of out-of-state malt beverage consumer shipping licenses to breweries that are located in states that allow Vermont brewers to acquire consumer shipping licenses.</p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read first time and referred to the Committee on Government Operations and Military Affairs (01/28/25)</p>
H 119	Rep. Carolyn Branagan	<p>An Act Relating to The Beverage Container Redemption System</p>	<p>Committees: House Environment</p>

		<p>This bill proposes to expand the scope of the beverage container redemption system to include cider, hard kombucha, noncarbonated water, and noncarbonated soft drinks. The bill also would increase the deposit for a container from five cents to 10 cents.</p>	<p>Status: Read first time and referred to the Committee on Environment (01/29/25)</p>
H 144	Rep. Brian Minier; Bridget Burkhardt; Rep. Emilie Krasnow; Rep. Kate Logan; Rep. Laura Sibilia; Rep. Leonora Dodge; Rep. Lisa Hango; Rep. Michelle Bos-Lun	<p>An Act Relating to Enhancing Food Allergen Awareness in Food Service Establishments</p> <p>This bill proposes to require owners and operators of food service establishments to designate employees to complete a food allergen training program. It further proposes to require food service establishments to post signage regarding food allergens.</p>	<p>Committees: House Human Services</p> <p>Status: Read first time and referred to the Committee on Human Services (02/05/25)</p>
H 260	Rep. Esme Cole; Rep. Monique Priestley; Rep. Ela Chapin; Herb Olson; Rep. Jubilee McGill; Rep. Kate McCann; Rep. Kate Nugent; Rep. Mary Howard; Robert "Rob" North; VL Coffin	<p>An Act Relating to Prohibiting Certain Substances in Food Manufactured, Sold, Or Distributed in Vermont</p> <p>This bill proposes to prohibit the manufacture, sale, delivery, or distribution in commerce of food containing brominated vegetable oil, potassium bromate, propylparaben, or red dye no. 3.</p>	<p>Committees: House Human Services</p> <p>Status: Read first time and referred to the Committee on Human Services (02/19/25)</p>
H 376	Rep. Kate Nugent; Rep. Brian Cina; Rep. Carol Ode; Rep. Jubilee McGill; Rep. Mari Cordes; Rep. Michelle Bos-Lun; Rep. Monique Priestley; Rep. Phil Pouech; Rep. Troy Headrick	<p>An Act Relating to The Creation Of The Treatment And Recovery Fund And The Labeling And Taxation of Alcoholic Beverages</p> <p>This bill proposes to (1) require all alcoholic beverages sold in the State to bear a label containing a statement of the alcohol content in U.S. Standard Drinks; (2) increase the gallonage taxes on malt beverages and vinous beverages; (3) increase the excise tax on spirits; (4) create the Treatment and Recovery Fund, dedicate the proceeds of the gallonage tax to the Fund, and establish the purposes for which monies from the Fund may be disbursed; and (5) require the Division of Liquor Control t...</p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read first time and referred to the Committee on Government Operations and Military Affairs (02/26/25)</p>

H 377	Rep. Barbara Rachelson; Rep. Chea Waters Evans	An Act Relating to The Local Media Advertising Tax Credit This bill proposes to create an income tax credit for small businesses that purchase advertising in local media outlets.	Committees: House Ways and Means Status: Read first time and referred to the Committee on Ways and Means (02/26/25)
S 88	Sen. Wendy Harrison; Sen. Alison Clarkson; Sen. Anne Watson; Joseph "Joe" Major; Sen. Randolph Brock; Sen. Rebecca White; Robert "Rob" Plunkett	An Act Relating to Creating an Enhanced Growth Incentive For Employee-owned Businesses This bill proposes to create a new enhanced incentive for locally owned and controlled employee-owned businesses within the Vermont Employment Growth Incentive Program (VEGI).	Committees: Senate Economic Development, Housing and General Affairs Status: Read 1st time & referred to Committee on Economic Development, Housing and General Affairs (02/25/25)



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

Marketing & Events Report
December 2025

Please note: This report is not inclusive of all VBA Marketing & Events initiatives. If you have any questions please contact Emma.

VERMONT BREWERS FESTIVAL

- 31 VBA breweries, 11 out-of-state breweries, 4 new to the festival VBA Members (Twisted Horn, The Tropic, American Flatbread, and Two Heroes)
- Quick Financials & Ticket Data:
 - Ticket Sales:
 - \$197,285.85 (budgeted \$288,000)
 - Attendance: 3,457 ticket purchasers, 275 staff & volunteer vouchers
 - Demographics:
 - 52% in-state, 45% out of state, 3% International.
 - Sponsorships and Ads:
 - \$43,425 (budgeted \$37,500)
 - Other Income:
 - \$32, 505.01 (budgeted: \$33,650)
 - Total Income:
 - \$273,457.86 (budgeted: \$359,650.00)
 - Total Expenses:
 - \$192,148.46 (budgeted: \$226,726.48)
 - VBF Net Income: \$81,309.40 (budgeted: \$132,923.52)
- Expense Reduction & Revenue Growth:
 - Merchandise Sales: \$17,093.01 vs \$15,000 budget (2023: \$16,483)
 - In-kind sponsorship totaling \$22,000.00 which helped support operation costs in addition to \$40,500 (budget: \$35,000) in cash sponsorships
 - Ticketsauce (Ticketing Company) paid VBA \$1 per ticket sale to the VBA = \$3,217.00
 - 16 breweries donated brewer stipend for 2025
- Newer Initiatives:
 - Canadian at-par ticket pricing
 - Fermentation Tent
 - Jordan Barry at Seven Days Moderator and had 6 vendors (Jasper Hill Farm, Birch Hill English Muffins, and Butterfly Bakery) and 3 brewers (Good Measure, Lawson's, Black Flannel) participate in one discussion each session; new this year- added chef speakers as well (Stefano Coppola, Cara Chigazola Tobin, and Josh Turka)
 - Had great feedback from vendors, brewers, and chefs this year with an enthusiasm to participate in next year's event.
- *Marketing & PR Wins*
 - New this year:
 - Integrated Google ads to the marketing plan

- \$0 spend on inclusion in external newsletters from chambers, brewery members, non-profit partner organizations
- Brought back lawn signs - Shelburne Road, Pine Street, Main Street when you get off 89, Shelburne circle
- Created a bulk ticket purchasing option - buy 10 get 10% off, pitched this to 47 large VT companies and 20 wedding venues
- Podcasts & Radio Talk Shows (2 Canadian, 2 US)
- PR Wins
 - Partnered with JunaPR (in-kind) to promote at-par pricing and earned more than **\$4 million in AVE** (advertising value equivalency), the estimated value of all earned media exposure. You can view our media coverage highlights [here](#). Please note this report does not include the Daily Show hits.
 - THE DAILY SHOW - now at 700k+ views on youtube
- Feedback & Ideas for 2026 VBF:

We will send an event survey to previous attendees before making any major changes

 - Reduce # of foodtrucks
 - Save some cost on tents (total cost = \$36k) by having a row of pop-up only tents
 - Create a VIP area and charge a VIP rate - rare releases, curated food pairings, etc
 - Kid friendly session (maybe Saturday morning?)
 - Create a NA tent for DD's & potentially kids (beer, kombucha, ginger beer, soda, etc)
 - Discounts for students, military, health care workers - 10%
 - Brewery incentives to help sell tickets - unique QR codes on marketing materials - sell X amount of tickets at your brewery and receive X amount of free tickets for your staff
- Department of Liquor & Lottery:
 - No fines & all good feedback

VERMONT CRAFT BREWERS CONFERENCE

We are seeing an increase in attendees each year, an increase in income, and an increase in the quality of speakers/exhibitors year over year.

- Total Attendance: 296 attendees, 47 exhibitors, 10 sponsors
 - Brewery Member Attendance:
 - 2025: 131 attendees, 37 new-England breweries/distillers/cideries
 - 2024: 102 attendees, 30 VBA breweries
- Quick Financials: *As of 12/1, final bill from DoubleTree hasn't been sent
 - Ticket Sales:
 - \$28,665.64 (budget: \$27,500)
 - Sponsorships, Exhibitors, Credit:
 - \$62,375.00 (budget: \$84,700)
 - Total Income:
 - \$91,040.64 (budget: \$112,200)
 - Total Expenses:
 - \$52,286.10 (budget: \$64,900)
 - VTCBC Net Profit:
 - \$38,513.90 (budget: \$47,300, 2024: \$34,472.16)
- Feedback: Overall, attendees shared very positive feedback about this year's conference. Brewery members consistently noted that the session topics were relevant, engaging, and valuable to their work, and many appreciated the variety of perspectives offered and the overall flow of the event. Looking ahead to next year, several brewery representatives

suggested adding even more specialized and technical sessions to deepen learning opportunities. These ideas will help guide our programming as we refine the 2026 schedule.

For attendees who joined primarily for networking or as exhibitors, a common theme was the desire for increased foot traffic through the exhibition hall and more structured opportunities to connect with brewery representatives. Enhancing visibility and interaction for exhibitors will be a key focus as we plan for next year.

Across all attendee groups, a majority of survey respondents indicated they are *very likely* to attend again next year, underscoring the strong value the conference provides. Overall, the feedback reflects strong enthusiasm for the event and clear direction for continued growth.

- New initiatives met with positivity:
 - Monday night Welcome Concert/Fundraiser, Sponsored by Dogfish Head - \$15 conference attendees/\$25 non-conference; net sales: \$2,200.00
 - Exhibitor Bingo
 - Keynotes taking place in Exhibitor Hall to encourage vendor visits, was a great tool when selling booths
 - Sales track in the Exhibitor Hall - relevant professional development for exhibitors

TECHNICAL & EDUCATION DAY

- 70 attendees, 23 breweries,
- Hosted at Two Heroes Brewery & Pub.
- Programming:
 - Hop selection with Hopsteiner for 30th Anniversary Beer Collab
 - Julia Grubbs- Winning in Distribution
 - State Treasurer Mike Pieciak - State of the Industry and Q&A

30th Beer FUNDRAISER

- Participating Breweries:
 - 21 breweries with 20+ beers produced
 - VBA staff/board was able to attend 10 of these brews
- Income:
 - 2025: \$7,311 (budget: \$10,000). We are hopeful we can get to our budget goal by year-end, we still have several breweries who haven't donated yet.

VBA NETWORKING & REGIONAL EVENTS

- *Lake Monsters Baseball Game* - Lallemand & Country Malt Group purchased a dugout at Lake Monsters game for 41 VBA Members. The group met at Four Quarters beforehand for beers.
- *Idletyme Meetup*
- *Greg Noonan Day*
- *FOH Mental Health Workshop*
- *VBF After-Party*
- *VTCBC After-Party x2*
- *VBA Annual Meeting/Holiday Party*

EXTERNAL VBA EVENT PARTICIPATION

This year the VBA staff really tried to have a presence in the craft brewing community outside of events run by the VBA. Below is a synopsis of the events we attended to talk to people about what the VBA does for breweries in Vermont & promote VT as a premier beer destination. Please note this list is **not** exhaustive & does not include conferences, annual meetings, and networking events that were attended.

Newport Beer Festival Vermont Pavillion

- Merchandise Sales: \$647.90
- 4 member breweries participating
- Great merch turn out and education on the VBA

Siptemberfest

- Merchandise Sales: \$1,552.38 (2024: \$556)
- 13 member breweries participating

Oktoberfest- Idletyme

- Tabled and sold merchandise

Champlain Valley Fair

- 10 Breweries represented and sold 4-packs.
- Great way to get VT craft beer into Champlain Valley Expo

Statehouse Tabling:

- Handed out NA Beers and talked with legislators about supporting Vermont beer
- Emma, Terry, and Jessica had brief meeting with Lt. Governor

VSFA Statehouse Tasting:

- Worked with Karin, ED for VSFA to get VT brewery members to participate in the Statehouse tasting event. Helped set up the event day-of and make sure breweries had what they needed.

Vermont Cheese Festival

- Split a booth with VSFA to promote VT beer and be a resource for VT breweries that were sampling.

Partnership with RunVT

- Sponsoring any races that are based out of VT breweries, winners receive a pair of free festival tickets

Partnership with GreenUp VT

- Partnered with GreenUp VT to host post-clean up parties at member breweries with prizes for best Kentucky Derby hat (made out of trash!)

VT Green Soccer Game Tabling

- Partnered with VT Green at the Maple Cup to promote at-par ticketing for Canadian residents

Speaking Opportunities:

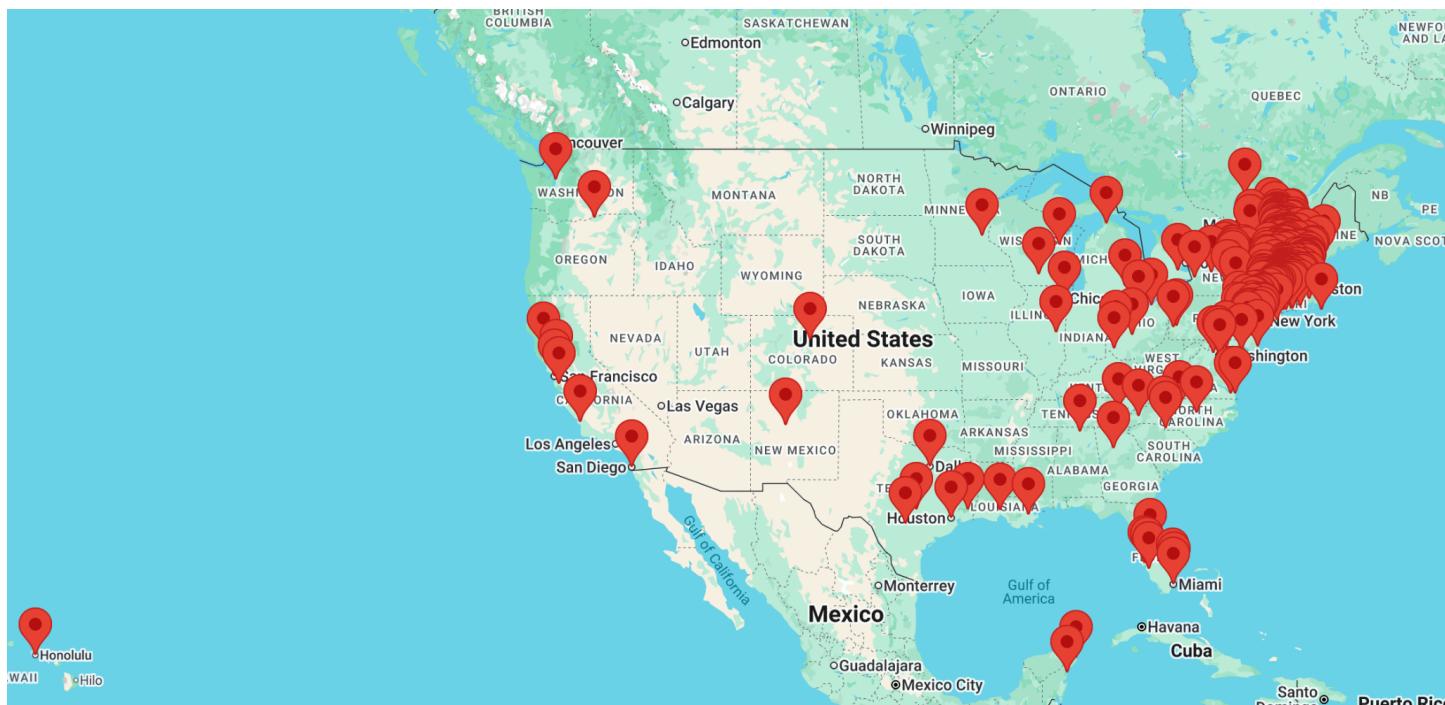
VBA staff represented the VBA at several events as a speaker in 2025

- TrailBlaze-HERS Event at Hula
- UVM CDAE Class Guest Lecturer
- Von Trapp Lodge - Presentation to the Stowe Rotary Club
- Tariff Round Table with Senator Welch

MERCHANDISE & PASSPORT PROGRAM

Passport program (11/24/24-11/24/25)

- Engagement: 18,786 registered users +701 users in 2025
- Prize Redemption: 327 digital passport rewards redeemed
 - All Breweries - 22
 - 50 redemption - 24
 - 25 redemption - 89
 - 10 redemption - 192
 - 186 sent in-state, 141 sent out of state/country
- Revenue Impact:
 - **2025:** 9,942 stamps (55 Breweries open to the public) = \$198,840 if \$20 was spent at each visit, average of \$3,615 per brewery.
- Passport program *prize redemption* costs to the VBA: \$10,329.72
 - Prize Fulfillment Costs: \$8,405.28
 - Postage for sending these items: \$456
 - Printed passports & maps: \$1,468.44



Merchandise Program:

- Festival sales: \$17,093.01
- Online & Event Sales: \$3,377.00 (1/1/25-12/1/2025)
- Total Merchandise Sales: \$20,470.29

WEBSITE

Overview: The VBA Brewer Portal is run on a platform called Membership Works which is an all in one membership management software that is added to the backend of the VBA website. This platform allows the VBA to manage membership/member directory, provide a public event calendar, public job board, make announcements, and provide member only content.

Since adding this feature we have been able to market and [promote events](#) and [job openings](#) at our member breweries on the public VBA website.

- 735 public member events posted
 - 17,955 views
- 18 Job postings
 - 2,292 views on postings, 137 clicks on the 18 job postings
- 7 Public Blog Posts - 2 Brewery News, 3 Events, 2 VBF in the News
- Google Analytics (12/1/24-11/14/25)
 - Top Performing Pages
 - Vermont Brewers Festival - 26,525 views
 - Brewery Events - 17,955 views
 - Homepage - 14,501 views
 - Breweries Archive - 12,010 views
 - Breweries & Beer Lists - 7,333 views
 - Job Listings - 6,683 views

EMAIL MARKETING

VBA Members

- 15 “updates and resources” newsletters sent in 2025 with 316 subscribers in the membership
 - ~70% open rate, ~8% click rate

Craft Beer Enthusiasts

- 31,760 email subscribers +876 net contacts in 2025
- 12 newsletters in 2025
 - ~49% open rate and ~1.5% click rate

Allied Partners

- 118 email subscribers
- 6 newsletters sent
 - ~38% open rate and ~20% click rate

WHAT'S ON THE DOCKET FOR 2026?

Events

- We are piloting a FOH mental workshop in 2025 and hope to grow it in 2026
- We are planning 1-2 golf tournaments. Spring tournament in Williston, potential fall tournament in southern VT
- We are planning a VT/NH educational and collaborative event at Can-One
- The VBA will be represented at the Washington DC Hill Climb this February

Marketing

- We will be providing VBA paper passports & maps to State of Vermont Welcome Centers from May-October 2026
- We will retire the glassware fundraiser program
- We will grow our co-branded merchandise brand



VBA Financial Overview- Updated as of December 1, 2025

	As of		As of		
	12/1/25	2025	Budget vs	12/1/24	
	Profit & Loss	Budget	Actual	2024 P&L	'24 vs. '25
Income					
Conference Income	\$ 91,041	\$ 112,200	\$ (21,159)	\$ 105,400	\$ (14,359)
Festival Income	273,008	359,650	(86,642)	306,938	(33,930)
Other VBA Income	92,777	105,300	(12,523)	92,481	296
Gross Profit	456,826	577,150	(120,324)	504,819	(47,993)
Expenses					
Conference Expenses	52,007	64,900	12,893	71,037	(19,030)
Festival Expenses	192,148	226,726	34,578	199,529	(7,381)
Other VBA Expenses	228,214	284,573	56,359	211,863	16,350
Total Expenses	472,369	576,200	103,831	482,430	(10,061)
Net Operating Income (Loss)	\$ (15,543)	\$ 950	\$ (16,494)	\$ 22,389	\$ (37,932)

What Do Your Membership Dues Cover?

- Lobbying**-- our lobbying expenses are budgeted for \$30K a year, with membership dues coming in just under \$27K.
- Access to the festival and Tech & Ed events
- Discounted tickets to the annual conference
- Access to the brewers portal, Passport program, resources, and networking opportunities

*** While breweries who are not members of the VBA also gain access to the benefits of the lobbying work, our members have direct access to the Government Affairs Committee for input and collaboration. Without the VBA, there would be no lobbyist supporting craft beer in Vermont.*



Vermont Brewers' Festival Financial Overview- Updated as of December 1, 2025

	As of		As of		
	12/1/25 Profit & Loss	2025 Budget	Budget vs Actual	12/1/24 2024 P&L	'24 vs. '25
Income					
Ticket Sales	\$ 197,312	\$ 289,500	\$ (92,188)	\$ 252,418	\$ (55,106)
Sponsorships & Ads	42,425	37,500	4,925	20,125	22,300
Other Income	33,271	32,150	1,121	33,685	(414)
Gross Profit	273,008	359,150	(86,142)	306,228	(33,220)
Expenses					
Admin	13,496	13,725	229	12,024	1,472
Adevertising & Promotion	22,214	27,600	5,386	27,013	(4,799)
Brewer Benefits	27,374	44,750	17,376	29,557	(2,183)
Operations	85,672	94,881	9,210	90,376	(4,704)
Event Staff	33,193	31,270	(1,923)	29,759	3,434
Other Expenses	10,200	14,000	3,800	10,800	(600)
Total Expenses	192,148	226,226	34,078	199,529	(7,381)
Net Operating Income (Loss)	\$ 80,859	\$ 132,924	\$ (52,064)	\$ 106,699	\$ (25,839)

Highlights:

- Ticket sales were lower than budget and prior year
 - Nationally, festival sales appear to be down
 - Lower than normal Canadian ticket sales (less than 1% per session in 2025 vs. 10% of ticket sales in 2024)
- Sponsorships exceeded budget and far exceeded prior year & \$22K in-kind
- Merchandise sales continue to be strong
 - \$17.3K in merch sales in 2025, vs. \$15k budget (included in “other income” line). \$16.5K in sales in 2024
 - Merch sales go beyond the event, as it provides advertising and brand awareness outside of the event
- VBA staff stayed under budget for expenses. Festival still made money (even if under budget!) and positive feedback from staff and participants



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

Craft Brewers' Conference Financial Overview- Updated as of December 1, 2025

	As of		As of		
	12/1/25	2025	Budget vs	12/1/24	
	Profit & Loss	Budget	Actual	2024 P&L	'24 vs. '25
Income					
Ticket Sales	\$ 28,666	\$ 27,500	\$ 1,166	\$ 26,550	\$ 2,116
Sponsorships & Exhibitors	62,375	84,700	(22,325)	78,850	(16,475)
Gross Profit	91,041	112,200	(21,159)	105,400	(14,359)
Expenses					
Event Space	3,500	3,500	-	3,478	22
Food & Drink	24,799	30,000	5,202	28,666	(3,868)
Setup	18,717	16,700	(2,017)	15,853	2,864
Other Expenses	4,992	14,700	9,708	23,039	(18,048)
Total Expenses	52,007	64,900	12,893	71,037	(19,030)
Net Operating Income (Loss)	\$ 39,034	\$ 47,300	\$ (8,266)	\$ 34,363	\$ 4,671

Highlights

- Invoices are still coming in for the conference, so the expenses are expected to be higher than presented. We still anticipate making a profit
- Ticket sales were over budget & we've received great feedback and remain optimistic about future events
- \$6K in in-kind sponsorship
- In addition to adding a modest income to our bottom line, the conference provides education and networking for our members and remains a valuable event to the Board.



State of the Financials—How are we *ACTUALLY* doing?!

Times are tough, there's no way to sugarcoat it. But we're doing OK!

- We're in a great cash position, and at no point have been unable to pay vendors or make payroll. In 2026, we'll look at more ways to ensure our money is working for us (i.e. higher yield accounts, etc.)
- Membership dues are up this year over last year, and with a new "Brewery in Process" membership level, despite breweries closing, we're still seeing new breweries popping up and continued support of the VBA.
- Despite lower-than-budgeted income for our two flagship events, we still yielded a profit AND received great feedback from both brewery members and sponsors/exhibitors alike, giving us confidence for future events
- As discussed earlier, there are exciting proposals upcoming in the Government Affairs Committee space that will benefit our member breweries.

Many of the benefits of the VBA are challenging to measure financially, but it doesn't mean the financial impact isn't there, for both brewery members & the VBA!