



## WHAT WE DO



### 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.



### Vision

To make Vermont the premier beer destination.

## Why do you **drink** Vermont beer?

Vermonters have a deep respect for what's genuine, and an aversion to anything that falls short. Vermont didn't become one of the world's most respected beer destinations overnight. It took a generation of pioneers who are revered by the state's brewers today, and a new breed of innovators. We don't dumb down our beers for the mass market. Because we're putting our name on something much bigger than our name.

In Vermont, our search for the perfect pint is fueled by a passionate and inquisitive spirit. We explore further and dig deeper. All so that we can create a beer unlike anyone else.


FOUNDED IN  
**1995**

MORE THAN  
**56**  
BREWERY  
MEMBERS

MORE THAN  
**60**  
ALLIED  
PARTNERS



BEER WORTH FINDING®  
**VERMONT BREWERS  
ASSOCIATION**

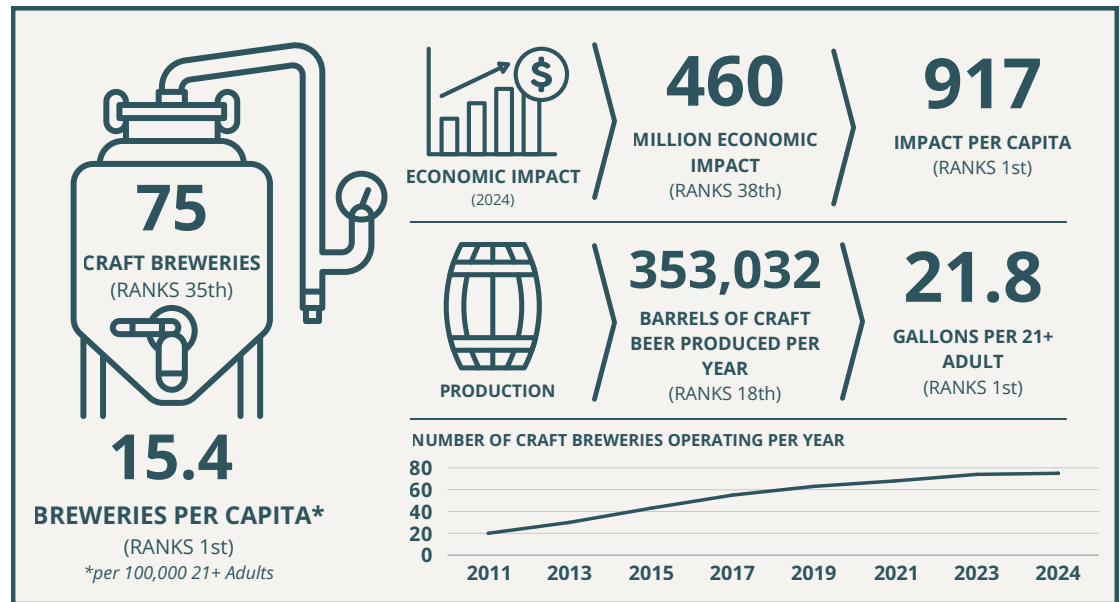
 973-303-6739

 [emma@vermontbrewers.com](mailto:emma@vermontbrewers.com)

# 2024 VERMONT SALES, PRODUCTION, & MEMBERSHIP STATISTICS

## Brewery #'s broken down

BA List = 75, taking away breweries with 2 locations (6) & breweries that have closed (6) = 63 breweries in VT.  
**VBA members = 56, or 89% state membership.**



## Vermont Craft Beer by the Numbers: 2024 vs. 2023

We're still **#1** per capita—and growing!

✓ Craft Breweries: 2023: 74 → 2024: 77 (+4.1%)

(Please note: this # includes multiple locations for some breweries)

📊 Economic Impact: \$419M → \$460M (+9.8%)

🍺 Production (Barrels): 352,999 → 353,032 (steady growth). Gallons per 21+ Adult: 21.7 → 21.8 (+0.5%). Shoutout to Zero Gravity now ranked 47th in the nation for craft beer production!

🏆 Per Capita Rankings: Still #1 in breweries, beer consumption, and economic impact per 21+ adult

## 2025 New Members



Twisted Horn Brewery  
Londonderry, VT



Lost Marble Brewing  
Manchester Center, VT



Cousins Brewing  
Waitsfield, VT



7 Balls Brewing  
Bellows Falls, VT



Burlington Hearth  
The Brewery at American Flatbread  
Burlington, VT

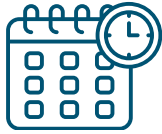


**LOT SIX**  
BREWING CO.

Lot Six Brewing  
Jeffersonville, VT

# 2025 VBA MARKETING, EDUCATION, & EVENTS STATISTICS

Supporting Vermont's independent brewers through events, education, and outreach



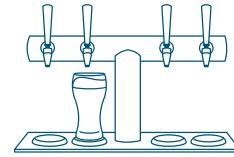
**22 Events in 2025**

↑ 22% from 2024



**35,000 Email Subscribers**

↑ 17% from 2024

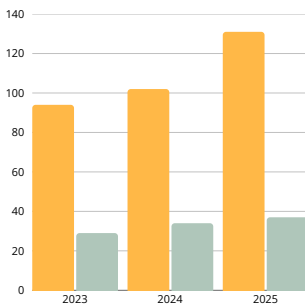


**~19,000 VBA App Users**

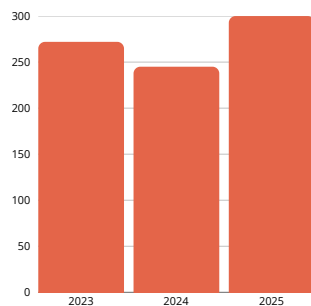
↑ 4% from 2024

## 2025 Vermont Craft Brewers Conference

VTCBC Brewery (attendee, breweries) Participation Growth



VTCBC Total Attendance Growth



- 37 VBA breweries attended
- 47 exhibitors & 10 sponsors

- 90% satisfied
- 88% would return

## 2025 Vermont Brewers Festival

**31 VBA Breweries**

+ 5 YoY

**11 Out-of-State Breweries**

Including 3 from CAN

**\$4M+ Earned Media Value**

Featured on The Daily Show

**52% in-state  
48% out-of-state**

Attendees

## VBA 30<sup>th</sup> Anniversary Collaboration Beer



**21 VBA Breweries**

**10 Brew Days Attended by VBA Staff/Board**

**20+ Collaboration Beers**

**\$8,000 raised so far!**



## Passport Program Impact

- 18,786 registered users
- 9,942 brewery check-ins
- 75% out-of-state participation
- \$198,840 estimated spend in 2025
- Avg \$3,615 per member brewery



## Digital Reach

- 735 events posted | 17,955 views
- 26,525 VBF page views
- 19,000 passport app users
- 16,000 VBF Facebook followers
- 11,000+ Instagram followers

