



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.

FOUNDED IN

1995

MORE THAN

56

BREWERY
MEMBERS

MORE THAN

60

ALLIED
PARTNERS



BEER WORTH FINDING®
**VERMONT BREWERS
ASSOCIATION**



973-303-6739



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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.

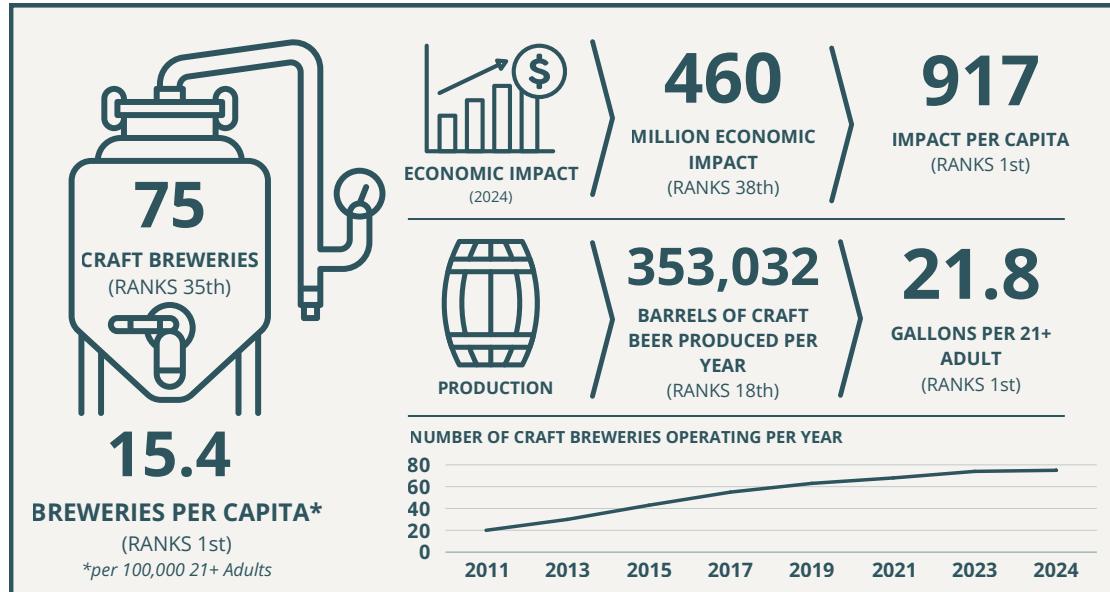
In Vermont, our search for the perfect pint is fueled by a passionate and inquisitive spirit. We explore further and dig deeper. All so that we can create a beer unlike anyone else.

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

RE-JOINED

COUSINS BREWING
WAITSFIELD VT

Cousins Brewing
Waitsfield, VT



7 Balls Brewing
Bellows Falls, VT

AMERICAN
FLATBREAD
Burlington Hearth

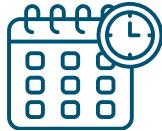
The Brewery at American Flatbread
Burlington, VT



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



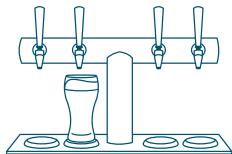
22 Events in 2025

↑ 22% from 2024



35,000 Email Subscribers

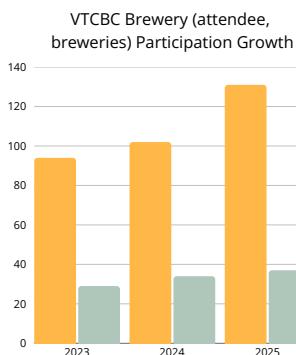
↑ 17% from 2024



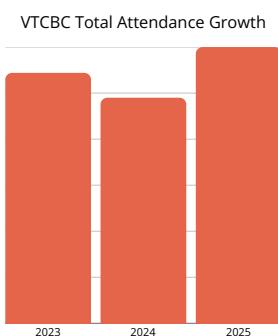
~19,000 VBA App Users

↑ 4% from 2024

2025 Vermont Craft Brewers Conference



- 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 30th Anniversary Collaboration Beer



21 VBA Breweries

20+ Collaboration Beers

10 Brew Days Attended by VBA Staff/Board

\$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

