



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

Annual Meeting Agenda
December 16th, 2024 2:00 pm-5:00 pm

- 2:00 Presidential Welcome, Kara Pawlusiak
- 2:10 Lobbyist Debrief and Updates, Jessica Oski
- 2:20 VBA 2024 Highlights and Updates, Emma Arian
- 2:40 Financial Overview, Nina Hurley
- 2:50 Efficiency Vermont Presentation
- 2:55 Candidates for Board of Directors Introductions & Voting
- 3:00 Department of Liquor and Lottery Q&A
- 3:50 An update from VT State Treasurer, Mike Pieciak on Vermont's Economy
- 4:00 Interactive: A Conversation Around Tied House
- 4:50 Announcement of Voting Results & Committee Recruitment
- 4:55 Honoring Bill Mares
- 5:00 VBA Holiday Party

Thank you to our sponsor!



UPDATE WEBSITE
BREWERY INFORMATION



ADD EMPLOYEE EMAILS TO
MEMBERSHIP DISTRIBUTION LIST

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 2024 Survey Questions - *answers will be sent out after the meeting*



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.

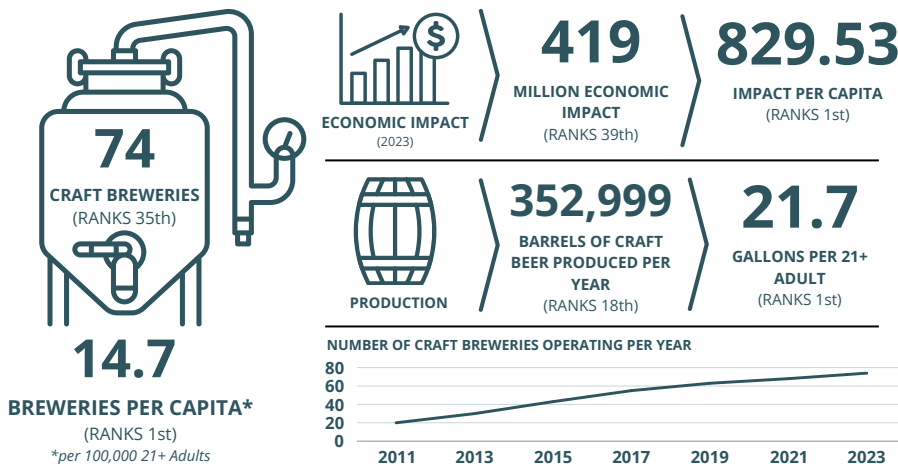
Our Mission

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

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

2023 Production Statistics





BEER WORTH FINDING[®]
VERMONT BREWERS
ASSOCIATION

4 Key Pillars of the Vermont Brewers Association

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

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.



2025 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.
- Enrollment into member only communications - all staff members on your team are eligible to opt in.
- Access to network of 56 Allied Partners who can help your business thrive.
- Ability to serve on Board of Directors or Committee.
- Dedicated team of 2 working for you everyday!

EXCLUSIVE MEMBER EVENTS

- Vermont Brewers Festival
- Brewers Gathering After Party
- Vermont Craft Brewers Conference
- Conference After-Party
- Technical & Education Day
- Annual Meeting
- Holiday Party
- Regional Meet Ups
- Lake Monsters Game
- Champlain Valley Hops Harvest Tour
- VBA presence at your events! - let us know what you are planning and how we can help!

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 - post events you are hosting on public VBA webpage.
- Member Hiring Promotion - post positions you are hiring for in your brewery on public VBA webpage.
- Bi-Monthly Newsletters.
- Co-Branded Merchandise Program
- Ability to use VBA Trademark - Beer Worth Finding ® & VBA logo in marketing materials.
- DigIn Vermont Listing - partnership with Vermont Fresh Network.

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.



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.



2025 BREWER BENEFITS

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.

0-500 BBLs

\$375

501-1,999 BBLs

\$550

2,000+ BBLs

\$700



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BEER WORTH FINDING
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: October 1, 2024

I.COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Transparent Communication</p> <p><i>July 2024-forward</i></p>	<ul style="list-style-type: none"> Between VBA & Members 	<p>Exec Committee, ED & Committee Chairs</p>	<ul style="list-style-type: none"> Bi-Monthly newsletters sent by Emma (started 04/07/2023) Quarterly Updates on Strategic Plan Progress (anticipated start date: 10/1/2024) Board meeting minutes added to resource page & sent to membership (10/30/2024) GAC meeting 9/23/2024, meeting minutes added to resource page & sent to membership (10/30/2024)
	<ul style="list-style-type: none"> Member to Member 	<p>VBA Members & Staff</p>	<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
	<ul style="list-style-type: none"> Bulk Buying Initiative 	<p>VBA Staff</p>	<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

I.COMMUNITY

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. ● Annual Meeting & Holiday Party outside of Chittenden County 2024 (12/16/2024) ● <i>Request feedback at the Annual Meeting for the best locations to maximize participation</i>
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- Holiday party (von Trapp, 12/16/2024), Baseball (07/30/2024), VBF After-Party (Foam, 07/19/2024), VTCBC After-Party (Switchback, scheduled 11/12/2024) ● Education- tech & ed day's: (05/19/2024, 14th Star. Pending, spring 2025: XX/XX/XXXX), conference (scheduled 11/11/2024 - 11/12/2024) ● Fundraiser- festival (7/18/2024-7/19/2024), glassware sales (orders due October 4th) ● Membership- Annual Meeting & Holiday Party (von Trapp, 12/16/2024)
	<p>2025-2026</p>	VBA Staff & Committees	

	<ul style="list-style-type: none"> • Same networking, membership & fundraising as year 1 • Additional education event 		
	<p><i>2026-2027</i></p> <ul style="list-style-type: none"> • Increase networking, education, and fundraising by one event from 2024 expectations 	VBA Staff & Committees	

I.COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Financial Support Opportunity to provide support, microloan, or investment by allied partner</p> <p><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
<p>Brewers Resilience Fund (BRF) Create a fund to support brewers and brewery owners</p>	<ul style="list-style-type: none"> • Donations from Allied Partners 	VBA Staff, Members, & Allied Partners	

<p>during times of personal hardship (e.g., family changes, health changes, unexpected death, etc.).</p>	<ul style="list-style-type: none"> ● Crowdfunding (i.e., additional dollars from ticket sales will go to BRF) ● Support from Members 		
<p><i>By 2027</i></p>			

I.COMMUNITY

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Increased Benefits for Brewery Staff</p>	<ul style="list-style-type: none"> ● Explore options for Members with Allied Partners <ul style="list-style-type: none"> ○ Healthcare ○ 401K ○ Sustainability ○ HR ● Additional training for FOH ● Templates for HR Policies, including sexual harassment boiler-plate language ● EAP 	<p>VBA Staff & Allied Partners</p>	
<p><i>By 2027</i></p>			

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 	<p>VBA Staff & Committees</p>	<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
<p>Resources on Website</p>	<ul style="list-style-type: none"> Sustainability, DEI, Distribution contracts/agreements/laws 	<p>VBA Staff & Allied Partners</p>	<ul style="list-style-type: none"> 10/1: VBA resources (19), Committee resources (56), VBF (9), Educational

	<ul style="list-style-type: none"> ● Legal bulletins and DLL updates ● Diversity training ● HR & hiring resources ● Contacts across industries to assist with training (hospitality, marketing, technical brewing, HR) 		resources (33), Business resources (18), Marketing resources (1), passport resources (2)
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

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
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
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 ● 2024 - no fines at VBF, VBA highlighted on DLL investigator's social media

IV. Marketing

GOAL	STRATEGY	Responsible Party	PROGRESS
<p>Event Promotion</p> <p><i>2024-forward</i></p>	<ul style="list-style-type: none"> ● Events calendar on VBA website ● Cross promotion of brewery events on VBA social media 	<p>VBA Staff, Members</p>	<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
<p>Storytelling</p> <p>Encourage breweries & other Vermont resources to connect with each other to collectively tell our stories</p> <p><i>2024-forward</i></p>	<ul style="list-style-type: none"> ● Collaborations with other influencers to further brewing’s stories (i.e. Rocket in VT/eatvermont, HelloBurlington, VDTM) 	<p>VBA Staff, Members</p>	<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



Brewers Association Resources

For Vermont Brewers Association Annual Meeting (December 2024)

Insights & Analysis Posts

- [Two Looks at Craft Prices and Elasticities](#) (February 13, 2024)
- [What Consumers Want: Harris Poll Consumer Survey 2024](#) (July 15, 2024)
- [Regional Trends in Styles and Production](#) (August 28, 2024)
- [Craft Beer and Cider](#) (October 8, 2024)
- [Craft Beer and Cannabis \(and Hemp\)](#) (November 5, 2024)
- [How Americans Spend](#) (November 19, 2024)

Presentations

- [2024 Harris Poll Data: The Evolution of the Craft Beer \(and Beverage Alcohol\) Consumer](#) (July 11, 2024)
- BA member only: [Factors Shaping Present and Future Drinking Trends](#) (CBC 2024)
- BA member only: [2024 State of the Craft Brewing Industry](#) (CBC 2024)



Is your Vermont agriculture, food, or forestry businesses looking to expand into new markets? The Vermont Agency of Agriculture, Food & Markets' [Trade Show Assistance Grant](#) might be able to help! These matching grants provide businesses with funds to exhibit and sell their Vermont products at trade shows targeting out-of-state, wholesale buyers. This year, we have additional grants funds, provided through the Vermont Dairy Promotion Council, to specifically support dairy businesses in attending trade shows.

Funding can partially offset the expenses associated with exhibiting at trade shows, which provide excellent opportunities to network with wholesale buyers and expand into new domestic and international markets. Applicants may include up to five trade shows in their yearly marketing plan, requesting a total of between \$2,000 and \$5,000 in eligible reimbursements for shows that take place between April 1, 2025 and March 31, 2026.

HOW TO APPLY

1. Review the entire [Request for Applications](#)
2. If you're new to WebGrants, submit the [WebGrants Registration Form](#).
3. Submit your application via the [WebGrants](#) system

The application period will close on January 20, 2025 at 11:59 PM. Please email Jennifer Porter at Jennifer.Porter@vermont.gov with any questions.



MEDIA KIT

Vermont Saves

[About Vermont Saves](#)

[Vermont Saves FAQ](#)

Employer Information

[Employer Fact Sheet](#)

[Employer Help Center](#)

[Employer Registration Page](#)

Employee (Saver) Information

[Employee Fact Sheet](#)

[Vermont Saves Employee Sign-Up Page](#)

Additional Program Information

[Program Forms](#)

[Financial Resources Page](#)

[Retirement Calculator Page](#)

Find Us on Social Media

[Facebook](#)

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**For media inquiries or any information requests,
please contact:**

David Kunin

Director of Outreach & Communications

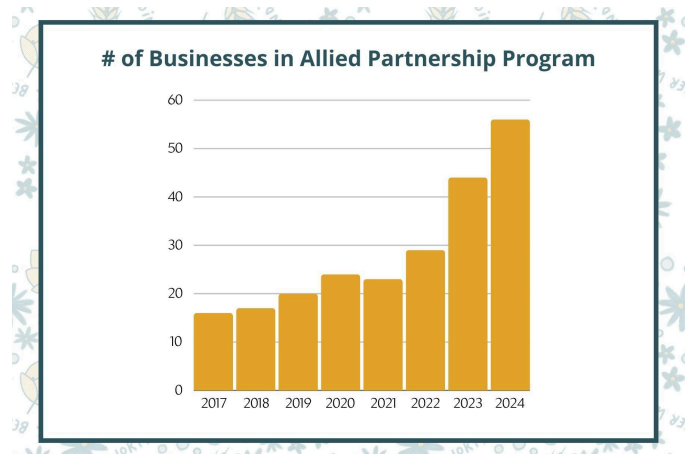
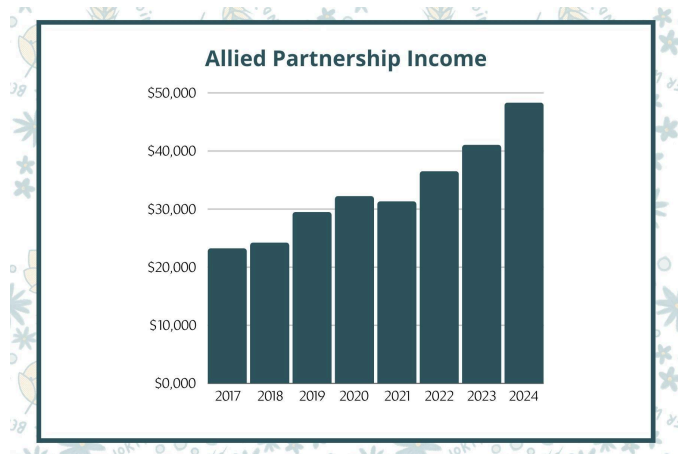
David.Kunin@vermont.gov

(802) 373-4492



Vermont Brewers Association 2024 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 60 breweries that actively participate. The year 2025 will be the ninth 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 56 businesses that have joined since its inception in 2017. This year we welcomed 12 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 2024*



PLATNIUM

Allen Insurance & Financial

GHM Insurance 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 New Hampshire label printer, with family as our foundation.

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.

***ImageTek Labels**

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

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

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.

***Crisp Malt**

Crisp has a long history of collaborating with brewers from Vermont and our goal is to continue to help our brewers to continue their path of being leaders in the craft beer industry. We also hope that through this sponsorship we will have more opportunities to meet you all and learn how we can better serve your evolving needs. Finally, we hope to also demonstrate our ambitious sustainability goals and prove that Crisp Malt is a sustainable choice for Vermont Craft Beer.

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

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.

Efficiency VT

Energy Efficiency Services

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

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.

Jamieson Insurance

Independent insurance agency

***Marcum New England Food & Beverage Services Group**

Marcum'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, Marcum 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.

***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™!"

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.

The Hop Guild

Hops & Fruit Puree merchant based in Upstate New York; owned by hop growers

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.

Vanguard Renewables

Recycling brewery waste into renewable energy at New England family farms

VHV

HVAC/R solutions

VMEC

Vermont Manufacturing Extension Center

Weston & Sampson

Design, engineering, and environmental services

Yipes Auto & Graphics

Auto and Graphics

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

***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.

***Betterwheel Workshops**

Our signature product, the Woodzie™, is the first fully biodegradable, sustainably crafted can insulator. Made from a solid piece of hardwood sourced from our very own forest in the Green Mountains of Vermont. The Woodzie is the perfect gift for your favorite beer lover (or seltzer lover!), outdoorsy person, music-festival goer, or anyone who appreciates uniquely made and eco-friendly gifts.

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.

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.

***BSG**

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.

***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.

DWS Associates

Label and Packaging Specialists

Four Star Farms

Massachusetts hop farm near the VT border

G&D Chillers

Manufacturer of brewery chillers

***G3 Cans**

G3 is a leading packaging and logistics provider. G3 Packaging provides aluminum cans and can ends with a variety of brite cans sold by the pallet to full truckloads. We have fast turnaround times as cans are sourced domestically: 8oz sleek, 250ml, 10oz sleek, 330ml, 12oz std & sleek, & 16oz std. G3 Logistics offers bulk and finished good transportation and 3PL warehousing nationally and regionally.

***Great Eastern Radio**

The heartbeat of radio for New England. Headquartered in West Lebanon, New Hampshire, Great Eastern Radio operates properties in New York, Vermont, New Hampshire, and Massachusetts.

***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.

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.

***Lagersmith**

Aluminate™ are next-gen digitally printed cans by Lagersmith Can Supply Co. Metallic, matte, gloss, and textured finishes are all possible on the same can. Lagersmith is the go-to partner for industry leading pricing, lightning quick turn-around times, no dunnage deposits, and free shipping options.

Mill 95 Hops

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

Omega Yeast

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

***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.

Yakima Chief Hops

100% grower-owned global hop supplier

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 vector 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.

***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 2024 Legislative Report Week 16

The final gavel fell on the 2024 Legislative session in the early hours of Saturday, May 11th.

Final at least for the moment! Lawmakers are expected to return to Montpelier on June 17th & 18th for a veto session – as a number of priority bills are expected to be vetoed by Governor Scott. Those bills include the annual education fund “Yield Bill,” the housing/Act 250 bill, the overdose prevention center bill, the renewable energy standard bill and others. In the meantime, leadership will be working to ensure enough votes (2/3) to override any veto.

MISCELLANEOUS ALCOHOL BILL

The miscellaneous alcohol bill, H.867, was passed by the House and Senate and will be sent to the Governor for his signature in the next week or so. The [final version](#) of the bill includes the following provisions:

Special Venue Serving Permits. Sections 1-4 expand access to special venue serving permits. Under current law, a special venue serving permit may be granted to an art gallery, bookstore, public library or museum after receiving approval from the local control commission and paying a fee. A special venue serving permit authorizes the holder to serve (not sell) beer, wine or RTDs, purchased directly from a retailer. This proposal replaces the word “bookstore” with “retail establishment” thereby expanding the types of retailers that can access this type of permit. “Retail establishment” *excludes* cannabis stores and 802 stores. In addition, special venue permits are limited to 12 permits/year/location and limited to 6 hours in duration. The addition of “retail establishments” will sunset in two years (2026) so that lawmakers can evaluate whether they want this practice to continue.

Sampling Event Permit. Section 5 allows a sampling event permit holder (used to be called a Festival Permit) to purchase invoiced volumes of alcoholic beverages from wholesale dealers. Under current law, a sampling event permit holder is allowed to purchase invoiced volumes of malt beverages directly from a manufacturer or packager. This change allows a permit holder, like the VBA, to purchase beer directly from a wholesale dealer, in addition to a manufacturer or a packager.

Special Event Permits. Section 6 increases the limit on special event permits that may be acquired by an individual licensee from 10 to 20. Under current law, a manufacturer is allowed to be issued up to 10 special event permits for the same physical location in a year. Each permit is good for the duration of the event or up to 4 days. A special event permit is a permit granted to a licensed manufacturer or rectifier and allows them to sell alcoholic beverages manufactured by the permit holder by the glass or unopened bottle

within the confines of the special event. A special event permit also allows the manufacturer to serve or sell glasses of beverages in quantities of not more than two ounces per product and eight ounces total of malt beverages, vinous beverages, or ready-to-drink spirits beverages and not more than one ounce in total of spirits or fortified wines to each individual. This proposal increases the number of special event permits a manufacturer is allowed to obtain in a year at a specific location from 10 to 20.

Liquor and Lottery Annual Report. Sec. 7 changes the month from January to March on which the DLL annual report is due to be delivered to the legislature.

Liquor Liability Insurance. Sec. 8 extends the date by which liquor licensees are required to have liability insurance from July 1, 2024 to July 1, 2026. This change is intended to allow time for the liability insurance markets to (hopefully) respond to changes made to Vermont dram shop laws in 2023 that were intended to reduce risk exposure and lower policy rates.

Retail Master License Report Sec. 9 requests DLL to report back next year regarding the creation of a retail master license that can be granted to a person that acts as the parent corporation for licensed retail dealers or manufacturers that have merged. The report will include a proposal for legislation to create the license and an appropriate license fee.

Tobacco Retail Audit Sec. 10 requires DLL to collect comprehensive data during their regular audit of tobacco retailers “regarding the physical placement of beverage alcohol products in retail establishments to inform future public policy decisions” by the legislature.

NEW BUSINESS TAXES

In the end, the education fund “[Yield Bill](#)” included a targeted tax that could impact some businesses - a 6% sales tax on prewritten software accessed remotely, or software as a service, also known as the “cloud tax.” The bill also included a 3% surcharge on short-term rentals. The Governor has vowed to veto this bill and it is not clear whether the legislature has the votes to override his veto. If they do not, they will need to make changes to the bill as this annual yield bill is a must-pass bill necessary for the funding of the education system.

Cloud Tax. Under current law, the retail sale of tangible personal property – including prewritten software – is subject to the sales and use tax. However, Act 51 (2015) created an exemption for prewritten software accessed remotely. A provision in the annual education fund “Yield Bill” would repeal the exemption and subject sales of these programs to the 6% Vermont sales and use tax. The repeal of the exemption would primarily apply the sales tax to Software as a Service cloud applications and custom software or IT services would continue to be exempt. Fiscal analysts estimate this would generate \$14.7 million in additional revenue in fiscal year 2025 and \$16.0 million

annualized, beginning in fiscal year 2026. Revenue may increase year over year due to the strong projected growth in the cloud-based services market.

Short Term Rental Surcharge. The Yield Bill also includes a 3% surcharge on short-term rentals, which are defined as a “furnished house, condominium, or other dwelling room or self-contained dwelling unit rented to the transient, traveling, or vacationing public for a period of fewer than 30 consecutive days and for more than 14 days per calendar year.” This includes both entire units and single rooms if the rental is for less than 30 consecutive days. Currently, these rentals are subject to the 9% rooms tax (10% in towns with a local option tax), which is allocated to the General Fund (69%), Education Fund (25%), and the Clean Water Fund (6%). The rooms tax allocation would remain the same but the entirety of the surcharge would go to the Education Fund. Fiscal analysts estimate that 3% of overall revenue from these rentals will generate \$11.8 million for the Education Fund in fiscal year 2025 and \$14.7 million annualized, beginning in fiscal year 2026.

HEADLINES OF NOTE

[Gov. Phil Scott Announces He'll Run for Reelection](#)

[Lawmakers Reach Deals and Adjourn After a Marathon Late-Night Session](#)

[Dean's Potential Run for Governor Buys Dems Eager for a Competitive Race](#)

[Vermont lawmakers reach late-night property tax deal, but bill looks destined for a veto](#)

[At the 11th hour, lawmakers strike compromise on Act 250 reform](#)

[Gov. Phil Scott on plans for reelection, property tax rates and bringing balance to the Statehouse](#)

Vermont Election Results – November 2024

With property tax increases, education funding, and a lack of affordable housing top of mind, Vermonters appear to have considered their wallets when voting in the November general election. The results offer new power to long-time moderate Republican Governor Phil Scott who easily won reelection to his fifth term after garnering more than 70% of the vote.

In the race for Lt. Governor, Republican John Rodgers defeated incumbent Progressive/Democrat David Zuckerman.

While Democrats will continue to have comfortable majorities in both the House and the Senate, they notably lost their supermajorities in both chambers which will make overriding Gubernatorial vetos difficult, if not impossible. This means that the Governor will have much more influence in the policy direction of the legislature.

Senate. The Democrats lost six seats in the Senate and 4 incumbents were ousted. Those races include:

- In Orange County, Republican Larry Hart defeated long-term incumbent Senator Mark MacDonald
- In Addison County, Republican Steven Heffernan defeated incumbent Senator Chris Bray, Chair of the Senate Natural Resources Committee.
- In Grand Isle County, Republican Pat Brennan, defeated incumbent Senator Andy Julow.
- In Chittenden County, Republican Chris Mattos defeated incumbent Senator Irene Wrenner.
- In Caledonia County, Republican Scott Beck won the seat formerly held by longtime Democratic Senator Jane Kitchell.
- In Orleans County, Republican Sam Douglas defeated former Rep. Katherine Sims to win the seat formerly held by longtime Democrat Bobby Starr.

If the early results hold, the split is 16 Democrats/13 Republicans/ 1 Progressive/Democrat, which means enough votes to easily sustain a veto from Governor Scott. The shift in the Senate will impact key caucus leadership positions as well as committee leadership. It's also worth noting that between retirements and ousters, there will be 10 new Senators, or 1/3 of the Senate turning over. At a minimum, we will see new Senate Chairs in the Committee on Appropriations, Education, Judiciary, Transportation, and Natural Resources.

House. In the House, 14 incumbent Democrats were ousted, including two Chairs.

The losses include:

- In St Albans, Republican Joe Luneau defeated Rep. Mike McCarthy, Chair of the Government Operations Committee

- In Rutland, Republican Chris Keyser defeated Rep. Bill Notte, Assistant Majority Leader.
- In Vergennes, Republican Rob North defeated Rep. Diane Lanpher, the powerful Chair of the Appropriations Committee
- In Corinth, Republican Michael Tagliavia defeated Rep Carl Demrow, the ranking member on the House Ways and Means Committee.
- In Brandon, Republican Todd Nielsen defeated Rep. Stephanie Jerome, the Vice-Chair of the House Commerce Committee
- In Middletown Springs, Republican Chris Pritchard defeated Rep. Chesnut-Tangerman, the Vice-Chair of the House General and Housing Committee.
- In Barre, Republican Michael Boutin defeated Rep. Jonathan Williams .
- In Dorset, Republican Sandy Pinsonault defeated Rep Mike Rice.
- In Barnet, Republican Debra Lynn Powers defeated Rep. Bobby Farlice-Rubio.
- In Grand Isle, Republican, and former House member Leland Morgan defeated Rep. Josie Leavitt.
- In Chester, Republican Thomas Charlton defeated Rep. Heather Chase.
- In Westford, Republican Brenda Steady defeated Rep. Julia Andrews.
- In Lyndon, Republican, and former House member Marty Feltus defeated Rep. Dennis Labounty.

The preliminary results in the House suggest a split of 87 Democrats, 56 Republicans (up from 38), 3 Independents (R leaning) and 4 Progressive/Democrats. This shake-up will impact several key leadership positions in the House. Already, Independent Rep. Laura Sibilgia has announced her intention to contest the race to be the next Speaker of the House, currently held by Democrat Rep. Jill Krowinski. That race is likely to intensify over the next few weeks.

On the House side, there were 36 retirees going into the election, that combined with 14 incumbents defeated results in 50 new House members, or 1/3 of the House turning over. At a minimum, we will see new Chairs in Appropriations, Government Operations, and Transportation.

You can find more detailed information [here](#).



BEER WORTH FINDING VERMONT BREWERS ASSOCIATION

Marketing & Events Report December 2024

VERMONT BREWERS FESTIVAL

- 26 VBA breweries, 10 out-of-state breweries, 4 new members or returning after many years
- Revenue:
 - Budget: \$167,855
 - Actual: \$107,413.53 (net revenue)
 - Ticket Sales: \$250,037.90 (budgeted \$326,500)
 - Attendance: 3,931 ticket purchasers, 228 staff & volunteer vouchers
- Demographics:
 - 54% in-state, 46% out of state.
- Expense Reduction & Revenue Growth:
 - Merchandise Sales: \$16,483 vs \$10,000 budget (2023: \$14,258)
 - In-kind sponsorship totaling \$17,500 which helped support operation costs
 - Evvnt (Ticketing Company) paid VBA \$1 per ticket sale to the VBA = \$4,386.00
- New Initiatives:
 - Brewer Hospitality Sponsorship
 - Food truck at the after-party at Foam - The Shoppe Food Truck
 - Fermentation Tent: \$2,025 revenue (\$525 over budget)
 - Jordan Barry at Seven Days Moderator and had 6 vendors (Jasper Hill Farm, Adventure Dinner Chef, Vivid Coffee, Savoure Soda, Birch Hill English Muffins, Topsy Pickle) and 3 brewers (Good Measure, Lawson's, Black Flannel) participate in one discussion each session
 - Volunteer pourers to allow breaks for brewers
 - 2 tickets for 9% ABV and over instead of 8%
- Department of Liquor & Lottery:
 - No fines; met with positive feedback from department
 - DLL Feedback: "It was an awesome weekend working collaboratively with Vermont Brewers Association for the Vermont Brewers Festival! This event is a great representation of two different organizations coming together with the common goal of ensuring festival attendees have fun, are safe, and drink responsibly. Emma Arian and her team do an incredible job ensuring all breweries are well represented, follow all serving guidelines, and get the opportunity to showcase their beers"

VERMONT CRAFT BREWERS CONFERENCE

We are seeing an increase in attendees (especially from VBA member breweries), an increase in income, and an increase in the quality of speakers/exhibitors year over year.

- Attendance: 275 attendees, 48 exhibitors, 12 sponsors
 - Brewery Member Attendance:
 - 2024: 102 attendees, 34 VBA breweries
 - 2023: 94 brewery members from 29 member breweries.
- Budget: \$42,242.

- Actual: \$33,120.38 (as of 11/20) (net revenue)
 - 2023 Actual: \$26,904 (net revenue), Budget: \$10,000.
- Feedback: 68 responses
 - 73.1% would return.
 - 82% came for networking, 54% for education.
 - 60% extremely satisfied with session quality.
 - "Emma and crew really hit it out of the park. Great speakers from the national and regional scene. Much more robust and valuable than last year's meeting."
- New initiatives met with positivity:
 - Registration incentive for attendees (Buy 4 get 1 free)
 - After-party at a new location in addition to 2 on-site receptions
 - Monday/Tuesday conference
 - New venue with better logistics
 - Bar open earlier/longer/no drink tickets
 - Vendor Expo price lowered from \$1,500 to \$1,250 and added non-profit tabletop exhibitor for \$400
 - More thorough vetting process for speakers this year - enlisted help of Tech & Ed Committee
 - Less sales-pitch presentations and more presentations from CBC speakers
 - VBA merch at registration
 - Sales: \$702
 - Offered 10% VTCBC Discount.
 - Made for a great way to provide speakers with VBA swag as gifts at the conference

TECHNICAL & EDUCATION DAY

- 66 attendees, 15 breweries,
- Hosted at 14th Star, Catered by Mill River.
- Programming:
 - Lallemand Brewing: Beer Innovation
 - VMEC and VT Dept of Labor: Workforce Development
 - VBA Sustainability Committee: Bikashi Culture, Label Liner Recycling and Co2 Savings.
- Feedback: "Emma - I will repeat what I said yesterday, this was by far the most useful event I've ever been to for the VBA. Not a slam against any previous events- this really had things that each brewery is faced with!"

GLASSWARE FUNDRAISER

- Participating Breweries:
 - 2023: 11 breweries, 1,080 pint glasses (90 Cases)
 - 2024: 17 breweries, 1,020 pint glasses (85 Cases)
- Income:
 - 2023: \$1,080
 - 2024: \$1,020
- New Additions:
 - Tote bags, tin tacker, and marketing materials for participating breweries, generating additional sales potential.

REGIONAL MEETUPS

- 6 regional meet ups with 35 participants from 22 breweries.
- Locations: Vermont Pub & Brewery, 14th Star, von Trapp, Red Barn, Stone Corral, Hermit Thrush

- Long Trail meet-up was cancelled due to low RSVP #s
- Collective feedback from regional meet-up:
 - Members need more resources for:
 - Where to get rid of old growlers
 - VT beer in Canada, amount of beer Canadians can travel with
 - FOH employee focused educational events (networking, sharing ideas, etc)
 - Brewery loyalty programs
 - Distribution contracts and agreements
 - Beer trends
 - Members are having issues with:
 - Staffing
 - Marketing & Promotion
 - How to use social media more effectively, it changes so quickly how do we keep up?
 - Cost/hassle of beer competitions
 - Sales & Distribution
 - The weather
 - Insurance costs
 - Misc. membership concerns/ideas:
 - More casual beer meet-ups
 - Highway/road beer trail signs
 - Discussions around
 - Festival - more glass washing options
 - VBA communication - email is the best way, just need to be better about reading it and/or reaching out to VBA staff
 - After Covid, events fell down and it was nice to see people (at the conference + at the meetings)
 - Feeling overworked and not enough time to read emails, participate, etc
 - Construction & growth - how to be there for each other and support especially for breweries entering new business models

NETWORKING EVENTS

- *Champlain Valley Hops - Harvest Season Tour*
 - Opportunity for members to learn more about CVH, Hops, how hops are grown and harvested and network with others in the industry.
 - 2 brewery members attend with 12 people in 2024
- *Lake Monsters Baseball Game - Lallemand & Country Malt Group purchased a dugout at Lake Monsters game for 35 VBA Members.*
 - 10 breweries attended
 - This was a great way to have Allied Partners interact with our membership without it feeling like a sales pitch.
- *Holiday Party - Queen City*
 - 13 brewery members with ~60 members in attendance.

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 sell merchandise and talk to people about what the VBA does for breweries in Vermont.

Siptemberfest

- Merchandise Sales: \$556
- 15 member breweries participating
- Members really enjoyed VBA presence at other events they are participating at.

- First time VBA was back at SIP after many years.

Funk on the Water

- Merchandise Sales: \$750
- 8 member breweries participating
- Great merch turn out and education on the VBA

Simple Roots Sweater Party

- Merchandise Sales: \$208
- Marketing: Holiday Happenings socials post, Constant Contact push, Brewview Ad for Holiday Happenings

Two Heroes Holiday Magic in the Mezz

- Merchandise Sales: \$
- Marketing: Holiday Happenings socials post, Constant Contact push, Brewview Ad for Holiday Happenings

Speaking Opportunities:

VBA staff represented the VBA at several events as a speaker in 2024

- DLL Conference - "Crafting Collaboration: Strengthening Partnerships Between Industry Partners and Regulatory Agencies"
- UVM Marketing Course - "From CDAE to VBA ED"
- Vermont Lodging Association Panel "Partnership Panel: "Strengthening the Guest Experience"
- UVM Career Panel
- VT State Tourism Economy Day
- Hill Climb in Washington, DC

Networking Opportunities

- Emma joined the membership committee at Lake Champlain Chamber of Commerce
- Attended VFN and VSFA Annual Meetings
- New England Craft Brewers Conference
- Multiple VBSR Events
- VCET Women's Founder Series
- Phil Scott's Capital for a Day (3 events attended in Chittenden County at member breweries)
- Downs, Rachlin, Martin Client Appreciation Party at Foam Brewers
- 3 Vermont State Treasurer's Office events (2 in person, 1 virtual)
- Several Chamber of Commerce networking events
- Monthly BA Guild Leader calls
- Quarterly New England Guild Meetings

MERCHANDISE & PASSPORT PROGRAM

In March 2024 we transitioned our online store to Shopify. Passport data is from December 1, 2023 to December 2, 2024, but merchandise numbers are from March 2024.

Passport program (2024 - 12/1/23-12/1/24)

- Engagement: 18,085 total registered users
- Prize Redemption: 331 digital passport rewards redeemed
 - All Breweries - 10
 - 50 redemption - 12
 - 25 redemption - 114
 - 10 redemption - 195
 - 164 sent in-state, 167 sent out of state/country
- Revenue Impact:

- **2024:** 14,391 stamps (51 Breweries open to the public) = \$287,820 if \$20 was spent at each visit, average of \$5,643.52 per brewery.
- Passport program *prize redemption* costs to the VBA
 - Prize Fulfillment Costs: \$4,734
 - Postage for sending these items = \$1,202.50
 - Printed passports & maps = \$1,325.98 spent

Merchandise Program:

- Festival sales: \$16,483
- Outside festival sales: \$2,008 (SIP, FUNK, Conference)
- Holiday sales: Simple Roots: \$208, Two Heroes:\$ sales)
- Online Sales: \$4,714.61 (3/24-12/8/24)
- Total Merchandise Sales: \$23,413.61

WEBSITE

New website created in 2024 with a grant from Working Lands. Developers built the backend and updated the VBA branding. VBA then created all of the pages with copy and images. This update allowed the VBA to add an interactive Brewer Portal to the website for the membership.

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.

- 277 public member events posted
 - 7,500 views (*launched public page March 26, 2024*)
- 217 clicks Manage Account for Brewer Portal
 - Members are signing in and adding staff to their accounts
- 16 Job postings (*launched public page March 26, 2024*)
 - 2,036 views on postings, 97 clicks on the 16 job postings
 - 170 clicks
- 171 individual resources tailored to diverse member needs under login only page
- 16 Public Blog Posts - 6 Interview Series, 3 member event blog posts, 1 Passport Story, 1 VBF Collaboration Beers
- Google Analytics (*Jan 1- Dec 3*)
 - Top Performing Pages
 - Vermont Brewers Festival - 30,391 views
 - Breweries - 15,504 views
 - Homepage - 13,295 views
 - Breweries & Beer Lists - 8,758 views
 - Brewery Events Page - 7,500 views (*launched public page March 26, 2024*)

EMAIL MARKETING

VBA Members

In July of 2024 we transitioned to a constant contact newsletter format to track engagement.

- 15 “updates and resources” newsletters sent in 2024 with 246 subscribers in the membership
 - 6 sent in constant contact with ~60-70% open rate & ~10% click rate

Craft Beer Enthusiasts

- 30,000 email subscribers
- 12 newsletters in 2024
 - ~62% open rate and ~2% click rate

Allied Partners

- 102 email subscribers
- 5 newsletters sent
 - ~60% open rate and ~10% click rate

SOCIAL MEDIA

Instagram

- Following:
 - Current: 9,644 followers.
 - Gained: 1,400 followers in 2024.
- Reach:
 - 53.4K - up 106%.
- Demographics:
 - Men: 51.4%
 - Women: 48.6%
 - Age: 25-34 - 28.7%, 35-44 - 39.2%, 45-54 - 19.9%

VBA MEDIA COVERAGE

- [Edible VT Brewery Spread](#)
- [Bennington Banner Article](#)
- Champlain Valley Guide - Mad River Valley | VBA membership map
- Brewview: Full Page Ad for VTCBC, VBF, Holiday Happenings
- Vox Media Radio Coverage - 30 second radio ads running from May 3rd - July 19th on 95.5 Triple X & The Wolf, Ticket Giveaways.
- The Morning Drive: Sean Pagano & Emma Arian interviewed in early July
- Great Eastern Radio Coverage - 60 second radio ads from Emma - June 6th-July 19th on WWFY (FROGGY), WRFK (FRANK), WSNO (PENGUIN)

Press Releases

We receive a press list from the BA each year with over 60 VT news and marketing outlet contacts. We create media kits to accompany each press release.

- VTCBC:
 - [Vermont Craft Brewers Conference Announces Call for Speakers](#)
 - [Vermont Craft Brewers Conference Registration is Open and Presentations are Announced!](#)
 - [Less than a Month until the Vermont Craft Brewers Conference](#)
- VBF:
 - Vermont Brewers Festival Tickets on Sale May 3rd at 10am
 - [Vermont Brewers Festival Announces Beer Lists!](#)
 - [Vermont Brewers Festival is THIS Weekend, July 19-20!](#)



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

VBA 2024 Financial Report

*If you would like to see a p&l report, please reach out to Nina, VBA Treasurer or Emma,
VBA Executive Director*

VBA 2024 Financial Overview:

	At December 1, 2024	2024 Budget	At December 31, 2023
Income			
VBA	\$92,481	\$82,500	\$ 98,241
Festival	306,9378	388,500	393,556
Conference	105,400	122,500	123,147
Total Income	504,819	593,500	614,945
Expenses			
VBA	246,446	290,011	286,218
Festival	199,529	220,645	208,860
Conference	71,037	78,550	94,056
Total Expenses	519,012	589,206	589,134
Other Income	36,582	-	-
Net Income	\$22,389	\$4,294	\$25,811

Note: there will be additional income from holiday merch sales, and additional expenses for salaries and annual meeting/holiday party

VBA 2024 VTCBC Detail

	At December 1, 2024	2024 Budget	At December 31, 2024
Income	\$105,400	\$122,500	\$123,147
Expenses	71,0372	78,550	94,056
Net Income	\$34,363	\$43,950	\$ 29,092

Note: there will be additional income from day-of registration sales and beer reimbursement and additional expenses for event management and supplies.

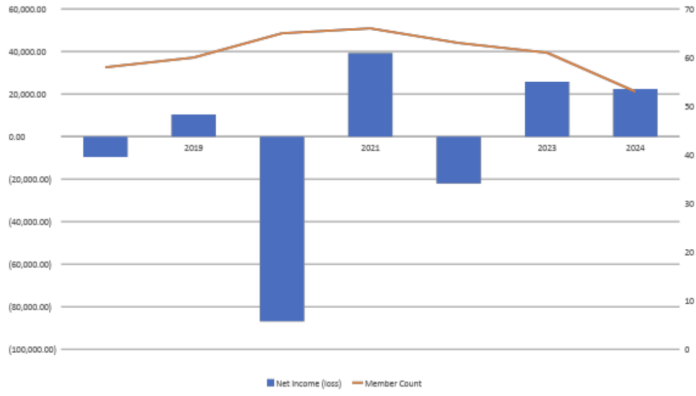
- Income
 - Under ticket budget by \$800
 - Under exhibitor budget by \$16,600
 - Over Sponsorship budget by \$500
- Expenses
 - Under budget for many categories
 - Under food budget by \$8,900
 - Under audio visual budget by \$4,000
 - Did not consider beer corkage & taxes charged by hotel (\$7,576)

VBA 2024 VBF Detail

	At December 1, 2024	2024 Budget	At December 31, 2024
Income	\$306,938	\$388,500	\$393,556
Expenses	199,529	220,645	208,860
Net Income	\$107,409	\$167,855	\$184,696

- Income
 - Over merchandise budget by \$6,500
 - Over budget for ad revenue and fermentation tent
 - Under ticket sales budget by \$76,500
 - Under Sponsorship budget by \$16,500, but made up for some of it via in-kind donations
- Expenses
 - Under budget for most categories!

Historical Budget Overview



Vermont Brewers Association & Vermont

Department of Liquor and Lottery

Membership Questions/Comments/Concerns

November 9th, 2023

Laws & Regulations/Compliance:

1. Does the DLL have a written policy stating that when a retailer or manufacturer approaches enforcement officers with genuine compliance questions, no punitive action will be taken as long as the correction (if one is necessary) is made?

The Department has several written policies that govern how the Office of Compliance and Enforcement operates. While not as explicitly stated as the question above, Work Rule 13 does state the following:

B. Community Relations

1. To cultivate and foster transparency and trust, each Liquor Control Investigator and Supervisor shall do the following when conducting pedestrian and vehicle stops or otherwise interacting with the public:

a. Be courteous and professional.

b. Introduce him/herself to the person (providing name and agency affiliation) and state the reason for the stop as soon as practical unless providing this information will compromise officer or public safety.

c. Ensure that the detention is no longer than necessary to take appropriate action for the known or suspected offense and that the person understands the purpose of reasonable delays.

d. Provide Liquor Control Investigator's or Supervisor's name verbally when requested. Liquor Control Investigators and Supervisors may also provide the information in writing or on a business card.

2. In addition to the above, officers should answer relevant questions the person may have if doing so will not compromise safety and/or the investigation.

The Department attests that this policy would require answers to be provided before any enforcement action would be taken. This, coupled with the Department's stated progressive enforcement paradigm would nearly always result in none to, at worst, a verbal warning for any actions that were taken by the licensee contrary to law or regulations. Work Rule 13 is attached.

2. I would like to know if there are any webinars, readings or summaries of the VT Liquor Laws that pertain to breweries in one easy to navigate location. I am new to the industry and would like to better learn the laws and limitations on rules in VT.

The Department of Liquor and Lottery values education as a primary tool for compliance. That is supported by state law which requires all sellers and servers of regulated products to be trained either by DLL or with DLL materials at least once every two years. We suggest that a person new to the beverage alcohol manufacturing industry start by taking our Manufacturer Training Seminar located here: <https://dllseminars.vermont.gov/program/manufacturer-training-program-2023>

3. Do retailers and manufacturers have clear and easily accessible information on due process if a violation occurs? Where is this information located, and are there up to date contacts listed?

The process for due process in the event of a violation is spelled out in Administrative Rules as approved by the Board of Liquor and Lottery. Here is the text of that Administrative Rule:

4. Appearances in Formal Proceedings.

a. A party to a formal proceeding before the Board of Liquor and Lottery may represent themselves or may be represented by an attorney admitted to practice in the State of Vermont.

b. Upon the filing of a petition, charge or other pleading initiating a formal proceeding before the Board of Liquor and Lottery, the name of the attorney or person who has signed such pleading will be entered on the agenda of the Board of Liquor and Lottery by the Department of Liquor and Lottery. Except for appearances entered during a hearing, all other appearances in formal proceedings by attorneys or persons appearing for themselves shall be by notice in writing filed with the Department.

c. All notice given to or by an attorney of record for a party in a formal proceeding shall be considered in all respects as notice to or from the party represented by such attorney d. When an attorney has entered their appearance for a party in a formal proceeding, they shall remain counsel for such party until they have been granted leave to withdraw by order of the Board of Liquor and Lottery.

e. An attorney not residing or not admitted to practice in the State of Vermont may appear for a party if they are associated with a resident and admitted attorney who has entered their appearance for the same party.

5. Filing and Service of Documents in Formal Proceedings.

a. The petition, charge or other pleading initiating a formal proceeding before the Board of Liquor and Lottery shall be signed by the petitioner or complainant or an officer thereof and shall be filed with the Department of Liquor and Lottery. Such pleadings shall be drawn so as to fully and completely advise the Board of Liquor and Lottery and respondents, if any, as to the order of rule sought and the statutory authority and reasons therefor.

b. Filing with the Board of Liquor and Lottery shall be deemed to occur when a document is received by the Department of Liquor and Lottery except that filing shall be deemed to occur upon receipt by the Board of Liquor and Lottery when a document is submitted to the Board of Liquor and Lottery during a hearing.

c. A petition for leave to intervene as a party must set forth the grounds of the proposed intervention, the position and interest of the petitioner in the proceeding, and whether petitioner's position is in support of or opposition to the order sought.

d. Every document or paper filed by any party subsequent to the initial pleading in a formal proceeding shall be served upon the attorneys of record for all other parties and upon all persons who have appeared for themselves.

e. In its discretion the Board of Liquor and Lottery may treat any written communication to it concerning a matter within its jurisdiction as a pleading initiating a formal proceeding.

f. Briefs and proposed findings of fact and conclusions of law, if any, shall be filed within ten days after hearing or, in the event that the hearing has been waived under Regulation No. 7(a), within ten days after the date originally set for the hearing.

6. Hearings.

a. An oral hearing shall be held in every formal proceeding except: (1) in a formal rule-making proceeding if no request to be heard is submitted within five days of the date set for such hearing, in accordance with the provisions of Title 3 in any other formal proceeding if all the parties to the proceeding file written waivers of opportunity to be heard.

b. Upon the filing of a pleading initiating a formal proceeding, or upon the initiation of such a proceeding by the Board of Liquor and Lottery on its own motion, the Board of Liquor and Lottery shall by order or otherwise assign a time and place for the hearing thereof and the Department of Liquor and Lottery shall cause written notice of the hearing in the form as provided by Title 3 to be served upon each party and, if required by statute, shall arrange for publication thereof.

c. Every party and counsel representing the Board of Liquor and Lottery, if any, shall have the right to participate fully in any hearing before the Board of Liquor and Lottery, and, in the case of rule-making proceedings, all interested persons shall also be permitted to participate in accordance with the terms of the notice of the proceeding.

d. The admissibility of evidence in all formal proceedings before the Board of Liquor and Lottery shall be determined under the criteria specified in Title 3 e. The testimony of a hearing witness on direct examination may be offered in written form, either by having it read into the record or by offering it for incorporation in the record without reading, provided that a copy of such testimony shall be supplied to the Board of Liquor and Lottery, each attorney of record, and each party appearing for himself at a reasonable time in advance of the hearing at which testimony will be offered. Such testimony shall be subject to the same rules of admissibility and cross-examination as extemporaneous testimony.

Violations are issued through the Department's online portal found [here](#). If a violation is issued, the business entity will receive an email notification explaining the steps to take to respond to the violation and what their rights are.

This and all Regulations can be found on the Department's website. Regulations can be found [here](#), and up to date contact information for the entire Department can be found [here](#).

4. Why are we unable to serve 3 x 3 oz glasses of beer to a customer but can serve 2 x 16oz glasses? Why are we only able to serve multiple small glasses as a "flight"?

General Regulation #34 states that ([except for flights](#)) a consumer cannot be in possession of two containers of beverage alcohol at one time. You can find General Regulation #34 [here](#).

Beer Festivals/Events:

5. Historically, the Burlington Wine and Food Festival has been held on the Waterfront, in the exact same place as the Brewers Festival. The past two years, the Wine and Food Festival has been held at Hula, about 2 miles away. Every year the Wine and Food Festival has been held, with the exception of last year, attendees were able to receive unlimited pours of the wine and/or spirits available. Last year, attendees were issued 40 tickets for 1.5oz pours, which equates to 60oz of vinous beverages. According to the DLL's Laws, this is more than DOUBLE the allowable amount for vinous beverages. This year, the festival was allowed to revert back to a no ticket system and attendees were allowed unlimited pours/samples of spirits and vinous beverages. How is this permitted? We, at the Brewer's Festival and all other beer festivals, are beholden to the law and the DLL strictly enforces the 60oz malt beverage limit. Why does the DLL allow for unlimited pours of Vinous Beverages, none of which are under 7.9% ABV, yet repeatedly and knowingly allows for unlimited samples of Vinous Beverages at the Burlington Wine and Food Festival?

Both events referenced were issued as Educational Sampling Permits to the Burlington Wine and Food Festival under the existing provision of the Educational Sampling Event at that time. This permit was recodified during the 2023 legislative session. Under those prior provisions, which can be found [here](#), there was no explicit limit on the amount of beverage alcohol that could be served. This is precisely why the Department advocated for the recodification of the [Sampling Event permit](#).

6. Where in the law does it state that Malt Beverages over 8% require two tickets at a festival? If the DLL issues fines, they must cite the Statue that was violated. Please find and identify where in the Law it is stated that Malt Beverages over 8% require two tickets at a festival.

There is no such statutory requirement that ANY tickets be used as a schema to control consumption at either what used to be considered a festival, or what is now considered a sampling event. However, under the currently codified statue for a [Sampling Event permit](#) there is an established maximum amount of beverage alcohol allowable to be served to any one patron set at 60 ounces. Some event organizers rightly understand that 60 ounces of high ABV product, including an 8% ABV beer would equal to 8 standard drinks. This amount of beverage alcohol would roughly produce a BAC in an average male of around .19% (over twice the legal limit to drive) and a BAC of .22% in an average female. Because of this, many event organizers choose to decrease the total volume of product served to an individual when there are high ABV products at play. The Department applauds and supports this approach. If a volunteer at an event disregards the rules established by the event organizer, it is unlikely the DLL will take enforcement action upon the licensee. Rather, we identify these issues and bring them to the attention of the licensee when violations of their own established protocols are identified.

7. If the DLL and their enforcement officers are truly our partners, as stated multiple times in the pourer's meetings prior to our events, why do they identify an intoxicated person, and watch that person until they are served at a brewer's tent? Why not remove the intoxicated person from our event as soon as they are identified?

First and foremost, DLL does consider the entire Department, including the Office of Compliance and Enforcement, as a partner to the industry. Sometimes DLL investigators will ask patrons to leave without involving the licensee. Sometimes, we do not observe patrons displaying signs of intoxication until they are right at the point of service. Situations rapidly evolve and it would be impossible and likely unwanted if OCE was to always, regardless of the circumstance, take the immediate action of removing patrons. That statement is based on the following logic:

1. **Ultimately, it is the responsibility of the licensee, not the Department, to refuse sale or to remove individuals showing overt and observable signs of impairment. This is clearly established in Regulation, and in several legal precedents.**
2. **We want, just as licensees want, a peaceful and safe environment for our licensees and their patrons at all licensed events and locations. Police officers are using force, even when merely being present. Extending that interaction in any way only increases the use of force that is applied to the patrons present. While OCE is committed to engaging in reasonable, safe, and controlled uses of force regardless of the scenario, and regardless of what level of force is applied, it does believe that a licensee-to-customer interaction is always the safest interaction for the public.**

No matter what, DLL will always use these interactions to assist licensees better identify intoxicated patrons and help address root cause issues that can contribute to overservice.

8. Why can't we sample our products for quality control only prior to serving our products to people at an event/festival? It is my understanding that we can sample our products for quality control while working in our brewery or our taprooms, so why does that not carry over to a festival? For the Vermont Brewers Festival, and other festivals/events, there are routinely collaborations between breweries or special one-off beers, in order to provide the best experience to attendees, we, as brewers and servers, should be permitted to taste our products and still be able to serve attendees at a festival.

Misc:

9. Can you please add American Express as a payment option?

This is a business decision for the Commissioner to consider.

10. How does the DLL define "snacks" and "light fare"?

There is no definition, nor does there need to be any longer. General Regulation 24 was recently re-written and now states:

24. No First and/or Third-class license application may be issued until the applicant has on the premises a license issued by the Vermont State Board of Health. All licensed First and/or Third-class establishments, except for clubs and holders of a manufacturers or rectifiers license, must at all times when open for business have some form of food service available at the licensed establishment.

11. Does the DLL have any authority to dictate whether a cannabis cultivation operation can be on

the same property as a licensed brewery. Separated spaces or even separate buildings on the same property. As many breweries rent their commercial space within a building that also houses other business this would be pertinent. If they do oppose it would be helpful for them to cite the law that doesn't allow it.

If these are merely adjacent spaces, then the Board would not have authority. Relative to cannabis cultivation or retail upon or collocated with licensed spaces, General Regulation 36 may pose an issue with this.

General Regulation 36 states, in part:

"...No licensee shall permit or suffer any disturbances, brawls, fighting or illegal activity upon the licensed premises;(Emphasis added).

As cannabis is still a federally scheduled and prohibited substance, this likely raises a complication with this regulation. If the industry wishes to address this implication with the Board, the best way to address this question is via a Declaratory Ruling request before the Board.

CVR 26-020-001 spells out how the Board administratively receives and hears Declaratory Ruling requests.

7. Petitions for Rule-making and Declaratory Rulings.

a. Petitions for the adoption, amendment, or repeal of any rule will be entertained by the Board of Liquor and Lottery. Such petitions shall be filed with the Department of Liquor and Lottery pursuant to Regulation No. 6 hereof. Such petitions will be considered and disposed of pursuant to the procedure specified in Title 3 and Regulation No. 9(b) hereof.

b. Petitions for declaratory rulings as to the applicability of any statutory provision or of any rule or order of the Board of Liquor and Lottery will be entertained by the Board of Liquor and Lottery in an informal manner. Such petitions shall be filed with the Department of Liquor and Lottery and shall be so drawn as to fully and completely advise the Board of Liquor and Lottery the reasons why such a ruling is sought. The Board of Liquor and Lottery shall within thirty days after such petition has been filed advise the petitioner of its decision and the facts involved.

We are willing to accept this petition in writing if you wish to seek this ruling from the Board.

Please send me a petition in writing (email is fine) and once received, we can docket this Declaratory Ruling request to be considered by the Board. We would most certainly seek to make Cannabis Control Board staff available to advise the Board during this hearing on their position of this activity co-mingled with beverage alcohol licensed locations.

Comments/Concerns

12. Events by breweries are put under a lot more scrutiny than other events that have alcohol available.

The Department is transparent in its work. Our Vision statement includes the rationale why we prioritize having a compliance presence at these events. Our Vision statement reads:

DLL ensures public safety while contributing 100% of generated profits to Vermont communities.

Highly patronized, high-outlet events by their very nature are a greater risk to public safety than lower patronized, lower outlet events. The Department views our presence at these events as less “scrutiny” and more of increased assistance. This is not simply a phrase turn. Historically we have issued very few monetary penalties at these events.

13. Dispensaries are less regulated than breweries.

DLL cannot comment on the regulatory framework for Cannabis, as we have no authority over them.

14. The investigators all have different answers when you ask them the same thing.

Thank you for that feedback, please feel very comfortable to relay instances of that to us when it occurs. We are always seeking to improve our processes, and communication. It is most helpful to us when we are aware this is occurring. We do emphasize to our staff to provide (and would encourage you all as well to ask for) responses in writing and citations of applicable regulations or statutes when providing answers. Our Liquor Investigators are not the arbiters of what is allowable and what is not. That authority resides with the Board of Liquor and Lottery and with the State Legislature. All responses to all questions should be supported by established law or regulation.

15. Beer Fests. The DLC officers should be there to help us deal with problematic customers. The message they send always seems to be the opposite. They are there to hammer us and problematic customers are our problem.

Very few if any monetary penalties have been issued at these events. Please see my response to #7 above.

16. Beer Fests. We should be allowed to sample our own beer at least once before we serve it. Before the gates open we should be allowed to pour a couple ounces as a quality control.

Please see my answer to #8 above.

17. Cost of permitting and self distribution is not scaled to the operation.

The Department does not set fees for permitting. These are set by the Vermont State Legislature. Any requests for amendments to state fees would need to be addressed by a fee bill proposed by an elected representative.

18. Our enforcement agent is great. He's a fairly regular customer and I never feel uncomfortable when he comes in. For one we follow the law. But more importantly I know he's not in my taproom to try and find something wrong. Unfortunately I have heard that other enforcement agents are not this way. That needs to change.

We would encourage anyone that has a complaint about any DLL staff member to contact me directly or to use our anonymous complaint form located [here](#). We take all reports of unprofessional conduct with utmost seriousness.

19. At multiple events, there has been a request for the DLL investigator to identify their entire team, and at every single one, the request is either dismissed or ignored. If the DLL is really our partner, why would all the DLL investigators working be unwilling to identify themselves to us? Furthermore, why is the majority of the DLL investigator's time spent behind our tents, rather than in the crowd looking to help identify intoxicated patrons? As a partner of the VBA and brewers attending a festival, the DLL investigator's primary role should be to assist the festival's

management, brewers, and pourers in putting on a safe and fun event for everyone attending. Instead, the DLL and their investigators seem to place a higher priority on sending DLL accomplices through our lines with no tickets to see if they can get a pour so the DLL can issue a fine to the offender. To me, this type of "gotcha investigation" does not seem to be in the spirit of partnership.

I have personally attended and worked on many of these events, including 2 of the sessions at the VT Brewers Festival this year. All present Liquor Investigators were introduced before each session. If anyone believes that a Liquor Investigator is refusing to identify themselves when asked to, aside from very few mitigating circumstances, then the Investigator should do so. Please refer to my response to question #1 above.

While it is certainly true that Liquor Investigators did make observations from behind tents, there is a good reason for it. Remember that some of the best indicators of impairment are observed from the patron's face (bloodshot and watery eyes, flushing, etc.). From "in the crowd" Investigators are unable to observe the faces of patrons standing in line.

No DLL accomplices were sent through any lines without tickets. Additionally, no fines were issued to the Brewers Association this year.



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

Annual Meeting 2024

Vermont Department of Liquor & Lottery

All things discussed during the Q&A will be sent to the membership after the annual meeting.

Licensing:

Questions:

- Can you explain more in depth Title 7 Chapter 9, 224 (Fourth Class Licenses):
 - **Statute:** "(a) The Board of Liquor and Lottery may grant up to a combined total of 20 fourth-class licenses to a manufacturer or rectifier that submits an application and the fee provided in section 204 of this title."
 - **Q:** Why would there be a need for a manufacturer to have up to 20 Fourth Class locations if they can only have two manufacturing locations and the Fourth Class has to be on the manufacturers licensed premises? Does that not fall under tied house?
 - **Statute:** Section 2 states "(2) At a fourth-class license location at the licensee's manufacturing premises, the licensee may distribute by the glass up to four mixed drinks containing a combined total of no more than one ounce of spirits or fortified wine to each retail customer for consumption only on the licensed premises"
 - **Q:** Does Fourth Class need to be on the licensed manufacturers premises if section A states a manufacturer can be granted up to 20 fourth class licenses? Where are the other locations if not on the manufacturing premises?
 - **Statute:** (c)(1) At only one fourth-class license location, a licensed manufacturer or rectifier may sell by the unopened container or distribute by the glass, with or without charge, alcoholic beverages produced by no more than five additional manufacturers or rectifiers, provided these beverages are purchased on invoice from the manufacturer or rectifier."
 - **Q:** Why can you only do this at one location but could be granted up to 20 Fourth Class locations?
 - **Statute:** (2) A manufacturer or rectifier may sell its product to no more than five additional manufacturers or rectifiers."
 - **Q:** Can you explain how to document the manufacturer to manufacturer process from above? Can this be done if a manufacturer has multiple locations?
 - If a brewery that exists in name only (has an LLC) but does not have a physical location and has their beer brewed at another location via contract brewing, what state and federal permits are required of this business? Do they need a TTB Brewers notice? Do they have to have a Vermont License to Manufacture Malt Beverages issued by the Vermont Department of Liquor Control?
-

Compliance:

Questions:

- Is there any specific guidance regarding the donation of beer to nonprofit organizations in Vermont. Are there regulations or other documentation to help us ensure we are doing this as intended?
- Why can't we sample our products for quality control only prior to serving our products to people at an event/festival? It is my understanding that we can sample our products for quality control while working in our brewery or our taprooms, so why does that not carry over to a festival? QA is necessary before serving collaboration & new beers to thousands of festival participants.

- What are the most common reasons breweries receive inspections and/or are fined, and how can we avoid these issues?
 - What are the most common compliance issues for breweries?
 - What resources does the Department offer for new brewery owners or employees to understand Vermont's liquor laws and best practices?
 - What steps can a brewery take if they disagree with the outcome of an inspection or penalty?
 - How are manufacturers and licensees made aware of department personnel changes? E.g - when a new investigator joins the team and takes on a new territory - what is the protocol to introduce new investigators to the businesses they are overseeing enforcement on?
 - Can you clarify mug club rules? I have heard multiple answers on what we can or can't do for a mug club - they seem all over the place, but they are incredibly beneficial for breweries.
 - How does Vermont plan to regulate D9 beverages? Do you anticipate this falling under the DLLs control in the future? How do you work with the CCB now?
-