



## The FreshTracks Flurry

### **Cairn Cross Celebrated for His Contributions Vermont's Entrepreneurial Ecosystem**

Organized by startup accelerator Lever and hosted by Caledonia Spirits, FreshTracks Managing Director Cairn Cross was celebrated last month with a "Cairnival" in his honor. Many accolades and lively stories were shared by colleagues, entrepreneurs, friends, and family. To read more about Cairn Cross and FreshTracks Capital, visit: [Innovator Stories](#).



## **Mamava Celebrates Manufacturing Day**

To celebrate National Manufacturing Day (October 7th) and the one-year anniversary of [Mamava's](#) acquisition of its manufacturing operations based in Springfield, Vermont, Mamava Manufacturing hosted an open house. "We're celebrating Manufacturing Day, and our one year anniversary of Mamava buying this facility. It also allows us to reflect on why we did this...Owning the manufacturing side is so critical to our business. It's made us smarter, it's made us better. It's all because of the people...My cheer here is for the workforce in Springfield that are doing a fantastic job," said Tom Witschi, Mamava's CEO.

In addition, Mamava recently won the VBSR Innovation & Inspiration Award for large organizations. Read more: [Mamava Celebrates](#) and [Mamava Wins VBSR Innovation & Inspiration Award for Large Organizations](#)



Sascha Mayer, Mamava Co-founder, speaks during Mamava Manufacturing's Open House to Celebrate National Manufacturing Day. With her is Plant Manager Joe Wright, Co-founder Christine Dodson and EVP of Operations, Mark Wiggins. Photos Courtesy of Mamava.

## **Caledonia Spirits Protects Pollinator Habitat, Expands Product Offering**

Caledonia Spirits recently celebrated its' annual Bee's Knees Week promotion with conservation of 250,000 square feet of pollinator habitat. The largest sustainability event in the spirits industry, with over 2500 bars and restaurants participating, Bee's Knees Week is designed to raise awareness for the important role honey bees play in our agricultural systems. And with honey as the main ingredient in Barr Hill products, who better to take on this issue of protecting pollinator habitat?

The company also revealed two new product offerings in the works. Barr Hill has released a limited run of canned Gin & Tonic cocktails, available only at the distillery in Montpelier. The unique flavor profile features Bar Hill Gin as well as tonic syrup made with genuine cinchona bark. It's pretty spectacular, in our opinion. Caledonia Spirits also recently disclosed its intent to eventually release some of the rye whiskey that has been in development for a number of years. Each week for the past six years or so, the company has been making enough whiskey to fill one charred oak barrel. None are quite ready to be opened yet, but when pressed on a potential release date, they said, "when it whispers to us." We can't wait. Read more here: [Barr Hill Expands](#).



Harrison Kahn, Caledonia Spirits vice president of marketing, with company's "library of barrels" where a new product, rye whiskey, is aging. Photo by Cassandra Hemenway.

## **Big Tree Farms Wins *Battle of the Brands* & Spot on TV Show *Behind the Wrapper***

[Big Tree Farms](#), producer of organic sustainably farmed coconut sugars, sauces, and marinades won out over 3 Farm Daughters in Round 8 of [Battle of the Brands](#). The win will put Big Tree Farms in front of thousands of viewers worldwide on the upcoming TV show, [Behind the Wrapper](#), hosted by Marc Summer. Stay tuned for a release date of the 30-minute episode featuring Big Tree Farms.



### **Briefly Noted**

[Lost Lantern Introduces Fall 2022 Single Cask Collection](#)

[Ogee: New Products, New Colors!](#)

[Zero Gravity-Craft Beers are Skipping Tallboys for 12 oz. Cans](#)

[Technology Accelerators Receive Injection of Federal Funds](#)

### **Upcoming Events**

October 22 [Vermont Tech Jam at Hula](#)

October 27 - 28 [REV 2022 Conference & Expo](#)

**About FreshTracks Capital:** Founded in 2001, FreshTracks Capital is a Vermont-focused investment fund that uses venture capital to create positive economic and community impacts. Across its five funds, which total more than \$50 million, FreshTracks has invested in more than 45 Vermont-based companies. Portfolio company information can be found at: [FreshTracks Portfolio](#). FreshTracks' General Partners and Managing Directors are Cairn Cross, Lee Bouyea and T.J. Whalen. FreshTracks is actively investing out of its two most recent funds, FreshTracks Capital IV and the FreshTracks Growth Fund.



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