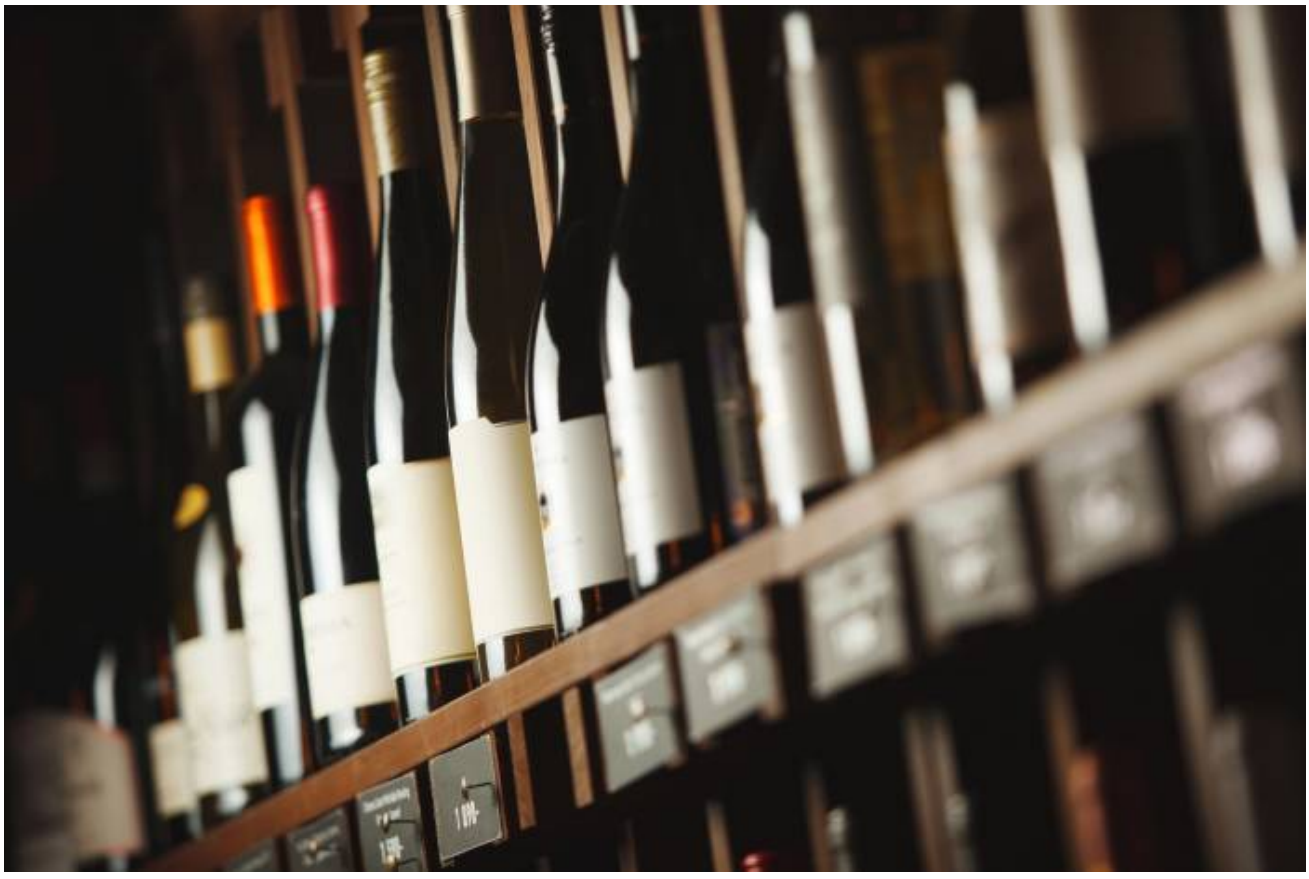
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Hemp Beverage Industry Gains First Comprehensive Sales Tracking Through New Partnership

Vermont Information Processing and Hemp Beverage Alliance report rapid growth and expanding distribution as industry data becomes systematically available

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The Hemp Beverage Alliance has entered into a partnership with Vermont Information Processing to formally track and report sales data for the hemp beverage industry. This collaboration marks the first time that aggregate, industry-wide sales figures for hemp beverages are being compiled and reported in a systematic way. The Hemp Beverage Alliance, which represents nearly 400 members across the United States, Canada, and Europe, is working with Vermont Information Processing, a company known for its sales tracking services in the beer and wine sectors.

Under this new agreement, Vermont Information Processing is collecting sales data from hemp beverage producers in a manner similar to how it gathers information from beer and wine wholesalers. The goal is to provide reliable and trackable data for an industry that has seen rapid growth but previously lacked comprehensive reporting.

Christopher Lackner, president of the Hemp Beverage Alliance, said that the partnership addresses a significant gap in the industry. “The most accurate data for the industry comes from distributors and retailers, and through these reports we can more precisely monitor the sales increases of hemp beverages nationwide,” Lackner said.

Initial findings from the first national review of limited sales data show strong growth. According to the Hemp Beverage Alliance, case-equivalent totals indicate an average monthly sales growth rate of 77% from January 2024 through August 2025. The data was collected from 22 member companies across 42 states. These companies reported nearly uninterrupted monthly growth throughout 2024 and into 2025.

Michele Noonan, a sales leader at Vermont Information Processing, said that the company is pleased to support the hemp beverage sector by providing detailed analysis of its sales trends. “Our sales tracking services already benefit many HBA members, and as more companies within the hemp beverage sector engage with us, the industry’s growth and potential will become even more evident,” Noonan said.

Another key metric tracked in the report is the number of distribution points for hemp beverages. The preliminary data shows that distribution points increased by 95% between August 2023 and August 2025. By August 2025, the number of locations selling hemp beverages surpassed all known distribution points from the previous year.

The report also highlights regional trends within the United States. Minnesota remains the largest state market for hemp beverages, reflecting its early adoption of both products and regulatory frameworks. However, other states are catching up. Notable increases in sales have been recorded in North Carolina, South Carolina, and Florida as more states enter the market.

Vermont Information Processing aggregates all submitted data anonymously before sharing it with the Hemp Beverage Alliance. The alliance encourages additional member brands to participate in order to strengthen future reports. Companies interested in contributing their data are invited to contact HBA directly.

Looking ahead, the Hemp Beverage Alliance plans to release expanded quarterly reports starting in early 2026 as more members provide their sales information. The organization continues to advocate for regulatory standards that include limits on THC content, protections against underage consumption, robust product testing requirements, and tax policies designed to benefit public interests.

The Hemp Beverage Alliance’s mission centers on creating a safe and thriving industry through education, advocacy, best practices, and partnerships with stakeholders across cannabis and alcohol sectors. Vermont Information Processing brings decades of experience in beverage industry technology solutions to this new effort in tracking hemp beverage sales nationwide.