



INTRODUCING THE BBC PURE HOP PELLETTM

A breakthrough in efficiency and flavor.



After years of research and collaboration comes a pellet specifically designed for high efficiency and heavy-use applications in both conventional and dry hopping applications. Developed in collaboration with Boston Beer Company, the BBC Pure Hop Pellet™ increases the yield of hop volatiles, resulting in higher aroma and flavor. As a brewer, you can choose to create a hoppier beer from the same volume of hops. Or you can reduce the volume of hops you need to deliver the same hop intensity as before. If you're looking for greater performance, particularly when it comes to dry hopping, the BBC Pure Hop Pellet™ is the next generation in pellet technology.

IN PASSIONATE PURSUIT OF THE PERFECT PELLET.

For more than 100 years, Haas has been providing the innovative hops and hop products that help brewers brew great beer. It all begins with the finest hops that we source directly from our own Haas farms as well as our trusted network of growers. From there we use our proprietary technology, and decades of processing expertise, to produce hop pellets with the

consistency and dispersibility that brewers demand. Our attention to detail during every step of the process, from the bale ... to cold-processed hop powder ... to our state-of-the-art packaging, is what separates a Haas Hop Pellet from the rest. Whether it's the T-90 or the new BBC Pure Hop Pellet™, you can trust Haas to deliver the pellets you need to brew great beer.



Every pellet we make at Haas goes through a rigorous process that has made our hop pellets a symbol of quality and innovation.



CONSISTENCY

Our proprietary 3-step blending process turns raw hops into a fine, uniform powder for pelletization.



ULTRASIFT TECHNOLOGY[†]

Our proprietary *pure hop* process removes extraneous material, resulting in true hop flavor.



DISPERSIBILITY

Our careful processing technology results in the optimal dispersibility in the brewhouse and in dry-hop applications.



FINER PARTICLE SIZE[†]

The BBC Pure Hop Pellet™ is produced using a finer, more uniform grind than standard T-90 pellets.



SPECIFICITY

We customize our dies and milling process to each hop variety to ensure the best possible flavor and performance.



TEMPERATURE[†]

Our sub-zero process prevents hop resins and essential oils from oxidation.

[†]specific to BBC Pure Hop Pellet™