



HAAS®

BarthHaas®



INTRODUCING INCOGNITO®

Maximum hop flavor. Minimum process loss.



No vegetative material

Flowable at ambient temperature

Less shipping and storage costs than pellets

Available in Citra®, Mosaic® and Ekuanot® varieties

INCOGNITO® is a 100% all-natural hop product crafted to deliver highly concentrated flavor while maximizing brewing efficiency and reducing process loss.

LEARN MORE AT JOHNIHAAS.COM



HAAS®

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Making it easier than ever to brew hop-forward beers.

The love of hop-forward beers is driving brewers to use more hops than ever before.

The more pellets you use, the more beer you lose in the process. Now there's INCOGNITO®, an all-natural hop flavor product specifically designed to be used in the whirlpool. It delivers the impactful, variety-specific flavor outcomes brewers want—without the process loss.

• **100% HOPS, ZERO VEGETATIVE MATERIAL**

Get all the flavor compounds of hops without the vegetative material, for maximized efficiency and greater yield.

• **VARIETY SPECIFIC, TRUE-TO-TYPE**

INCOGNITO Citra®, INCOGNITO Mosaic®, and INCOGNITO Ekuanot® deliver the same, consistent flavor profiles as pellets.

• **PLAYS WELL WITH PELLETS AND WHOLE HOPS**

INCOGNITO is pure hops, so it blends perfectly with pellets, whole hops and other INCOGNITO varieties for wonderfully complex flavors.

• **FLOWABLE AT AMBIENT TEMPERATURE**

There's no need to pre-heat or to use special equipment. It's easy to pour and offers great solubility in hot wort, so it's easy to use.

• **REDUCED SHIPPING AND STORAGE COSTS**

INCOGNITO comes in 2 and 10-kg recyclable plastic bottles that are up to 75% cheaper to ship and store, compared to pellets.

• **LESS CLEAN UP AND LESS WASTE**

INCOGNITO's flowability and solubility makes clean-up a breeze, with less wastewater effluent for lower Biological Oxygen Demand (BOD), and Chemical Oxygen Demand (COD).



**“I THINK Z IS GOING TO CHANGE
THE WAY PEOPLE BREW.”**

– **Dave Colt**, Co-Founder & Head Brewer, Sun King Brewing Co.

BREW A BATCH AND TASTE FOR YOURSELF. CONTACT YOUR HAAS SALES REPRESENTATIVE TODAY.
GET THE SPECS, WATCH THE VIDEO—AND LEARN MORE AT JOHNIHAAS.COM