



HOPS ACADEMY PRESENTS:

HOP FLAVORIST AMERICA

March 8-10, 2023 | Yakima, WA

We invite you to join us March 8-10 for our Hop Flavorist America. Based on the BarthHaas® 5-part Hop Flavorist Course, the world's most comprehensive training in the flavor of hops, Hop Flavorist America is a condensed, 2 1/2-day program combining the best elements from each level and distilling the theory down into the most practical applications for sensory, quality, and brewing professionals.

By attending this program, you will learn how to identify and describe the aromas of hops, where those aromas come from, and how to use them effectively. You'll return to your brewery with the ability to improve how your marketing and front of house teams describe beers, how to better design beers based on desired flavor outcomes, and even how to train your teams.

In order to provide an interactive and personalized experience, space is limited to 20 participants. Registration is \$500 and includes training by the HAAS® Sensory Experts, sampling experimental beers and lessons in:

- Flavor Perception
- Flavor & Aroma Chemistry
- Food-Beer Pairing Theory
- BarthHaas® Sensory Lexicon
- Conducting Sensory Analysis
- Hop Tea and Beer Training
- And much more!

If you are interested in learning more, please feel free to contact Jeff Dailey, John I. Haas' Sensory Manager, at 1.509.829.1684 or jeff.dailey@johnihaas.com.

WE HOPE TO WELCOME YOU IN YAKIMA THIS SPRING!

