

EXPERIENCE THE DIFFERENCE

LUPO  MAX<sup>®</sup>

Consistent lupulin concentration for optimized hop flavor.

Consistent lupulin concentration for **optimized** hop flavor

Sensory Plus<sup>™</sup> process delivers consistency and **true-to-type** hop flavor

Lupulin standardization for **reliable** brewing performance

Reduces beer loss; **more beer to sell**

Now available in:

Amarillo<sup>®</sup> VGXP01 c.v. • Ariana • BRU-1<sup>™</sup> • Callista • Cascade • Centennial • Chinook

Citra<sup>®</sup> HBC 394 c.v. • Ekuanot<sup>®</sup> HBC 366 c.v. • El Dorado<sup>®</sup> • HBC 586 c.v. • Hüll Melon

Idaho 7<sup>™</sup> • Mosaic<sup>®</sup> HBC 369 c.v. • Saaz • Sabro<sup>®</sup> HBC 438 c.v. • Talus<sup>®</sup> HBC 692 c.v.

Keep your beers on-trend; more options on the way!



“Bigger, bolder, brighter! The reduced vegetative matter of LUPOMAX<sup>®</sup> pellets gives me a clean hop flavor and really saves on beer loss, too. Can be used at any stage in the brewing process, but it really shines where flavor intensity and reducing beer loss matter most, like dry hopping.”

– Virgil McDonald, HAAS Innovations Brewmaster



## MAKING IT EASIER TO BREW HOP-FORWARD BEERS.

Now there's LUPOMAX® – a highly consistent, concentrated lupulin pellet designed to deliver optimized hop flavor. Standardization of lupulin content delivers true-to-type hop flavor and reliable brewing performance. Available now in popular hop brands, keeping your beer on trend.



### • CONSISTENT LUPULIN CONCENTRATION FOR OPTIMIZED HOP FLAVOR

We designed LUPOMAX® to deliver optimized hop flavor. By reducing the vegetative matter, this pellet provides cleaner, more intense hop flavor without the undesirable grassy, astringent flavors.

### • SENSORY PLUS™ PROCESS DELIVERS CONSISTENCY AND TRUE-TO-TYPE HOP FLAVOR

Our professionally trained sensory team, using our Sensory Plus™ process, assures each batch of hops used to make LUPOMAX® pellets delivers consistent, true-to-type hop flavors, year-after-year. Sensory Plus™ is sensory-based hop selection coupled with advanced technical analysis and our proprietary production process.

### • LUPULIN STANDARDIZATION FOR RELIABLE BREWING PERFORMANCE

Experimenting is fun, but reliability matters. We get it – there are only so many hours in a brew day, so why waste time reworking a perfect recipe just because of inconsistent product? That's why we developed LUPOMAX® - designed with targeted specifications so that you can have reliable brewing performance, every time.

### • REDUCES BEER LOSS; MORE BEER TO SELL

Sustainability is important to us – like it is to you. Don't short yourself on anything less than a product designed to work as hard as you do! With LUPOMAX®, you use less hops to make more beer, so it saves on shipping, storage, and brewery handling. Plus, less solids means less waste and more beer to sell.

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**Idaho 7™** • **Mosaic®** HBC 369 c.v. • **Saaz** • **Sabro®** HBC 438 c.v. • **Talus®** HBC 692 c.v.

**Brew great beer with the hops your customers love!**

PRODUCT AVAILABLE NOW. CONTACT YOUR HAAS® SALES REPRESENTATIVE OR HAAS® AUTHORIZED DISTRIBUTOR TO ORDER YOURS TODAY. LEARN MORE AT [JOHNIHAAS.COM/LUPOMAX](http://JOHNIHAAS.COM/LUPOMAX).

