The word "CREATE" is rendered in large, bold, uppercase letters. Each letter is filled with a vibrant, multi-colored brushstroke pattern in shades of blue, purple, pink, and yellow. The letters are set against a dark background that features a faint, large-scale silhouette of a bunch of grapes with leaves.

a masterpiece



What will you **CREATE**

Whether it's ensuring your supply chain, improving brewing efficiency, creating renowned flavor and aroma products like INCOGNITO®, LUPOMAX® and HopKick®—or simply helping you discover exciting hop flavors from around the world—HAAS® is dedicated to helping you create your next great beverage.







John I. Haas is the world leader in innovative hop products. We are farmers, agronomists, scientists, researchers, brewers, and beer lovers all working together to change the way the world thinks about hops.

We're farmers

HAAS® has been growing hops in the Yakima Valley for four generations. Our farms in Toppenish and Wenas, Washington, will soon comprise well over 2,000 acres of trellised fields, harvesting facilities, hop kilns, and baling operations. They are also an important part of our ongoing sustainability efforts as we research and improve hop farming practices, grow new, environmentally friendly commercial varieties, and share the latest knowledge with other growers, contributing to a more resilient and efficient hop industry.

We're hop breeders

At HAAS, our combination of hop breeding, research and sensory expertise results in an unmatched capacity to discover new flavors that fuel brewers' creativity. Each year, we cross proven hop varieties to explore flavor and aroma profiles and agronomic characteristics. We then plant 15,000 seedlings in our greenhouses, beginning a 7-8 year journey—from Seven Hills to 100 single hop beers, beta trials and beyond—all to find those special cultivars that might become the next Citra®, Mosaic®, Sabro®, or Talus®.

We're brewers

The HAAS Innovations Brewery is a state-of-the-art brewing and research facility. Every day, our world-class brewmasters work with the HAAS Brewing Solutions Team, and collaborate with brewers and beverage companies from around the world, to understand the nuances of new hop varieties, tackle brewing challenges, inspire new recipes—and create collaboration beers that bring our hops and hop products to life. All while finding time to create their own award-winning beer or two.

We're scientists

From Research & Development to Quality Assurance to sensory evaluation and beyond, there is no shortage of scientists in residence at the Haas Innovations Center. Whether it's developing exciting products like INCOGNITO® and FLEX® that help brewers find new brewhouse efficiencies, or creating unexpected innovations like HopKick® and Euphorics™, HAAS researchers are helping to expand the uses of hops and push the possibilities of flavor and aroma in beer, beverages, and beyond.



Global hops, boundless inspiration

ADEENA®
ADHA 1940 c.v.
 United States
 Herbal, Spicy, Floral

AMARILLO®
VGXP01 c.v.
 United States
 Citrus, Sweet Fruit, Floral

ARAMIS
 France
 Spicy, Citrus, Herbal

ARIANA
 Germany
 Sweet Fruit, Berry & Currant, Floral, Citrus

AZACCA®
ADHA 483 c.v.
 United States
 Sweet Fruit, Citrus, Woody Aromatic, Green-Grassy

BARBE ROUGE
 France
 Berry & Currant, Citrus

BRU-1™
 United States
 Sweet Fruit, Green Fruit, Green-Grassy

CALLISTA
 Germany
 Berry & Currant, Citrus, Sweet Fruit

CASCADE
 United States
 Floral, Citrus, Woody Aromatic

CASHMERE
 United States
 Citrus, Sweet Fruit, Herbal

CENTENNIAL
 United States
 Citrus, Sweet Fruit, Woody Aromatic, Floral

CHINOOK
 United States
 Citrus, Sweet Fruit, Woody Aromatic, Spicy

CITRA®
HBC 394 c.v.
 United States
 Sweet Fruit, Citrus, Floral

CLUSTER
 United States
 Floral, Sweet Fruit, Citrus

COLUMBUS (CTZ)
 United States
 Citrus, Spicy, Vegetal, Sweet Fruit

COMET
 United States
 Citrus, Berry & Currant, Sweet Fruit

CRYSTAL
 United States
 Woody Aromatic, Floral, Spicy

ECLIPSE®
04-337-016 c.v.
 Australia
 Citrus, Sweet Fruit

EKUANOT®
HBC 366 c.v.
 United States
 Green-Grassy, Sweet Fruit, Citrus, Floral

EL DORADO®
 United States
 Green Fruit, Sweet Fruit, Citrus

ELANI™ YQH-1320
 United States
 Sweet Fruit, Citrus, Menthol

ELIXIR
 France
 Spicy, Citrus, Berry & Currant, Floral, Woody Aromatic

ELLA™
01-220-060 c.v.
 Australia
 Sweet Fruit, Spicy

ENIGMA®
02-016-008 c.v.
 Australia
 Green Fruit, Sweet Fruit, Berry & Currant

FUGGLE
 France
 Woody Aromatic, Floral, Menthol

GALAXY®
94-203-008 c.v.
 Australia
 Sweet Fruit, Citrus

GALENA
 United States
 Citrus, Sweet Fruit, Green-Grassy

GOLDING
 United States
 Cream Caramel, Spicy, Floral

HALLERTAU BLANC
 Germany
 Green Fruit, Berry & Currant, Citrus

HALLERTAUER MITTELFRÜH
 Germany
 Herbal, Floral, Woody Aromatic

HBC 522 c.v.
 United States
 Citrus, Floral, Woody Aromatic

HBC 586 c.v.
 United States
 Sweet Fruit, Citrus, Berry & Currant, Woody Aromatic

HBC 630 c.v.
 United States
 Sweet Fruit, Berry & Currant, Cream Caramel

HBC 638 c.v.
 United States
 Sweet Fruit, Citrus, Berry & Currant

HBC 682 c.v.
 United States
 Sweet Fruit, Herbal & Floral

HBC 1019 c.v.
 United States
 Sweet Fruit, Citrus, Cream Caramel

HBC 1134 c.v.
 United States
 Floral, Woody, Citrus

HERKULES
 Germany
 Citrus, Sweet Fruit, Menthol

HERSBRUCKER
 Germany
 Menthol, Citrus, Herbal

HÜLL MELON
 Germany
 Sweet Fruit, Berry & Currant, Floral, Spicy

IDAHO 7™
 United States
 Sweet Fruit, Woody Aromatic, Citrus

IDAHO GEM™
 United States
 Sweet Fruit, Citrus, Herbal

LORAL®
HBC 291 c.v.
 United States
 Floral, Herbal, Citrus

Sensory Language

Finding common terms for sensory experiences has always been a challenge. That's why HAAS® developed this uniform system to define specific aroma categories and identify distinct attributes for each.



FLORAL Rose, Jasmine, Geranium, Lilac, Lavender, Lily, Chamomile, Apple Blossom, Elderflower, Carnation, Hibiscus



BERRY & CURRANT Blueberries, Raspberries, Blackberries, Strawberries, Cassis (Black Currant), Red Currant, Cranberries



HERBAL Basil, Parsley, Tarragon, Dill, Fennel, Thyme, Rosemary, Marjoram, Green Tea, Black Tea, Mate Tea



CITRUS Grapefruit, Pomelo, Orange, Lemon, Lime, Bergamot, Lemongrass, Ginger, Tangerine



CREAM CARAMEL Butter, Chocolate, Yogurt, Honey, Cream, Caramel, Toffee, Coffee, Tonka, Vanilla



SPICY Black Pepper, Chile Pepper, Curry, Juniper, Aniseed, Licorice, Nutmeg, Cinnamon, Clove, Allspice, Gingerbread, Fennel Seed

MAGNUM

Germany
Green-Grassy,
Woody Aromatic, Herbal

MANDARINA BAVARIA

Germany
Citrus, Sweet Fruit,
Berry & Currant

MCKENZIE™ C-148 c.v.

United States
Citrus, Sweet Fruit,
Woody Aromatic, Herbal

MISTRAL

France
Citrus, Sweet Fruit,
Green Fruit

MOSAIC® HBC 369 c.v.

United States
Citrus, Sweet Fruit,
Berry & Currant

MOTUEKA™

New Zealand
Citrus, Sweet Fruit, Herbal

MOUNT HOOD

United States
Spicy, Herbal, Citrus

NELSON SAUVIN™

New Zealand
Green Fruit, Citrus,
Sweet Fruit

NORTHERN BREWER

Germany
Woody Aromatic, Menthol

NUGGET

United States
Citrus, Herbal, Sweet Fruit

PACIFICA™

New Zealand
Citrus, Sweet Fruit,
Floral, Spicy

PEKKO® ADHA 871 c.v.

United States
Citrus, Menthol,
Sweet Fruit, Floral

PERLE

Germany
Herbal, Menthol,
Citrus, Green Fruit

RAKAU™

New Zealand
Sweet Fruit, Citrus,
Green Fruit

RIWAKA™

New Zealand
Sweet Fruit, Citrus

SAAZ

Czech Republic
Citrus, Cream Caramel,
Woody Aromatic,
Herbal, Spicy

SABRO® HBC 438 c.v.

United States
Citrus, Sweet Fruit,
Cream Caramel

SAPHIR

Germany
Spicy, Citrus, Berry &
Currant, Herbal

SORACHI ACE

Japan
Citrus, Herbal, Sweet Fruit

SPALTER SELECT

Germany
Citrus, Woody Aromatic,
Herbal, Floral

STERLING

United States
Herbal, Citrus, Spicy

STRATA™

United States
Sweet Fruit, Berry &
Currant, Menthol

STRISSELSPALT

France
Herbal, Floral,
Spicy, Citrus

SUMMIT®

United States
Vegetal, Citrus, Herbal

TALUS® HBC 692 c.v.

United States
Citrus, Floral,
Woody Aromatic

TANGO

Germany
Citrus, Sweet Fruit, Green
Fruit, Berry & Currants

TETTANNER

Germany
Floral, Woody Aromatic,
Cream Caramel, Citrus

TITAN

Germany
Sweet Fruit, Spicy,
Woody, Floral

TOPAZ™ TC-85-70 c.v.

Australia
Berry & Currant,
Green Fruit, Sweet Fruit,
Woody Aromatic

TRADITION

Germany
Sweet Fruit, Berry &
Currant, Citrus

TRISKEL

France
Floral, Sweet Fruit,
Cream Caramel

VIC SECRET™ 00-207-013 c.v.

Australia
Sweet Fruit, Woody
Aromatic, Citrus

VISTA USDA-ARS 2006009-074 c.v.

United States
Citrus, Sweet Fruit, Herbal

WARRIOR®

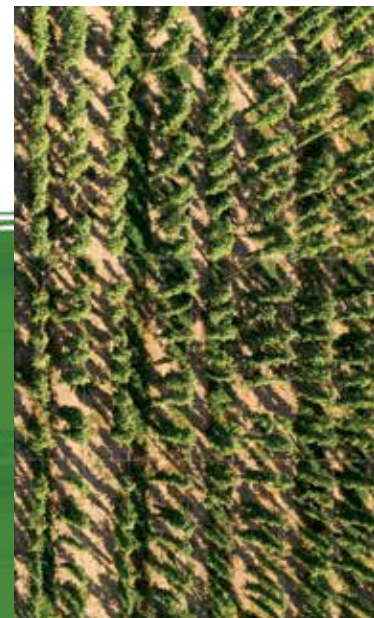
United States
Citrus, Floral, Herbal

WILLAMETTE

United States
Woody Aromatic,
Spicy, Herbal

ZEUS (CTZ)

United States
Citrus, Spicy,
Vegetal, Sweet Fruit

**SWEET FRUIT**

Peach, Apricot, Mango, Passion Fruit, Lychee,
Guava, Pineapple, Watermelon, Honeydew, Cantaloupe,
Banana, Cherry, Plum, Dried Fruit, Kiwi

**GREEN FRUIT**

Pear, Quince, Apple, Gooseberry,
White Wine Grapes

**WOODY AROMATIC**

Pine, Oak, Cedar, Resin, Barrel, Leather, Tobacco,
Incense, Myrrh, Woodruff, Cognac, Earthy

**MENTHOL**

Mint, Lemon Balm, Camphor, Wine Yeast, Sage,
Eucalyptus, Tea Tree, Wintergreen

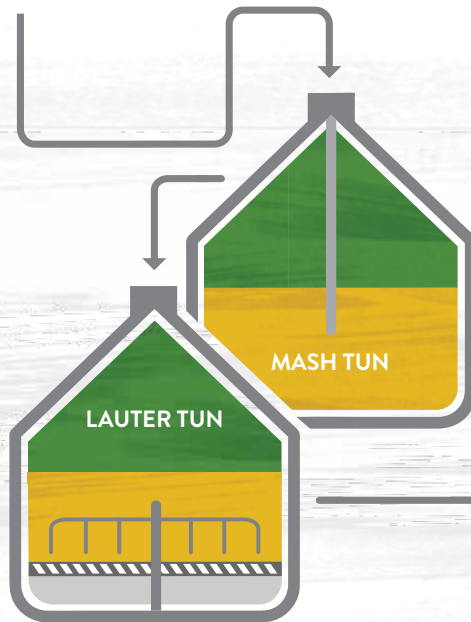
**GREEN-GRASSY**

Fresh Cut Grass, Hay, Tomato Leaves,
Green Pepper, Cucumber, Seaweed, Nettle

**VEGETAL**

Celery, Carrot, Onion, Garlic, Cabbage, Leek,
Artichoke, Radish

Innovative hop products. Peak brewing performance.



FLEX®

Flowable hops for efficient beer bittering.



KETTLE REDI®

A liquid hop product that delivers light-stable bitterness and highly efficient brewing.



Maximum hop flavor, minimum process loss in a highly flowable liquid.



Concentrated lupulin pellets for maximum flavor intensity.



HopHaze®

Great haze stability and flexibility in an easy-to-dose liquid made from 100% hops.

EUPHORICS™

A highly concentrated, water-soluble flavor and aroma liquid product, made with 100% natural hops and botanicals, to take brewers beyond traditional hop flavor.



SPECTRUM

Next-generation liquid dry hopping.

HopAid® Antifoam

A natural, hop-based antifoam agent that is proven to significantly reduce overfoaming during fermentation.

HOPKICK®

All-natural hop flavor for beverages, beer and beyond.



Our brewing solutions

For more than a decade, the HAAS® Brewing Solutions Team has worked with customers to trial new products, develop new recipes, and educate brewers about hops and hop products. The team consists of Brewmasters, Sensory Scientists, and Brewing Solutions Specialists who are ready to collaborate and co-create as we exchange ideas, insights, and inspiration.

Education & Training

Whether it's hops, sensory, brewing best practices, or intros to new products, we provide everything from formal training programs to casual workshops—in Yakima, on the road at industry events, or onsite at your brewery.

Hops Academy—This two-day training course instructs brewers and beer professionals on topics ranging from botany, agronomy, logistics, economics, brewing science and sensory evaluation, and features lectures from HAAS experts and industry thought leaders.

Hop Flavorist—A two-day training course designed to train both new and experienced members of the brewing community on basic aroma discrimination and hop flavor and aroma profiling.

Seminars and Workshops—For helpful product introductions at industry events and conferences.

Customized training—From quick courses to get teams prepared for hops selection to coordinated workshops to ensure multi-location teams understand product applications and speak the same language of hops.

Collaboration

HAAS's world-class Innovations Brewery can speed the R&D process to help you go from concept to market with rapid iterations, product knowledge, and support.

Brand and co-recipe development—Share ideas, develop recipes, and brew trial batches for sampling and refinement.

Product development—We brew an array of beer styles with experimental hops and hop products that are in

development and share them with our brewer customers so we can gain product insight and data directly from you.

Tools

Hop Aroma Standards Kit—Developed by HAAS and BarthHaas® flavorists and perfumists, this kit was developed to train everyone from homebrewers to seasoned professionals on how to distinguish the twelve major aroma attributes found in hops. Formulated to be highly reflective of the exact compounds found in hops, it is a good training tool used for smelling education and enjoyment only (not for consumption).

Hops Companion-4th Edition—A brewer's easy-to-use reference guide for hop varieties from around the world. Includes hop background and pedigree info, as well as our Hopsessed® aroma icon lexicon for key hop flavor attributes, and specific bitterness and aroma chemical data.

Products

HOPHAZE®—HopHaze is designed to create remarkably stable haze in beer. It's an all-natural, 100% hop-derived product that's added after filtration before the bright tank/pre-packaging. It's flavor-neutral and odorless, so you can add a little or a lot to get the exact level of haze you want without impacting the flavor or aroma of finished beer. Year-long trials have shown that HopHaze will last the entire shelf-life of the beer, without settling out of solution.

HOPAID® ANTIFOAM—Are you looking for a way of preventing too much foam being created during fermentation? HopAid Antifoam is a natural, hop-based antifoam agent. The suspension is suitable for use with top or bottom-fermented beers in all types of fermentation tanks. HopAid Antifoam is proven to significantly reduce overfoaming during fermentation. As a result, less fermenter headspace volume is needed, increasing your fermentation capacity. It has no impact on the final beer's foam retention properties.

Technical Support

HAAS provides technical support to brewers worldwide, from global brands to microbrewers and everyone in between. You can reach out to your HAAS account director or contact us anytime at brewing.solutions@johnihaas.com



Flavor & Aroma Products

PHA® FLAVOR AND AROMA PRODUCTS

Completely soluble and free of hop alpha-acids, PHA products offer a versatile flavor and aroma palette and a great complement to traditional kettle additions. Extracted and distilled from cone hops.

PHA Product Line: available in PHA Classics, PHA Topnotes, and NEW! PHA Water-Based

AROMAHOP®

Aromahop provides an economical means to deliver light-stable, variety nonspecific, hop aroma to beer. Made by removing alpha-acids and most of the beta-acids from hop extract, Aromahop can be used for many purposes: it's a cost-effective way to add back hop aroma to light-stable beers or traditionally hopped beers when added late in the boil, or it can help knock down foam and improve efficiency when added early in the brew kettle.

LUPOMAX®

Consistent lupulin concentration for optimized hop flavor. LUPOMAX pellets are designed with consistent alpha for reliable brewing performance and are HAAS Sensory Plus™ selected for true-to-type hop flavor, year to year. With concentrated flavor and less green matter, you can increase beer yields and decrease costs.

LUPOMAX Product Line: available in Amarillo®, Azacca®, BRU-1™, Cascade, Cashmere, Centennial, Chinook, Citra®, Columbus, Ekuannot®, Elani™, El Dorado®, HBC 586, HBC 1019, Idaho 7™, McKenzie™, Mosaic®, Sabro®, and Talus®

INCOGNITO®

A 100% all-natural hop product crafted to deliver highly concentrated hop flavor and aroma while maximizing brewing efficiency and minimizing process loss. INCOGNITO is simply the best part of the hop, without any vegetative material. It's flowable at ambient temperature, 75% cheaper to ship and store than pellets, and easy to clean up.

Available in Centennial, Chinook, Citra®, Ekuannot®, El Dorado®, Mosaic®, and Sabro®.

SPECTRUM

A revolutionary way to dry hop, SPECTRUM is a flowable, 100% hop-derived product that is fully dispersible in cold-side applications for great flavor, efficiency, and less beer loss. Because SPECTRUM disperses immediately, there's no need to wait—you get instant aroma and can turn tanks over more quickly than ever.

Available in Azacca®, BRU-1™, Cascade, Citra®, Eclipse®, El Dorado®, Galaxy®, Mosaic®, and Vic Secret®



HopKick®

A 100%, all-natural hop product that's clear, flowable, and soluble in cold liquids to enhance flavors and aromas in beverages: seltzers, RTDs, teas, kombuchas, beer, and beyond. At low dosage rates, HopKick enhances existing flavors. At higher dose rates, you enjoy wonderful, true-to-type hop flavor and aroma. A highly efficient product, HopKick contains no hop solids and eliminates beverage losses associated with the liquid absorption of traditional hops.

**Available in Centennial, Citra®,
El Dorado®, and Mosaic®.**



Euphorics™

A highly concentrated, water-soluble flavor and aroma liquid product, made with 100% natural hops and botanicals. Made by brewers for brewers, Euphorics dramatically expands flavor and aroma possibilities while seamlessly integrating into beer and hop waters. Use on the cold side, post fermentation.

**Available in Cosmic Guava,
Peachy Keen, Pineapple Paradise,
Pomelo Daydream**



Bittering Products

HOP EXTRACT

Prepared from hops or hop pellets using pressurized carbon dioxide, Hop Extract contains the alpha-acids and essential oils of hops and provides added efficiency and flexibility in the brew house. It's exceptionally stable when properly stored, and retains the aroma and the bittering potential of the hops from which it is made.

ISOHOP® HOP EXTRACT

Intended to improve brewers' control over bitterness, Isohop Hop Extract naturally acts as an antimicrobial agent when added to beer. Standardized to 30% iso-alpha-acids, it's produced from hop extraction and designed to replace kettle bittering hop and improve hop utilization.

FLEX®

A flowable bittering hop product derived from pure hops, FLEX is easy to use, easy to pour, and eliminates a significant amount of the vegetative material in hops—reducing wort loss and improving clean up. FLEX disperses more readily than whole hops or pellets and provides a 10–20% (relative) increase in alpha-acids utilization as compared to standard T90 hop pellets.

KETTLE REDI®

Kettle Redi is an efficient, easy-to-use, all-natural hop product that delivers light-stable bitterness and great kettle hop flavor, all while improving hop utilization. Kettle Redi is the perfect hot-side addition for commercial beers packaged in clear and green bottles.

REDIHOP® HOP EXTRACT

Provides protection from light-struck flavor. It has a pleasant smooth bitterness and, when added to wort or beer, Redihop will act as an antimicrobial agent. Produced from hop extract, Redihop is an aqueous alkaline solution of the potassium salts of rho-iso-alpha-acids.

TETRAHOP GOLD® HOP EXTRACT

Enhances beer foam when used post-fermentation as a replacement for a portion of the normal bittering. In the absence of normal alpha-acids and iso-alpha-acids, it also provides complete protection from light-struck flavor.

HEXAHOP GOLD® 10% HOP EXTRACT

Improves foam stand and cling. It's ideal for light-stable hopping in beers packaged in green or clear glass and it imparts a clean, smooth bitterness that is especially effective in low BU beers. Water soluble solution standardized to 10% blend of hexa-hydro-iso-alpha & tetra-hydro-iso-alpha acids.

HEXAHOP® 95 HOP EXTRACT

Water soluble solution standardized to 20% blend of hexa-hydro-iso-alpha & tetra-hydro-iso-alpha acids. Improves foam stand and cling and is ideal for light-stable hopping in beers packaged in green or clear glass. It imparts a clean, smooth bitterness and has desirable antimicrobial properties.

IKE – ISOMERIZED KETTLE EXTRACT

A pre-isomerized hop extract containing free iso-alpha-acids along with soft resins and hop oils, IKE can be used as a complete or partial replacement of normal kettle hop extract. It's non-variety specific, but is generally 40–60% iso-alpha-acid with an isomerization rate of approximately 92%.



How to Buy

Whether you brew one barrel a month, or thousands of barrels a year, you can count on HAAS® to deliver the finest quality hops and hop products to ensure your brewery's success. From exclusive hop varieties to technical brewing solutions, explore all the ways

that we can help you brew your best. Contact your local HAAS representative, or reach out to one of our hand-picked distribution partners in your region. We can't wait to taste what you brew next.

United States

JOHN I. HAAS

+1.509.469.4000
info@johnihaas.com
johnihaas.com

YAKIMA VALLEY HOPS (CRAFT + HOMEBREW)

+1.509.245.6363
sales@yakimavalleyhops.com
yakimavalleyhops.com

Canada

HOPS CONNECT CANADA

General Manager:
Will Konantz
+1.604.762.2182
will@hopsconnect.com

Western Canada Sales:
Stefan Lillos
+1.604.358.4677
saleswest@hopsconnect.com

Eastern Canada Sales:
Rob Waters
+1.905.975.4677
saleseast@hopsconnect.com

Europe & Africa

BARTHHAAS - GERMANY

+49.911.5489.0
info@barthhaas.de
barthhaas.com

BARTHHAAS X (CRAFT)

+44.800.107.5073
enquiries@barthhaasx.com
barthhaasx.com

Oceania

HOP PRODUCTS AUSTRALIA (HPA)

+61.3.6282.2000
info@hops.com.au
hops.com.au

Mexico

MALTAS E INSUMOS CERVECEROS SA | MICERVESA

+52.614.413.0216
ventas@micervesa.mx
micervesa.mx

South America—East

LNF LATINO AMERICANA

+55.54.2521.3124
lnf@lnf.com.br
lnf.com.br

South America—West

GECORP

+56.2.2207.3918
info@gecorp.cl
gecorp.cl

Japan

KATAOKA

+81.3.5405.8635
k-murata@kataoka.com
kataoka.com

OHNISHI SHOJI

Kenji Onishi
+81.90.7596.8623
ken_onishi@ohnishishoji.co.jp
ohnishishoji.jp

China

BARTHHAAS - BEIJING

Yiyao Wu
+86.10.65907096
yiyao.wu@barthhaaschina.com
barthhaaschina.com

SHANGHAI CENTURY FOOD MATERIAL CO LTD

+86.21.63288980
rlu@beer168.com
beer168.com

Vietnam

HOANG MINH TRADING SERVICES

Nhung Nguyen
+84.9.75.13.0981
nhung.nguyen@hoangminhcorp.vn
hopmalt.vn



Questions? Email info@johnihaas.com



HAAS

johnihaas.com

1600 River Road
Yakima, WA 98902