



# GROWING THE FUTURE OF BREWING

PRODUCTS & SOLUTIONS GUIDE

**2025**



GROWING THE FUTURE  
OF BREWING



HAAS<sup>®</sup>



**B**rewing is much more than a craft—it's a journey of innovation, creativity, and discovery. At John I. Haas, we believe the future of brewing will be built on a foundation of bold ideas, breakthrough ingredients, and a shared passion for what's possible.

In fact, we've been growing the future of brewing for more than 100 years. Not just in the hop fields of the Yakima Valley, but in the lab, on the brewhouse floor, and shoulder to shoulder with our valued customers, partners, and friends. Whether it's pioneering new hop varieties or developing cutting-edge brewing solutions, we're on a mission to help brewers push the boundaries of flavor, efficiency, and sustainability.

This year's catalog is not simply a collection of products, it's a glimpse into what's next. Game-changing hop formats like LupoMAX®. Efficiency-boosting products like Incognito® and Spectrum. And entirely new flavor experiences like Euphorics™. Today, John I. Haas is equipping brewers with the tools they need to create the kind of beverages that will reinvigorate markets and redefine industries.

And while innovation drives us forward, sustainability keeps us firmly on the ground. Because growing the future means growing responsibly. That's why we continue to invest in environmentally friendly hop breeding, precision farming, and brewing solutions that reduce waste and maximize yield—ensuring a vibrant, sustainable future for brewers and beer lovers alike.

As you explore these pages, think of it as an invitation to experiment. To create. And to shape the future of brewing with us. **Cheers!**

# The Future of Brewing is . . .

## EUPHORICS™

Euphorics is a game-changing, all-natural addition to a brewer's toolkit that provides highly concentrated flavor in an economical, easy-to-use format. Transform 5-10 barrels with as little as 50mL of this potent flavor punch.



*"We are loving the depth and complexity we get from Euphorics, as well as the simplicity and consistency it offers. Being highly concentrated we use very little on the cold side of our hard seltzers and see huge results in aroma and flavor with minimal effort on our end."*

**BRETT LARZALERE**  
LEAD BREWER, OLD STOVE BREWING COMPANY

## INCOGNITO®

With Incognito, maximize your hop flavor while minimizing loss with a highly concentrated liquid hop product, designed to increase efficiency and deliver intense, true to variety flavor profiles.



*"Incognito is the perfect tool to use in the whirlpool to get a nice base hop character and aroma in any pale ale or IPA. I love the fact that it integrates into the wort and doesn't contribute to the trub pile. This means less waste and more volume to the fermenter. It also allows you to cut back on dry hopping amounts which also leads to increased efficiency. We currently use Citra Incognito in our Standard Goods Pale Ale and love the consistent, pleasant citrus notes that help make this beer an approachable favorite."*

**GLENN ALLEN**  
HEAD BREWER/CPO, PILOT PROJECT BREWING



## LUPOMAX<sup>®</sup>

LupoMAX is a next-generation hop pellet that delivers concentrated lupulin in a highly consistent format. Every batch of LupoMAX delivers true-to-type hop flavor for reliable brewing performance—without having to adjust for the seasonal fluctuations naturally expressed by hops.



**“We use LupoMAX and Incognito in Save the Galaxy IPA, one of our more popular beers. With those two products we have better yields due to the decreased vegetal content and a more robust, longer-lasting aromatic profile.”**

**PETER CORNICK**  
BREWHOUSE MANAGER, PARKWAY BREWING COMPANY



## SENSORY PLUS<sup>™</sup> ENGINEERED

Sensory Plus is a groundbreaking production and quality control process that ensures the most consistent sensory profiles year after year. Sensory Plus integrates decades of pelletization and extraction expertise with sensory-first raw material selection, utilizing a team of trained brewers, scientists, and sensory experts to develop optimal production blends resulting in true-to-type hop profiles every time.





# Hops for What's Next



## CITRA® HBC 394 c.v.

The hop that launched a thousand IPAs. Citra HBC 394 c.v. was originally released in 2008 by the Hop Breeding Company (HBC) and originated from a cross between Hallertauer Mittelfrüh and from U.S. Tettnanger—and went on to transform modern brewing. It offers an intense citrusy flavor and aroma that pairs well with an endless variety of hops or stands perfectly on its own.

## ECLIPSE®

Eclipse was released by Hop Products Australia in 2004 and is the daughter of a high alpha Australian and a North American variety. With a sweet mandarin flavor, zesty notes of citrus peel, and fresh pine needles, Eclipse is bright and juicy, making it perfect for IPAs and fruit-forward hazy IPAs, while its fresh pine elements give it a classic West Coast profile.

## GALAXY®

This is the hop that put Australia on the map. Galaxy is recognized around the world and is best known for having one of the highest contents of essential oil, which impart bold and fruity flavors, like its distinctively punchy passionfruit, juicy peach, and tangy citrus characteristics. Pairs great with Citra and Mosaic, beautifully complementing their citrusy properties.



### HBC 1019 c.v.

With great agronomics and high yields, HBC 1019 c.v. is a hop that offers great sustainability and big sensory impact. Combining caramelized pineapple, fleshy peach, tangerine, melon, and coconut, HBC 1019 c.v. delivers a highly potent but pleasing mix of flavors reminiscent of dark rum and daiquiris that give brewers a unique, more intensely flavored beer using fewer hops.

### HBC 1134 c.v.

HBC 1134 c.v. is an exciting American hop bred specifically for modern lagers. It provides classic noble flavors: floral (rose), woody aromatic (pine), herbal, and citrus (lemon, slight grapefruit) with nice bitterness quality. Plus, it exhibits excellent agronomics—and a significantly greater per-acre yield—compared to similar noble hops like Saaz.

### HBC 522 c.v.

Often compared to Centennial and Cascade, this experimental hop offers great yield and good agronomics to help improve farming sustainability. With a mix of floral, citrus fruits like orange and grapefruits, as well as pine needles, HBC 522 c.v. is sure to become brewers' go-to hop for a wide range of beer styles.

### HALLERTAUER MITTELFRÜH

This is a classic German landrace variety that offers fine aroma and low bitter content. After a dramatic decrease in cultivation in the 1990s, Mittelfrüh has bounced back thanks to improved agronomics. It delivers an herbal, floral and woody aromatic profile that includes sage, rosemary, lavender, and pine.

### KRUSH™ HBC 586 c.v.

Krush is like your favorite parfait or forkful of fresh fruit salad—bright, refreshing, tropical, slightly resinous, and delicious. With flavors of ripe tropical fruits, like mango and guava, as well as rich stone fruits like peach, and aromas of fresh-sliced navel oranges and mixed berries. Krush produces excellent outcomes across styles and paired with almost any other hop variety.

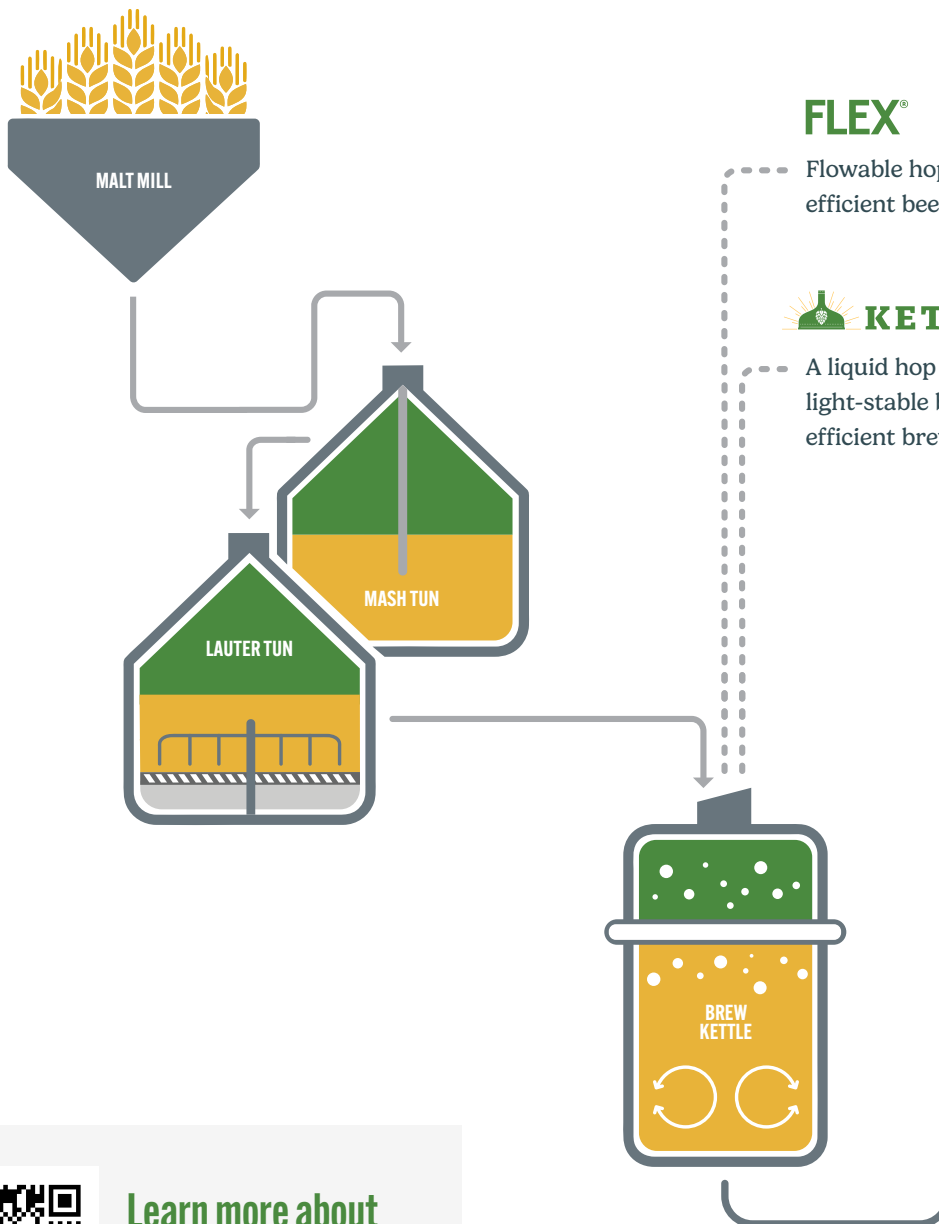
### MOSAIC® HBC 369 c.v.

Mosaic is an aroma hop brand developed by the HBC and released in 2012. The daughter of YCR 14 Simcoe® and a Nugget-derived male, Mosaic offers a unique and complex blend of floral, tropical, fruity, and earthy characteristics including tangerine, lime, peach, passion fruit, and blueberry that translate well into several styles of beer.



# Innovative Hop Products

PEAK BREWING PERFORMANCE



## FLEX<sup>®</sup>

Flowable hops for efficient beer bittering.



## KETTLE REDI<sup>®</sup>

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



Learn more about all of our innovative hop products.



## INCOGNITO®

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

## LUPOMAX®

Concentrated lupulin pellets for maximum flavor intensity.

## HopHaze®

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

## EUPHORICS™

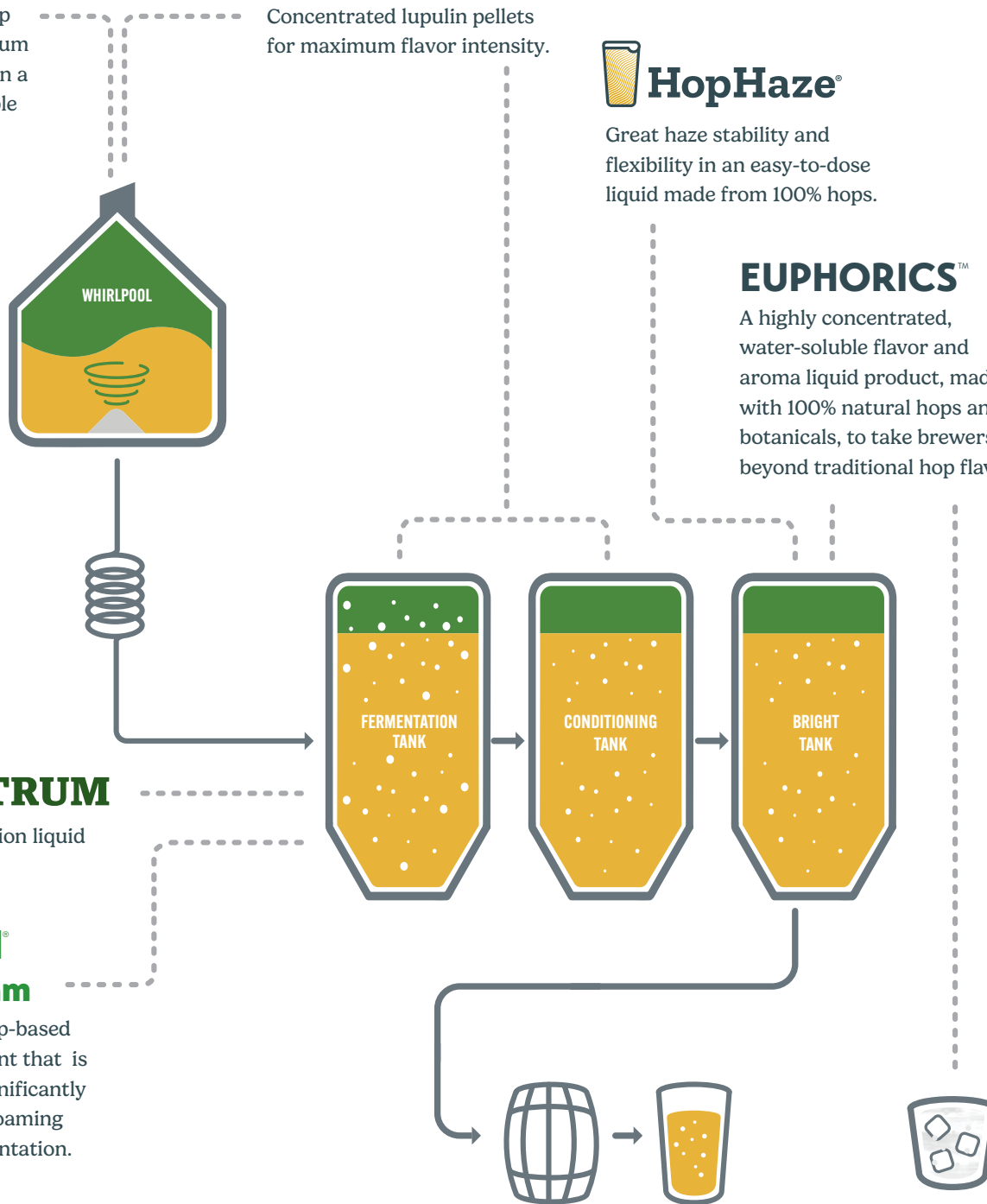
A highly concentrated, water-soluble flavor and aroma liquid product, made with 100% natural hops and botanicals, to take brewers beyond traditional hop flavor.

## SPECTRUM

Next-generation liquid dry hopping.

## HopAid® Antifoam

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



# Flavor & Aroma Products

## 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, hop waters, and beyond. Use on the cold side, post fermentation.

Available in Cloud Lime, Cosmic Guava, Hypnotropic, Mango Mirage, Moonlit Dark Berry, Peachy Keen, Pineapple Paradise, Pomelo Daydream, Strawberry Surge.

## PHA®



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, the PHA lineup includes multiple sensory profiles as well as variety-specific options that add high-quality hop aroma and flavor.

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

## 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.

Available in Amarillo®, Azacca®, BRU-1™, Cascade, Cashmere, Centennial, Chinook, Citra®, Columbus, Ekuanot®, El Dorado®, HBC 1019, Idaho 7™, Krush™, 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 blends beautifully with other hops and hop products, is 75% cheaper to ship and store than pellets, and cleanup is a breeze.

Available in Centennial, Chinook, Citra®, Ekuanot®, El Dorado®, HBC 1019 c.v., and Mosaic®.



## 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.



## 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™



# Bittering Products

## HOPHAZE®



Designed to create remarkably stable haze in beer, HopHaze is 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.

## 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.

## HOPAID® ANTIFOAM



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 give you less empty capacity in the head, increasing your fermentation capacity. It has no impact on the final beer's foam retention properties.

## 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.

## HOP EXTRACT

### 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.

## 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.

## 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.

## 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.

## IKE-ISOMERIZED KETTLE EXTRACT

# IKE

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%.

## HEXAHOP GOLD® 10% HOP EXTRACT



Improve foam stand and cling. Hexahop Gold is 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.



# Global Hops

## BOUNDLESS INSPIRATION

### UNITED STATES

#### AMARILLO® VCXPO1 C.V.

Citrus, Sweet Fruit, Floral

#### AZACCA® ADHA 483 C.V.

Sweet Fruit, Citrus, Woody Aromatic, Green-Grassy

#### BRU-1™

Sweet Fruit, Green Fruit, Green-Grassy

#### CASCADE

Floral, Citrus, Woody Aromatic

#### CASHMERE

Berry & Currant, Citrus, Herbal

#### CENTENNIAL

Citrus, Sweet Fruit, Woody Aromatic, Floral

#### CHINOOK

Citrus, Sweet Fruit, Woody Aromatic, Spicy

#### CITRA® HBC 394 C.V.

Sweet Fruit, Citrus, Floral

#### CLUSTER

Sweet Fruit, Floral, Citrus

#### COLUMBUS (CTZ)

Citrus, Spicy, Vegetal, Sweet Fruit

#### COMET

Citrus, Berry & Currant, Sweet Fruit

#### CRYSTAL

Woody Aromatic, Floral, Spicy

#### EKUANOT® HBC 366 C.V.

Green-Grassy, Sweet Fruit, Citrus, Floral

#### EL DORADO®

Green Fruit, Sweet Fruit, Citrus

#### GALENA

Citrus, Sweet Fruit, Green-Grassy

#### GOLDING

Cream Caramel, Citrus, Floral, Herbal

#### HBC 522 C.V.

Citrus, Floral, Woody Aromatic

#### HBC 638 C.V.

Sweet Fruit, Citrus, Berry & Currant

#### HBC 682 C.V.

Sweet Fruit, Herbal, Floral

#### HBC 1019 C.V.

Sweet Fruit, Citrus, Cream Caramel

#### HBC 1134 C.V.

Floral, Woody Aromatic, Citrus

#### IDAHO 7™

Sweet Fruit, Citrus, Berry & Currant, Menthol

#### IDAHO GEM™

Sweet Fruit, Citrus, Herbal

#### KRUSH™ HBC 586 C.V.

Sweet Fruit, Citrus, Berry & Currant, Woody Aromatic

#### LIBERTY

Floral, Citrus, Woody Aromatic

#### LORAL® HBC 291 C.V.

Floral, Herbal, Citrus

#### MJF BLEND 2025

Citrus, Sweet Fruit, Floral

#### MOSAIC® HBC 369 C.V.

Citrus, Sweet Fruit, Berry & Currant

#### MOUNT HOOD

Spicy, Herbal, Citrus

#### NUGGET

Citrus, Herbal, Sweet Fruit

#### PEKKO® ADHA 871 C.V.

Citrus, Menthol, Sweet Fruit, Floral

#### SABRO® HBC 438 C.V.

Citrus, Sweet Fruit, Cream Caramel

#### SORACHI ACE

Citrus, Herbal, Sweet Fruit

#### STERLING

Sweet Fruit, Berry & Currant, Menthol, Herbal

#### STRATA™

Sweet Fruit, Berry & Currant, Menthol, Herbal

#### SUMMIT®

Vegetal, Citrus, Herbal

#### TALUS® HBC 692 C.V.

Citrus, Floral, Woody Aromatic

#### WARRIOR®

Citrus, Floral, Herbal

#### ZEUS (CTZ)

Citrus, Spicy, Vegetal, Sweet Fruit

### GERMANY

#### ARIANA

Sweet Fruit, Berry & Currant, Floral, Citrus

#### CALLISTA

Berry & Currant, Citrus, Sweet Fruit

#### HALLERTAU BLANC

Green Fruit, Berry & Currant, Citrus

#### HALLERTAUER MAGNUM

Green-Grassy, Woody Aromatic, Herbal

#### HALLERTAUER MITTELFRÜH

Herbal, Floral, Woody Aromatic

#### HALLERTAUER TRADITION

Sweet Fruit, Berry & Currant, Citrus

#### HERSBRUCKER

Menthol, Citrus, Herbal

#### HÜLL MELON

Sweet Fruit, Berry & Currant, Floral, Spicy

#### MANDARINA BAVARIA

Citrus, Sweet Fruit, Berry & Currant

#### NORTHERN BREWER

Woody Aromatic, Menthol

#### PERLE

Herbal, Menthol, Citrus, Green Fruit

#### SAPHIR

Spicy, Citrus, Berry & Currant, Herbal

#### SPALTER SELECT

Citrus, Woody Aromatic, Herbal, Floral

#### TETTNER

Floral, Woody Aromatic, Cream Caramel, Citrus

### AUSTRALIA

#### ECLIPSE® 04-337-016 C.V.

Citrus, Woody Aromatic, Sweet Fruit

#### ELLA™ 01-220-060 C.V.

Citrus, Sweet Fruit, Spicy

#### ENIGMA® 02-016-008 C.V.

Green Fruit, Sweet Fruit, Berry & Currant

#### GALAXY® 94-203-008 C.V.

Sweet Fruit, Citrus

#### TOPAZ™ TC-85-70 C.V.

Woody Aromatic, Citrus, Sweet Fruit

#### VIC SECRET™ 00-207-013 C.V.

Sweet Fruit, Woody Aromatic, Citrus



## FRANCE

### ARAMIS

Spicy, Citrus, Herbal

### BARBE ROUGE

Berry & Currant, Citrus

### ELIXIR

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

### FUGGLE

Woody Aromatic, Floral, Menthol

### MISTRAL

Citrus, Sweet Fruit, Green Fruit

### STRISSELSPALT

Herbal, Floral, Spicy, Citrus

### TRISKEL

Floral, Sweet Fruit, Cream Caramel

## CZECH REPUBLIC

### SAAZ

Citrus, Cream Caramel, Woody Aromatic, Herbal, Spicy

## NEW ZEALAND

### MOTUEKA™

Citrus, Sweet Fruit, Herbal

### NELSON SAUVIN™

Green Fruit, Citrus, Sweet Fruit

## 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



### SWEET FRUIT

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



### BERRY & CURRANT

Blueberries, Raspberries, Blackberries, Strawberries, Cassis (Black Currant), Red Currant



### WOODY AROMATIC

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



### HERBAL

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



### GREEN-CRASSY

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



### CITRUS

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



### GREEN FRUIT

Pear, Quince, Apple, Gooseberry, White Wine Grapes



### CREAM CARAMEL

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



### MENTHOL

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



### SPICY

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



### VEGETAL

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

# 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 Applications 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

Our flagship course is a globally recognized industry education program designed to deepen brewers' understanding of hops and their role in the brewing process through engaging, hands-on learning experiences. Whether you've been brewing for a few months or a few years, Hops Academy is guaranteed to sharpen your expertise, refine your hop selection skills, and inspire your next great brew.

### 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

Everything 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 Recipe Co-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.

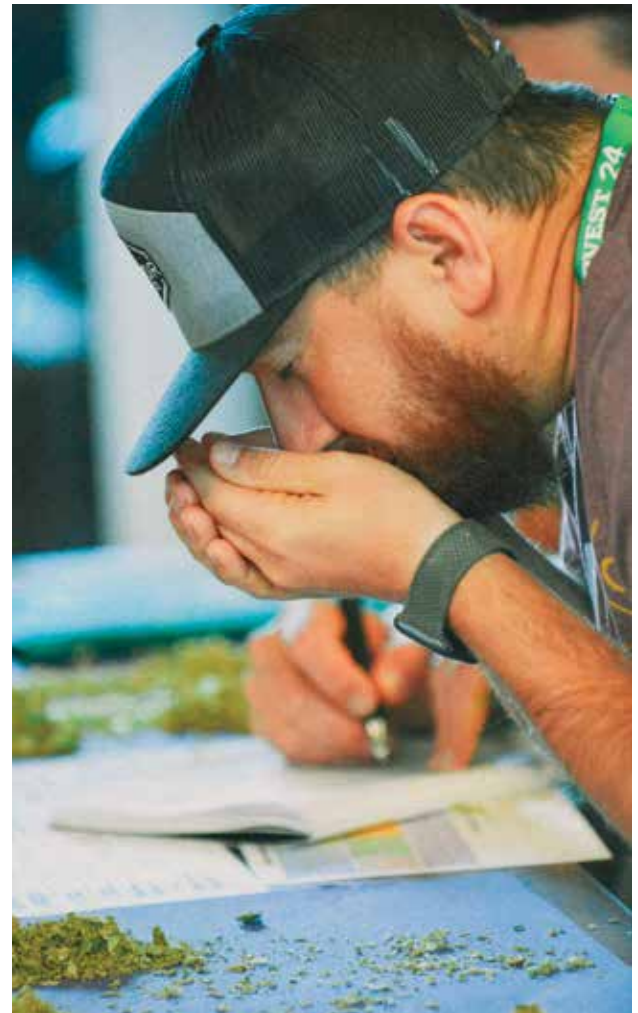
## TOOLS

### 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.

### Hop Aroma Standards Kit

Haas and BarthHaas® developed this kit, with the help of internationally renowned flavorists and perfumists, to train everyone from beer enthusiasts and home brewers to international master brewers on our Hopsessed® lexicon that helps to distinguish the twelve major aroma attributes found in hops.



— SINCE 1914 —  
**THE WORLD'S  
FINEST HOPS**  
AND ADVANCED  
HOP PRODUCTS

## 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 Sales Representative or contact us anytime at [brewing.solutions@johnihaas.com](mailto:brewing.solutions@johnihaas.com).

# Global Leaders

## IN HOP INNOVATION

**T**he BarthHaas Group is the world's leading hops-focused organization, driving innovation, sustainability, and excellence in brewing. With roots tracing back to 1794, the company has grown into a truly global organization, serving brewers of all sizes—from local taprooms to craft pioneers to the world's largest beer brands.

At the heart of the BarthHaas Group are three key companies, each playing a vital role in advancing hop cultivation, research, and brewing solutions:

BarthHaas®



### BarthHaas

The European leader in hops and brewing solutions, headquartered in Nuremberg, Germany. With centuries of expertise, BarthHaas is dedicated to hop innovation, education, and supply chain excellence, ensuring brewers worldwide have access to the best quality hops and hop products.



HAAS®

### John I. Haas

Haas® is the world leader in innovative hop products and has been growing the future of brewing for more than 100 years. From the hop fields of the Yakima Valley to the lab and the brewhouse, we're dedicated to helping brewers push the boundaries of flavor, efficiency, and sustainability. Alongside our partners in the BarthHaas Group, we share a passion for beer and a commitment to supporting the global brewing community.



### Hop Products Australia (HPA)

As Australia's largest hop grower and processor, HPA specializes in breeding unique, high-impact hop varieties such as Galaxy®, Vic Secret™, and Eclipse®. Their farms in Tasmania and Victoria play a crucial role in diversifying the global hop supply while pioneering sustainable farming techniques.



## BARTHHAAS INNOVATION HUBS

### THE GREENHOUSE INITIATIVE

BarthHaas spearheads innovation through its Greenhouse Initiative, a collaborative platform designed to foster new product development across the organization. Established in 2021, the Greenhouse emphasizes customer-centric innovation, agility, and sustainable growth. It has produced groundbreaking products like Kettle Redi<sup>®</sup>, HopHaze<sup>®</sup>, and Euphorics<sup>™</sup>, reinforcing BarthHaas's position as a leader in hop innovation.

### THE HOP BREEDING COMPANY (HBC)

John I. Haas is a founding partner of the Hop Breeding Company. Formed in 2003, HBC is responsible for some of the most groundbreaking hop varieties in brewing: Citra<sup>®</sup>, Mosaic<sup>®</sup>, Sabro<sup>®</sup>, and Talus<sup>®</sup>, each delivering distinctive flavors that have reshaped craft and commercial beer. By focusing on aroma, yield, and disease resistance, HBC is shaping the next generation of hops—designed to meet the evolving needs of brewers worldwide.

### HAAS INNOVATIONS BREWERY

In the U.S., John I. Haas drives its creative initiative through the Innovations Brewery. This state-of-the-art facility serves as a playground for brewing experimentation, allowing for the development and testing of novel hop products and brewing techniques. By collaborating closely with brewers, the Innovations Brewery ensures that new products meet the evolving needs of the brewing industry.

### BETATEC

BetaTec Hop Products, part of the BarthHaas Group, specializes in using natural hop compounds for applications beyond brewing, such as ethanol production, sugar processing, and nutraceuticals. Their products, like IsoStab<sup>®</sup> and FermaHop<sup>®</sup> Pro, naturally control gram-positive bacteria without antibiotics or harsh chemicals. With an Innovation Centre in the UK, BetaTec continues to develop new hop-based solutions across industries.

# A Commitment

## TO SUSTAINABILITY & QUALITY

**B**rewing great beer starts long before the first hop hits the kettle. It begins in the fields, in the lab, and in the choices we make every day to ensure that quality and sustainability go hand in hand.

### ENVIRONMENTAL SUSTAINABILITY

Haas is committed to growing responsibly, using innovative farming practices to reduce our environmental impact while improving the resilience of our hops. Our farms in the Yakima Valley have adopted 100% drip irrigation for water savings and efficiency, implemented cover cropping and composting to enhance soil health. Our research teams have developed high-yielding, disease-resistant hop varieties to boost productivity, reduce resource use, and minimize environmental impact, while protecting soil and water quality and enhancing ecosystem health. Our processing facilities are designed for efficiency and conservation, LED lighting upgrades, energy-efficient motors, and investing in a CO<sub>2</sub> recovery system to capture 96% of CO<sub>2</sub> emissions—all part of our effort to reduce emissions and operate more sustainably. And when it comes to waste, nothing goes unused—99% of our spent hops are repurposed for agriculture.

### SOCIAL SUSTAINABILITY

For us, sustainability isn't just about caring for the environment, it's about supporting the people behind every harvest. That's why we invest in our employees through housing, education, and wellbeing programs while supporting our local community with financial aid and service projects. We are proud to be a leader in ethical and sustainable sourcing, ensuring that our customers can rely on traceable, responsibly grown hops that meet the highest global standards.

### QUALITY

Brewers deserve the best ingredients, and that means unwavering quality at every step. As an **ISO9001 and FSSC22000**-certified company, we hold ourselves to the highest standards in food safety, product consistency, and customer satisfaction. Every batch is analyzed using state-of-the-art lab technology, ensuring precise alpha acids, aroma compounds, and hop integrity. Our quality control teams also test every single lot for pesticide residues and conduct rigorous audits, data tracking, and sensory evaluations to guarantee that the hops and hop products brewers receive are nothing short of exceptional.

At Haas, quality is not just a promise, it's a practice. And sustainability is not just an initiative, it's a responsibility. Together, these commitments ensure that the future of brewing isn't just innovative—it's resilient, reliable, and ready for what's next.

**MEMBER OF  
THE SUSTAINABLE  
AGRICULTURE INITIATIVE**

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**GLOBALG.A.P. CERTIFIED**

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**GREENHOUSE GAS  
EMISSIONS TRACKED  
THROUGH THE  
CHG PROTOCOL**

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**100%  
DRIP IRRIGATED FARMING**

---

**99%  
OF OUR SPENT HOPS GOES  
TO CATTLE FEED INDUSTRY**

---

**2024 HGA TOP OF THE  
TRELLIS SUSTAINABILITY  
AWARD RECIPIENT**

---

**100%  
OF GROWER LOTS TESTED  
FOR PESTICIDE RESIDUE**



# How to Buy Direct

## FROM HAAS

As the brewing industry continues to evolve so do we. Whether you brew one barrel a month or thousands of barrels a year, professional brewers have more ways than ever to purchase hops and hops products from Haas.

### Expanded Account Team

We have expanded our account team across the U.S. in order to give more brewers direct access to the Haas Sales Team's guidance and expertise.

If you don't know your Haas representative, email [info@johnihaas.com](mailto:info@johnihaas.com) and we'll get you connected.

### Haas Customer Portal **NEW**

Coming in 2025, Haas will offer a new online portal for all professional brewers to establish an account, manage contracts and make spot purchases directly from Haas. Visit [shop.johnihaas.com](http://shop.johnihaas.com) to set up your account today.

## UNITED STATES

### JOHN I. HAAS

+1 509.469.4000  
[info@johnihaas.com](mailto:info@johnihaas.com)  
[johnihaas.com](http://johnihaas.com)  
[shop.johnihaas.com](http://shop.johnihaas.com)

### YAKIMA VALLEY HOPS

#### (CRAFT + HOMEBREW)

+1 509.245.6363  
[sales@yakimavalleyhops.com](mailto:sales@yakimavalleyhops.com)  
[yakimavalleyhops.com](http://yakimavalleyhops.com)

## CANADA

### HOPS CONNECT CANADA

#### General Manager:

Will Konantz  
+1 604.762.2182  
[will@hopsconnect.com](mailto:will@hopsconnect.com)

#### Western Canada Sales:

Stefan Lillos  
+1 604.358.4677  
[saleswest@hopsconnect.com](mailto:saleswest@hopsconnect.com)

#### Eastern Canada Sales:

Rob Waters  
+1 905.975.4677  
[saleseast@hopsconnect.com](mailto:saleseast@hopsconnect.com)

## EUROPE & AFRICA

### BARTHHAAS-GERMANY

+49 911.5489.0  
[info@barthhaas.de](mailto:info@barthhaas.de)  
[barthhaas.com](http://barthhaas.com)

### BARTHHAAS X (CRAFT)

+44 800.107.5073  
[enquiries@barthhaasx.com](mailto:enquiries@barthhaasx.com)  
[barthhaasx.com](http://barthhaasx.com)

## OCEANIA

### HOP PRODUCTS AUSTRALIA (HPA)

+61 3.6282.2000  
[info@hops.com.au](mailto:info@hops.com.au)  
[hops.com.au](http://hops.com.au)

## MEXICO

### MALTAS E INSUMOS CERVECEROS SA | MICERVENA

+52 614.413.0216  
[ventas@micerverna.mx](mailto:ventas@micerverna.mx)  
[micerverna.mx](http://micerverna.mx)

## SOUTH AMERICA-EAST

### LNFLATINO AMERICANA

+55 54.2521.3124  
[Inf@lnf.com.br](mailto:Inf@lnf.com.br)  
[lnf.com.br](http://lnf.com.br)

## SOUTH AMERICA-WEST

### CECORP

+56 2.2207.3918  
[info@gecorp.cl](mailto:info@gecorp.cl)  
[gecorp.cl](http://gecorp.cl)

## JAPAN

### KATAOKA

+81 3.5405.8635  
[k-murata@kataoka.com](mailto:k-murata@kataoka.com)  
[kataoka.com](http://kataoka.com)

### OHNISHI SHOJI

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[ohnishishoji.jp](http://ohnishishoji.jp)

## CHINA

### BARTHHAAS-BEIJING

Yiyao Wu  
+86 10.65907096  
[yiyao.wu@barthhaaschina.com](mailto:yiyao.wu@barthhaaschina.com)  
[barthhaas.com](http://barthhaas.com)

### SHANGHAI CENTURY FOOD MATERIAL CO LTD

+86 21.63288980  
[rlu@beer168.com](mailto:rlu@beer168.com)  
[beer168.com](http://beer168.com)

## VIETNAM

### HOANG MINH TRADING SERVICES

Nhung Nguyen  
+84 9.75.13.0981  
[nhung.nguyen@hoangminhcorp.vn](mailto:nhung.nguyen@hoangminhcorp.vn)  
[hopmalt.vn](http://hopmalt.vn)

**QUESTIONS?** Email [info@johnihaas.com](mailto:info@johnihaas.com)



# NOTES

A series of horizontal dotted lines for taking notes.



**NEW**

**SHOP.JOHNHAAS.COM**



**A world of hops,  
advanced hop products,  
and expertise is at  
your fingertips.**

The Haas Portal is here! Register by visiting **shop.johnhaas.com**. Make spot purchases, access your contracts and initiate call offs, submit support tickets, utilize brewing calculators, and much more.

# HAAS<sup>®</sup>

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Yakima, WA 98902  
+1 509.469.4000

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