

Incognito®

**MAXIMUM HOP FLAVOR.
MINIMUM PROCESS LOSS.**



Incognito is a 100% all-natural, variety- specific 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. Designed specifically for whirlpool applications, it blends beautifully with other hops and hop products, is 75% cheaper to ship and store than pellets, and cleanup is a breeze.



FEATURES

**100% HOPS,
ZERO VEGETATIVE
MATERIAL**

**PLAYS WELL WITH
PELLETS AND
WHOLE HOPS**

**REDUCED SHIPPING
AND STORAGE COSTS**

**TRUE-TO-TYPE
VARIETY PROFILES**

**SOLUBLE AND
FLOWABLE**

BENEFITS

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

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

Compared to its pellet equivalent, Incognito's recyclable plastic packaging is lighter to ship and less burdensome to store.

Incognito products deliver the same, consistent variety flavor profiles you expect from pellets.

Incognito is easy to pour when gently agitated or warmed and offers great solubility in hot wort and makes cleanup a breeze.

AVAILABLE VARIETIES

TRUE-TO-TYPE, VARIETY-SPECIFIC EXTRACT (Non-Crop Year Specific)

CENTENNIAL

CHINOOK

CITRA®

EKUANOT®

EL DORADO®

HBC 1019 C.V.

MOSAIC®

SABRO®

INCOGNITO

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



BREWERY APPLICATIONS

FORMAT	RECOMMENDED USAGE
FLOWABLE HOP EXTRACT	FLAVOR & AROMA
WHERE / BREW STAGE	WHY / WHAT FOR
WHIRLPOOL	BEER

PACK SIZES

PACK SIZES		
SAMPLES:	STANDARD:	CUSTOM:
100 g bottle	1 kg, 2 kg, & 10 kg jugs	Upon request

MORE WORT TO THE FERMENTER MEANS MORE FINISHED BEER.

"I think Incognito is going to change the way people brew."

DAVE COLT

CO-FOUNDER & HEAD BREWER,
SUN KING BREWING CO.



IF YOU LIKE THIS, YOU MIGHT ALSO LIKE:
Flowable Bittering: Flex®



**FOR MORE
INFORMATION, VISIT
JOHNIHAAS.COM/INCOGNITO**

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HAAS®

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