

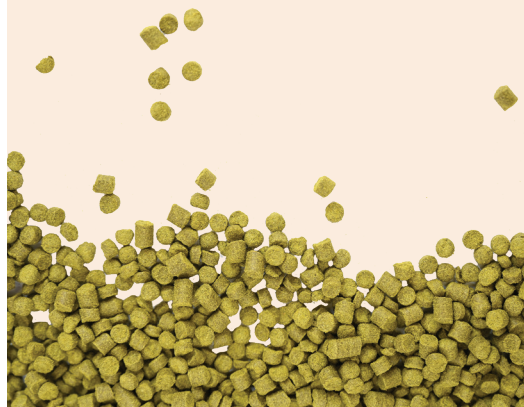
LupoMAX[®]

CONSISTENT LUPULIN
CONCENTRATION FOR
OPTIMIZED HOP FLAVOR.



LupoMAX is a next-generation hop pellet

that delivers concentrated lupulin in a highly consistent format. 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.



FEATURES

CONSISTENT CONCENTRATION

TRUE-TO-TYPE HOP FLAVOR

LESS LOSS MEANS MORE TO SELL

RELIABLE BREWING PERFORMANCE

BENEFITS

By reducing the vegetative matter, LupoMAX pellets provide cleaner, more intense hop flavor without undesirable grassy, astringent flavors.

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

Sustainability is important to us, just like it is to you. With LupoMAX, you use less hops to make more beer, saving on shipping, storage, and brewery handling. Plus, less solids means less waste—and more beer to sell.

Experimenting is fun, but reliability matters. Why waste time reworking a perfect recipe just because of an inconsistent product? That's why we developed LupoMAX, designed with targeted specifications so that you can have reliable brewing performance, every time.

AVAILABLE VARIETIES

TRUE-TO-TYPE, VARIETY-SPECIFIC PELLETS (Crop Year Specific: 2024, 2023, 2022, & 2021*)

AMARILLO[®]
AZACCA[®]
BRU-1[™]
CASCADE
CASHMERE
CENTENNIAL

CHINOOK
CITRA[®]
COLUMBUS
EKUANOT[®]
EL DORADO[®]
HBC 1019 C.V.

IDAHO 7[™]
KRUSH[™]
MOAIC[®]
SABRO[®]
TALUS[®]

*Ask for variety availability by year

LUPOMAX

A next generation hop pellet for true-to-type hop flavor and reliable brewing performance.



BREWERY APPLICATIONS

FORMAT	RECOMMENDED USAGE
ENHANCED HOP PELLETS	FLAVOR & AROMA
WHERE / BREW STAGE	WHY / WHAT FOR
WHIRLPOOL, FERMENTATION VESSEL, OR CONDITIONING TANK	BEER

PACK SIZES

PACK SIZES		
SAMPLES: 16 oz (1 lb) foils	STANDARD: 176 oz (11 lb) foils	CUSTOM: Upon request

“The reduced vegetative matter of LupoMAX® pellets gives me a clean hop flavor and really saves on beer loss, too. It 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
HEAD BREWMASTER,
JOHN I. HAAS INNOVATIONS BREWERY

IF YOU LIKE THIS, YOU MIGHT ALSO LIKE:

**Consistent Flavor & Aroma Pellets:
Next Gen Hop Selection - T90 Pellets**



FOR MORE INFORMATION, VISIT

JOHNIHAAS.COM/LUPOMAX

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