

Hop Selection

The quality of your next beer is in good hands—your own.





HOP HARVEST

More than 75% of the U.S. hop crop is grown in the Yakima Valley, and **Haas has been growing hops here for four generations**. Our farms in Toppenish and Wenas, WA will soon comprise well over 2,000 acres of trellised fields, harvesting facilities, hop kilns, and baling operations. Each fall thousands of brewers come to the hop harvest to meet our growers, tour our fields and facilities, learn about new varieties and innovative hop products, and select their hops for the next year.

Come one, come all

Yakima in September is all about catering to brewers just like you. Whether this is your first harvest and selection experience or you're a seasoned professional, the team at Haas is well prepared to guide you step-by-step through the selection process.

Making the most of your visit

SELECTION

Evaluate freshly harvested hops and choose the exact lots to match your brewing needs

FARM TOURS

Walk the fields, witness the harvest in action, and learn about hop breeding and Haas' industry-leading sustainable farming practices

EXPERIMENTAL VARIETY TASTINGS

Get a first taste of the future with exclusive samplings of beverages made with experimental hop varieties

BREWER HOSPITALITY

Enjoy dedicated hospitality, private events, and spaces to relax, connect, and celebrate the season

HOPS ACADEMY

Elevate your hop knowledge with interactive sessions and expert-led discussions

FRESH HOP FEST

Celebrate the season's bounty at the nation's premier fresh hop beer festival (freshhopalefestival.com)

TRADITIONAL SELECTION

During the annual harvest, John I. Haas invites brewers contracting a minimum of 5,500 lbs of qualifying varieties and products to take part in traditional hop selection. This time-honored, hands-on sensory evaluation allows brewers to assess the fresh crop and tailor their pellets for the upcoming year, ensuring each lot meets their unique brewing needs. The Haas Brewing Solutions Team collaborates closely with growers, brewers, and other stakeholders during the process to ensure that only the highest-quality lots make it to each selection table. Backed by Haas' expertise and sensory-driven approach, brewers can confidently select hops that align with their creative vision.



NEXT GEN SELECTION

Due to the limited quality and variety of lots presented, selection has been inaccessible or deeply unsatisfying for the majority of small brewers. With the **Haas Next Gen** selection program, we aim to correct these issues, making a high-quality selection experience, essential in the industry, available to brewers of all sizes.

We're setting a new standard for choice, consistency, and control

During the harvest intake process, all qualified lots are categorized based on their variety and common sensory profiles. Because of their extensive experience, our Brewing Solutions Team has developed these profiles specifically to suit Brewers' needs. When attending our Next Gen selection, Brewers are presented with samples that are representative of these true-to-type profiles, providing increased variety, consistency, and quality every year to every brewer.

Small is big to us

With a minimum commitment of only **220 pounds per variety**, Next Gen opens the door to brewers of any size to take part in the selection process and reap the benefits of a sensory-driven, data-supported platform for hop procurement.

Not able to make it to Yakima in September? Contact your **Haas Sales Representative** for information about remote hop selection opportunities.



Hops Academy

The **John I. Haas Hops Academy** 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. Our specially curated **Harvest Edition** is a must-attend event, featuring immersive workshops, guided tastings, and sensory insights. 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.

Visit johnihaas.com/hops-academy for more information and an event schedule.

INTERESTED IN LEARNING MORE ABOUT HOP SELECTION WITH HAAS?

Contact your **Haas Sales Representative** today to plan your harvest experience.



HAAS®

