

Next Gen Selection

The new standard in hop selection for craft brewers.

CHOICE, CONSISTENCY, CONTROL

For larger brewers, the time-honored tradition of selecting hops during harvest is a hallmark of quality and a harbinger of innovative new brews to come. But for the majority of small brewers, selection has been inaccessible, or, for some who have attended, unsatisfying. With the introduction of the **HAAS Next Gen** selection program, we aim to make true hop selection both available and essential to craft brewers of all sizes, with low minimums and flexibility built-in to purchasing.

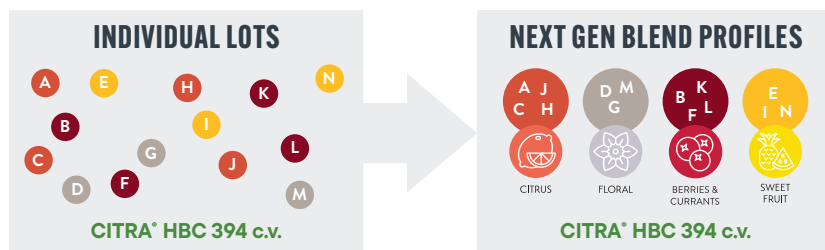
WHO CAN ATTEND

With a minimum commitment of only **220 pounds per variety**, Next Gen opens the door to brewers large and small to take part in the selection process and reap the benefits of a sensory driven, data supported platform for hop procurement, supply chain management, and quality control.

NEXT GEN DEFINED

Brewers attending Next Gen selection are presented true-to-type lots of the same variety, with each lot categorized using **sensory-crafted profiles**. These specific traits are identified during intake using analysis methodology which enable each brewer to confidently select their preferred profile each harvest. Once you choose, HAAS will deliver a quality pellet from the sensory profile that is consistent year over year.

Sensory-crafted profiles are true-to-type to the variety.



JOIN THE NEXT GEN

Limited spots are available for this innovative new program. Contact your HAAS Sales Representative today to book your selection time and plan your harvest experience.



Your Guide to Harvest 2025

Whether this is your first harvest and selection experience or you've a seasoned professional, the team at HAAS is well prepared to guide you step-by-step through the Next Gen process.

WHEN

Next Gen selection appointments will be held daily starting on September 22nd through October 10th.

WHERE

Your harvest experience starts at the HAAS Innovation Center, however Next Gen selections will take place at Yakima Valley Hops, 702 N 1st Ave. in Yakima.

WHAT TO EXPECT

Yakima in September is all about catering to brewers like you. From nightly hospitality events, daily farm tours, Hops Academy training sessions, and more, your harvest experience is one that will make you fall in love with hops all over again.

2025 Selections

The number of available blends per variety at the time of selection may vary. 2025 varieties include:

- Amarillo®
- Azacca®
- Cascade
- Centennial
- Chinook
- Citra®
- Cluster
- Comet
- CTZ
- Ekuanot®
- Loral®
- Mosaic®
- Sabro®
- Willamette

Lot profiles available by request. Contact your HAAS Sales Representative.