



The science behind consistency, from bine to brew.

BUILT BY SENSORY, BACKED BY DATA

Every brewer faces challenges with inconsistent raw material quality, variable brewing performance, and supply chain unpredictability. Developed by the sensory and technical experts at John I. Haas, Sensory Plus helps to alleviate these issues by delivering hop products with a proven consistency in both flavor and chemistry, so you can focus on brewing, not troubleshooting variability.

At the heart of the Sensory Plus is a promise: consistent hop character. The process involves a rigorous selection and validation system that blends human sensory expertise with advanced analytics. From raw material intake to brewing trial, our team ensures that every product stamped with the Sensory Plus badge delivers the true-to-type flavor, aroma, and brewing performance brewers can rely on.

THE SENSORY PLUS PROCESS

The goal of Sensory Plus is to ensure consistency for both the chemical and sensory profiles of each hop variety. To achieve this, a four-step process is used to select and validate lots that precisely match each profile.

1

RAW MATERIAL SCREENING

Only the most promising lots of each variety move forward, based on sensory character and key analytical markers.

2

PROFILING

Advanced technical analysis and aroma evaluation are used to define each crop's unique sensory fingerprint.

3

PRODUCT-SPECIFIC LOT SELECTION

Hops are selected and blended to hit tight spec targets that match the profile of the prior year's product (acids, total oil, etc.).

4

BREWING VALIDATION

Final Sensory Plus blends are test-brewed and verified for real-world consistency before ever reaching your brewhouse.

ENGINEERED TO BE ESSENTIAL

Great beer starts with trust; trust in your recipe, your process, and your ingredients. Sensory Plus delivers that trust through a proven system designed to minimize variability and maximize consistency. With reliable performance across crop years, it gives you the confidence to brew with precision, not just passion.



How Sensory Plus™ ensures true-to-type hop flavor with every batch of LUPO SERIES™ engineered hop pellets

Sensory Plus is a multi-layered selection process combining expert sensory evaluation with advanced technical analysis. It's how we ensure that products like LupoMAX® and LupoCORE™, perform consistently in your brewhouse, batch after batch, year after year.

Every harvest, sensory data is collected and carefully analyzed, guiding the selection of specific lots for each variety that meet target flavor and aroma profiles from the prior year. The resulting blends prioritize specific dominant attributes, ensuring that Lupo Series pellets deliver consistent brewing performance, reducing variability and minimizing beer loss while maximizing true-to-type hop character.