

LUPO SERIES™ Hop Pellets

# LUPOMAX®

HIGHLY CONCENTRATED  
HOP PELLETS OPTIMIZED  
FOR FLAVOR IMPACT AND  
MINIMAL PROCESS LOSS.



Since its introduction, LupoMAX has set a new benchmark for enhanced hop expression, reduced process loss, and improved brewhouse efficiency for brewers around the world. Developed through the **Sensory Plus™** engineering process and utilizing Haas' advanced pelletizing technology, LupoMAX delivers consistent, reliable flavor, whether you're scaling a flagship IPA or crafting an experimental release.

## FEATURES

**HIGHER  
CONCENTRATION,  
HIGHER IMPACT**

**CONFIDENCE  
THROUGH  
CONSISTENCY**

**DESIGNED FOR  
STANDARDIZATION  
AND OPTIMIZATION**

## BENEFITS

LupoMAX pellets offer concentrated lupulin with significantly reduced vegetative matter, providing up to 50% greater flavor intensity per pound compared to traditional T90 pellets. The result: higher yields, lower material costs, and increased sellable volume without compromising quality.

LupoMAX and LupoCORE™ are both developed using the Sensory Plus™ process, Haas' proprietary approach that pairs sensory-driven hop selection with advanced technical analysis. This process ensures varietal fidelity and aroma impact across crop years and lots, offering unmatched consistency for brewers looking to maintain signature profiles batch after batch.

Ideal for whirlpool or dry hop additions, LupoMAX is designed to deliver consistent alpha acid levels and reliable flavor performance. This precision simplifies recipe management, supports predictable outcomes, and helps maintain product integrity from batch to batch. Plus, with LupoMAX, you use less hops to make more beer, saving on shipping, storage, and brewery handling.

## AVAILABLE VARIETIES

TRUE-TO-TYPE, VARIETY-SPECIFIC PELLETS (Crop Year Specific\*)

AMARILLO®  
AZACCA®  
BRU-1™  
CASCADE  
CASHMERE  
CENTENNIAL

CHINOOK  
CITRA®  
COLUMBUS  
DOLCITA™  
EKUANOT®  
EL DORADO®

IDAHO 7™  
KRUSH®  
MOAIC®  
SABRO®  
TALUS®

\*Ask for variety availability by year

# LUPOMAX

## Concentrated, true-to-type flavor with maximum efficiency.



### BREWERY APPLICATIONS

FORMAT	RECOMMENDED USAGE
CONCENTRATED HOP PELLET	RECOMMENDED DOSING RATES AT APPROXIMATELY 70% OF T90 PELLETS
WHERE / BREW STAGE	WHY / WHAT FOR
WHIRLPOOL, FERMENTATION VESSEL, OR CONDITIONING TANK	FLAVOR AND AROMA

### PACK SIZES

AVAILABILITY*		
SAMPLES: 16 oz (1 lb) foils	STANDARD: 176 oz (11 lb) foils	CUSTOM: Upon request

"We use LupoMAX and Incognito® in one of our more popular IPAs. With those two products we have better yields due to the decreased vegetal content and a more robust, longer-lasting aromatic profile."

**PETER GORNICK**

BREWHOUSE MANAGER  
PARKWAY BREWING COMPANY, SALEM, VA

"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:  
**LupoCORE™ Enhanced Hop Pellets**



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

\*Pack sizes may vary by country.

Version: LMAX.SS.25.2

**HAAS®**

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