



Case Study: Three Spirit Nightcap × Pryisma

The challenge

Three Spirit's Nightcap is a non-alcoholic botanical elixir for winding down. Hops are central to its signature: subtle fruit and a gentle, lingering bitterness. Early on, the team prepared hops as a separate infusion ("tea")—steeping hop flowers or pellets in another vessel, then dosing that infusion into Nightcap. It worked for flavor but added time, filtration, and complexity when scaling production across sites. Nightcap is also pasteurized and must remain shelf-stable, so any new hop input had to disperse fully, behave through heat, and stay in solution.

"Nightcap is all about relaxation... hops bring a subtle but substantial hit of fruit and a bit of bitterness." — Dash Lilley, Co Founder, Three Spirit

"We made a side hop infusion and blended it in. We captured a lot of aroma, but it slowed production and made it harder to manufacture elsewhere." — Dash Lille





The product: what Pryisma is (and why it fit)

Pryisma is a flowable liquid hop flavor platform that adds hop or other natural flavors without adding any notable bitterness or resinous notes. It uses a 100% hop-derived carrier. to disperse completely without using non-hop derived emulsifiers or solvents. This enables fast flavor and aroma transfer that stays in suspension for a longer freshness. It's simple to dose anywhere in production, including post-filtration to diversify streams quickly.

Who it's for: Beer and beverage producers that need impactful, high-quality, stable, long-lasting flavors delivered efficiently using only hop-derived material.

- What resonated with Three Spirit:
 - “Real” hop concentrate: “A dense, potent concentrate of all the good stuff — oils, flavor compounds, terpenes — not a synthetic extract.” — Dash Lilley
 - Precision & consistency: “A very precise tool that gives you consistency and ease.” — Dash Lilley
 - Process-friendly: designed to disperse and stay put in complex, shelf-stable beverages.



Caption



How Three Spirit introduced Prysma

Three Spirit explored hop extracts from many suppliers and flavour houses for years, but most options felt artificial-tasting or one-dimensional. After initial trials with an earlier extract, a scale-up revealed an unexpected interaction with other botanicals — an off-note and precipitation — which forced a pause and a return to the hop-tea method.

From there, Three Spirit approached BarthHaas R&D and laid out the problem. A close working relationship formed. Over three years of development, Prysma evolved through collaboration with more than 20 breweries and beverage producers worldwide. It was a step up to shape Prysma while listening to the needs of a spirit producer, not just brewers, ensuring it would disperse cleanly, survive pasteurization, and deliver Nightcap's target finish.

“I was looking at various hop extracts from various suppliers for quite a long time and was never that impressed... things seemed artificial or too one-dimensional.” — Dash Lilley

“That was the beginning of working more closely with your technical department to trial new prototype extracts... I felt supported to do this the right way, and the results have been really good.” — Dash Lilley



Caption



Experiences using Prysma

- Flowability & easy dosing

*"I like working with extracts, they're **super dispersible**."*

Because Prysma disperses quickly and evenly, Three Spirit can hit target intensity without pre-mixing steps and keep lines moving.

- Consistency once dialed in

*"Once we developed it and did various tests, it has been **stable ever since**, it's very consistent."*

After a short dose-finding phase, batches behaved the same run after run.

- Brand storytelling: making 'botanical alchemy' tangible

Because Prysma is made using only natural, hop derived ingredients, it still allows Three Spirit to stay true to their dedication to using only the best, most premium natural botanics.

*"We use the term **botanical alchemy**... the transformation of plant material into a concentrated extract that disperses into the end product."*





Outcomes & solutions

- Precision sensory delivery: Prysma helped Three Spirit hit the aroma and the finish, especially the lingering bitterness that was hardest to reproduce with hop tea alone.
- Operational efficiency: Eliminated the separate hop-tea vessel and filtration step, saving time and simplifying multi-site production.
- Consistency at scale: Once dialed in, batches remained stable through pasteurization and consistent across runs.
- NPD runway: With a precise hop platform in Nightcap, the team is exploring limited-edition twists and alternative hop/terpene profiles aligned to relaxation.

“The bitter profile was really hard to recreate perfectly... we played with different extracts and inclusion rates and finally landed on something perfect.” — Dash Lilley

“Prysma is a very precise tool that gives us consistency and ease. It’s enabled us to hit the aroma and the finish, the lingering bitterness, perfectly, while saving time and offering more consistency.” — Dash Lilley

