

# PRYSMA™

**100% HOP DERIVED  
FLOWABLE LIQUID HOP  
FLAVOR PLATFORM.**



**PRYSMA is a flowable liquid hop flavor platform that utilizes a unique, 100% hop derived carrier technology. This allows**

PRYSMA to deliver a highly impactful range of hop and other natural flavors into beer and beverages without the need for pre-mixing or the use of non-hop derived carriers. The hop-based carrier also ensures a stable 100% dispersion, meaning faster initial flavor and aroma transfer that remains in suspension, potentially extending shelf-life. PRYSMA is highly flexible and simple to dose into all brewing environments.



## FEATURES

### 100% DISPERSAL IN BEVERAGES

### MAXIMUM FLEXIBILITY FOR FLAVOR DELIVERY

### CONSISTENCY BUILT IN

### HIGHLY FLEXIBLE DOSING

## BENEFITS

PRYSMA's 100% hop derived carrier technology fully disperses flavor and aroma into hot and cold liquids rapidly and keeps them in stable suspension.

Create beers with custom-tailored or variety-specific flavor intensity and character while streamlining your process, giving you both creative control and operational efficiency.

Once developed to your sensory profile, PRYSMA is produced to your exact specifications with no variation from batch to batch.

PRYSMA is highly flowable and super concentrated, making dosing in most production environments faster, less labor intensive, and cleaner.

## AVAILABLE VARIETIES

**CASCADE**

**CITRA®**

**ECLIPSE®**

**GALAXY®**

**MOSAIC®**

More varieties on the way. Ask your Haas Sales Representative for the latest list.

## CUSTOM FLAVOR SOLUTIONS

Build your hop and other natural flavors using PRYSMA'S unique hop-derived platform to reduce complexity and increase efficiency in your brewhouse. Ask your HAAS Representative for details.

Minimum order quantities apply. Please allow additional lead times for all custom orders.

# PRYSMA

## Add consistent, high-impact flavor with no bitterness or resinous notes.



### BREWERY APPLICATIONS

FORMAT	RECOMMENDED USAGE
FLOWABLE HOP EXTRACT	FLAVOR
WHERE / BREW STAGE	WHY / WHAT FOR
FROM WHIRLPOOL TO POST-FERMENTATION	ALL BEVERAGE STYLES



### PACK SIZES

PACK SIZES	SAMPLES:	STANDARD:	CUSTOM:
Upon request	Upon request	1 kg container	Upon request



### HIGHLY ADAPTABLE AROMA AND FLAVOR PLATFORM

"The implementation was super easy. We are used to adding different products during lagering—with Prysma, it is just the same via a keg. The product has a good flowability, which makes it very easy to dose, and the outcome is great. It is way less chemically and has more depth than comparable products."

DANIEL SCHAPPERT

JOPEN BREWERY



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FOR MORE INFORMATION, VISIT  
[JOHNHAAS.COM/PRYSMA](http://JOHNHAAS.COM/PRYSMA)

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