



HAAS® × Intrepid
BEVERAGES

EUPHORICS™

FLAVOR EXPRESSIONS

JOHNIHAAS.COM

Concentrated Hop Oils Layered with Botanicals

EFFORTLESS FLAVOR. MAXIMUM CONTROL.

Euphorics™ is a highly concentrated, hop-oil-based flavor solution designed for cold-side additions in beer and other beverages. Fully water-soluble and easy to dose, it enhances hop character while introducing bold fruit and other flavor expressions, delivering clean, natural flavor without tasting artificial.

Crafted by brewers, for brewers

Developed in collaboration with the **Haas Brewing Solutions Team** and **Intrepid Beverages**, Euphorics opens up new possibilities for beverage creation. These fully soluble solutions make late-stage flavoring simple, helping brewers create everything from bright single-fruit profiles to sophisticated layered blends without extra steps or process loss associated with alternatives.

Built for today's brewing landscape, Euphorics helps brewers keep up with demand, expand their lineup, and bring new ideas to market faster, all with more control and less effort.

WHY EUPHORICS?

RELIABLE FLAVOR & AROMA

Water-soluble emulsion blends smoothly, with no refermentation or ABV impact.

CUT COSTS + GAIN VOLUME

100% utilization = less loss

CREATE NEW PROFILES, FAST

Easily bench test in finished beverages.

Layer flavors on top of existing hop bill, or mix flavors to make it uniquely yours.

HOW TO USE EUPHORICS

1.) BENCH TEST

Add drops to finished beer to find target intensity*



2.) SCALE

Convert to mL per BBL*



3.) DOSE

Add directly into conditioning or brite tank



* See usage guide for details.

UNLOCK MORE WITH EUPHORICS

3-6 mL/BBL

100% UTILIZATION

SUPPORTS CLEAN LABELING

SCAN ME



FOR A USAGE GUIDE,
RECIPES, AND MORE

LUSH SERIES

Single-fruit flavor expressions for clean, vibrant, fruit-forward character

The **Euphorics Lush Series** delivers single-fruit expressions designed to brighten finished beers and beverages, helping brewers achieve vibrant fruit character with greater efficiency and control.



POMELO DAYDREAM

Sweet Pomelo, Grapefruit Pith, Overripe Tropical Fruit

Pairs well with: Cascade®, Amarillo®, Idaho 7®, Nectaron®, Talus®, Eclipse®



PEACHY KEEN

Ripe Peach, Passion Fruit, Berry

Pairs well with: Mosaic®, Nectaron®, Galaxy®, Azacca®



PINEAPPLE PARADISE

Ripe Pineapple, Passion Fruit, Citrus Zest, Stone Fruit

Pairs well with: El Dorado®, Vic Secret™, Galaxy®, Eclipse®



ORANGE OVERDRIVE

Orange Creamsicle, Bergamot, Passionfruit Juice

Pairs well with: Eclipse®, Azacca®, Amarillo®, Chinook



STRAWBERRY SURGE

Sweet Strawberry, Cherry Juice, Hibiscus, Raspberry Jam, Tangerine Zest

Pairs well with: Strata®, Ekuant®, Tango



CLOUD LIME

Fresh Key Lime, Lime Zest

Pairs well with: Citra®, Centennial, Motueka®



MANGO MIRAGE

Juicy Overripe Mango, Candied Orange Peel, Guava

Pairs well with: Galaxy®, Nelson Sauvin®, Strata®, Luna®



WILD WATERMELON

Watermelon Hard Candy, Strawberry Juice, Nectarine

Pairs well with: El Dorado®, Krush®, Vic Secret®

READY TO TRY EUPHORICS?

Contact your **Haas Sales Representative**, visit JohnHaas.com/Euphorics, or order online anytime at YakimaValleyHops.com

VIBE SERIES

Layered flavor blends inspired by nostalgia and cannabis terpene profiles

Crafted from hop oil emulsions and botanical extracts, the **Euphorics Vibe Series** creates complex, expressive flavors that add depth, intrigue, and a distinctive sensory twist to modern beverages.



AVAILABLE SIZES

5 mL: Samples; 5 x 5mL kits

50 mL: 7-14 bbls finished beer

500 mL: 71-142 bbls finished beer.





“Euphorics really help to maximise aroma and flavour. They really push the boundaries, accentuating the characteristics of hop forward beers—propelling them to a whole new level and a new drinking experience.”

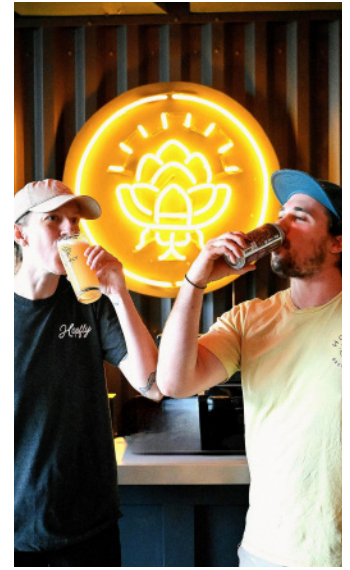
MATT THIELE

CYPHER BREWING COMPANY, GUNGAHLIN, AUSTRALIA

“Euphorics continue to open doors to new flavor and aromatic impacts to our Hazy IPA program. They pack the punch to play a lead role... or can take the back seat to the hops while elevating key target flavors.”

REILLY FEE

HOPFLY BREWING COMPANY, CHARLOTTE, NC



DOSING SUGGESTIONS



3 mL/BBL



6 mL+/BBL



**SUBTLE
HOP EXPRESSION**

BRIGHTEN EXISTING PROFILE

**DRIVE
FLAVOR EXPRESSION**

ADD NOTICEABLE TOP NOTES

**INTENSE
FRUIT-FORWARD**

PERFECT FOR HAZIES,
FRUITED SOURS, ETC.

STORAGE

KEEP REFRIGERATED:
35–46°F (2–8°C)

Do not freeze; emulsion may lose stability

SHELF LIFE

Unopened: 18 months if refrigerated

Once opened: Flush with nitrogen, refrigerate, and use within 1 month.

AWARD-WINNING IMPACT



pFriem Cosmic Guava WCIPA
2025 GABF® Bronze Medal
West Coast IPA category



Hop Dogma Muka Laka Hiki
2025 GABF® Silver Medal
New Zealand IPA category



Von Ebert Drink Me Potion
2025 GABF® Gold Medal
American Fruit Beer category



Colima Cero Session IPA
Cerveza México 2025 Plata (Silver)
Special Non-Alcoholic Beers category

“We have thoroughly enjoyed working with the Euphorics product line. This product has helped increase overall aromatic and flavor intensity while integrating seamlessly into beer at relatively low usage rates, all while not adding significant haze to the final product.”

JOE SHUBERT PFIEM FAMILY BREWERS, HOOD RIVER, OR

For training, tips, or technical guidance regarding Euphorics, please contact the
Haas Brewing Solutions Team at brewing.solutions@johnihaas.com.



HAAS®

