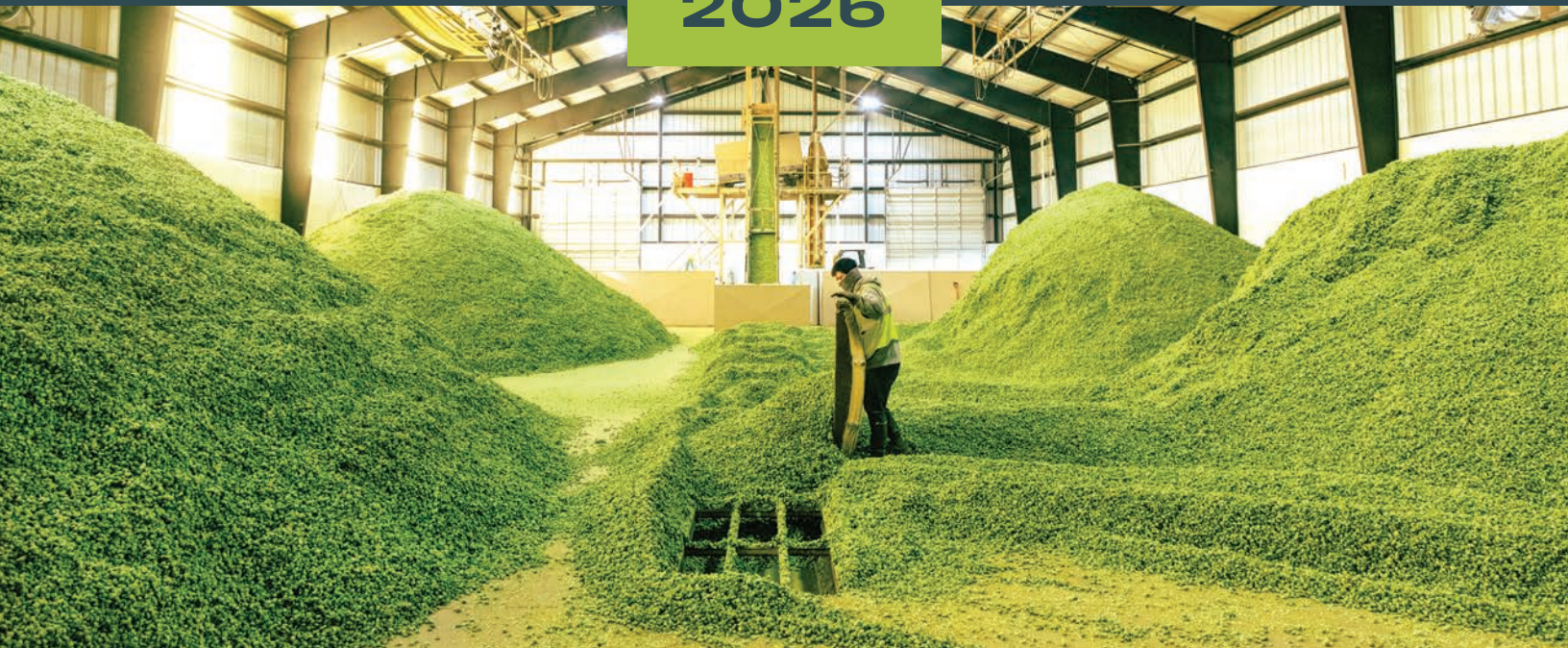




GROWING THE FUTURE OF BREWING

PRODUCTS & SOLUTIONS GUIDE

2026





Brewing is much more than a craft—it's a journey of innovation, creativity, and discovery. At John I. Haas, we believe the future of brewing will be built on a foundation of bold ideas, breakthrough ingredients, and a shared passion for what's possible.

In fact, we've been growing the future of brewing for more than 100 years. Not just in the hop fields of the Yakima Valley, but in the lab, on the brewhouse floor, and shoulder to shoulder with our valued customers, partners, and friends. Whether it's pioneering new hop varieties or developing cutting-edge brewing solutions, we're on a mission to help brewers push the boundaries of flavor, efficiency, and sustainability.

This year's catalog is a glimpse into what's next: game-changing hop formats like LupoCORE™, efficiency-boosting products like Prysma™ and Spectrum, and flavor experiences that evoke nostalgia with Euphorics. Today, John I. Haas is equipping brewers with the tools they need to create the kind of beverages that will reinvigorate markets and redefine industries.

And while innovation drives us forward, sustainability keeps us firmly on the ground. Because growing the future means growing responsibly. That's why we continue to invest in environmentally friendly hop breeding, precision farming, and brewing solutions that reduce waste and maximize yield—ensuring a vibrant, sustainable future for brewers and beer lovers alike.

As you explore these pages, think of it as an invitation to experiment. To create. And to shape the future of brewing with us. **Cheers!**

The Future of Brewing is . . .



PRYSMA™

Pryisma™ is a flowable liquid hop flavor platform that utilizes a unique, 100% hop derived carrier technology. This allows Pryisma 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 implementation was super easy. We are used to adding different products during lagering—with Pryisma, 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

LUPO SERIES™ HOP PELLETS

The Lupo Series™ Hop Pellets are a next-generation portfolio designed to deliver consistency, efficiency, and optimized hop expression in every brew. Built using the Sensory Plus™ selection process, both LupoCORE™ and LupoMAX® are crafted from carefully selected lots to ensure true-to-type flavor and reliable performance year over year. Through advanced cold processing and refinement, both pellets reduce vegetative material while concentrating key hop compounds, resulting in improved dispersion, enhanced extraction, and more efficient brewhouse performance. As premium hop products, the Lupo Series is engineered to help brewers reduce variability, streamline processes, and achieve consistent, high-quality results with greater confidence.



“This could be a game changer.”

PETER GORNICK
BREWHOUSE MANAGER, PARKWAY BREWING COMPANY

EUPHORICS™

Euphorics is a game-changing, all-natural addition to a brewer's toolkit that provides highly concentrated flavor in an economical, easy-to-use format. Transform 7-14 barrels with as little as 50mL of this potent flavor punch.



“We are loving the depth and complexity we get from Euphorics, as well as the simplicity and consistency it offers. Being highly concentrated we use very little on the cold side of our hard seltzers and see huge results in aroma and flavor with minimal effort on our end.”

BRETT LARZALERE
LEAD BREWER, OLD STOVE BREWING COMPANY



SENSORY PLUS™
ENGINEERED

Sensory Plus is a groundbreaking production and quality control process that ensures the most consistent sensory profiles year after year. Sensory Plus integrates decades of pelletization and extraction expertise with sensory-first raw material selection, utilizing a team of trained brewers, scientists, and sensory experts to develop optimal production blends resulting in true-to-type hop profiles every time.





Hops for What's Next



CITRA® HBC 394 c.v.

The hop that launched a thousand IPAs. Citra HBC 394 c.v. was originally released in 2008 by the Hop Breeding Company (HBC) and originated from a cross between Hallertauer Mittelfrüh and from U.S. Tettnanger—and went on to transform modern brewing. It offers an intense citrusy flavor and aroma that pairs well with an endless variety of hops or stands perfectly on its own.

GALAXY®

This is the hop that put Australia on the map. Galaxy is recognized around the world and is best known for having one of the highest contents of essential oil, which impart bold and fruity flavors, like its distinctively punchy passionfruit, juicy peach, and tangy citrus characteristics. Pairs great with Citra and Mosaic, beautifully complementing their citrusy properties.

LUNA®

Luna is the newest variety from HPA's innovative hop breeding program. Distinguished by its lush mango, dark berry and spicy citrus characteristics, Luna perfectly complements other modern hops and lends itself to many popular beer styles. From Pilsners to IPAs, Luna offers brewers creative flexibility backed by agronomic reliability.

MOSAIC® HBC 369 c.v.

Mosaic is an aroma hop brand developed by the HBC and released in 2012. The daughter of YCR 14 Simcoe® and a Nugget-derived male, Mosaic offers a unique and complex blend of floral, tropical, fruity, and earthy characteristics including tangerine, lime, peach, passion fruit, and blueberry that translate well into several styles of beer.

KRUSH® HBC 586 c.v.

Krush is like your favorite parfait or forkful of fresh fruit salad—bright, refreshing, tropical, slightly resinous, and delicious. With flavors of ripe tropical fruits, like mango and guava, as well as rich stone fruits like peach, and aromas of fresh-sliced navel oranges and mixed berries. Krush produces excellent outcomes across styles and paired with almost any other hop variety.

HBC 1134 c.v.

HBC 1134 c.v. is an exciting American hop bred specifically for modern lagers. It provides classic noble flavors: floral (rose), woody aromatic (pine), herbal, and citrus (lemon, slight grapefruit) with nice bitterness quality. Plus, it exhibits excellent agronomics—and a significantly greater per-acre yield—compared to similar, noble hops like Saaz.

DOLCITA™ HBC 1019 c.v.

With great agronomics and high yields, Dolcita is a hop that offers great sustainability and big sensory impact. Combining caramelized pineapple, fleshy peach, tangerine, melon, and coconut, Dolcita delivers a highly potent but pleasing mix of flavors reminiscent of dark rum and daiquiris that give brewers a unique, more intensely flavored beer using fewer hops.

HUELL CLASSIC

Huell Classic encompasses many years of research from the Hop Research Center in Huell, Germany geared toward improved climate resistance. This newer variety performs much like traditional noble hops, giving a grassy, hay-like, and slightly citrusy character with background notes of spice and menthol.

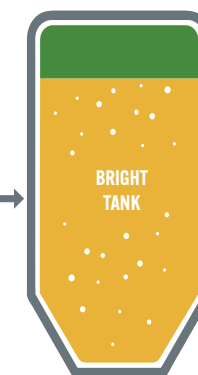
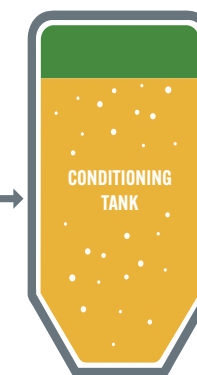
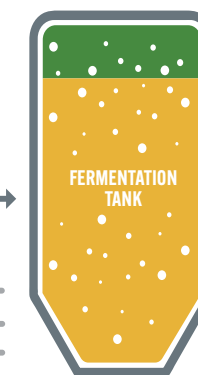
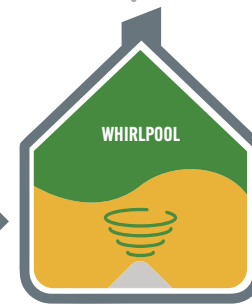
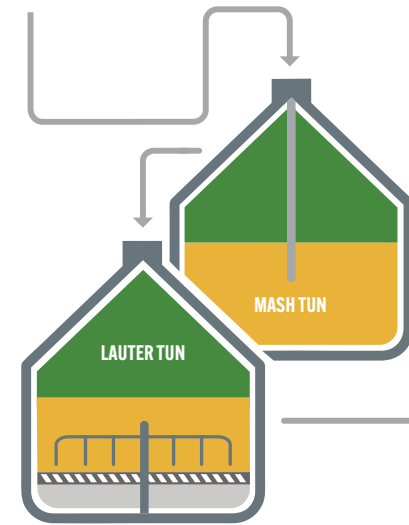
HBC 1325 c.v.

HBC 1325 c.v. is a high alpha (bittering) hop from the Hop Breeding Company. It boasts an impressive yield—above the typical yield for other alpha varieties like HBC 682 c.v.—and has good resistance to powdery mildew. In addition to its harmonious bitterness quality, it can also produce citrus, tropical, and resinous aromas similar to CTZ.



Innovative hop products.

PEAK BREWING PERFORMANCE.



FLEX®

Flowable hops for efficient beer bittering.

KETTLE REDI®

A liquid hop product that delivers light-stable bitterness and highly efficient brewing.

INCOGNITO®

A highly concentrated liquid hop flavor and aroma product designed to maximize efficiency and minimize process loss.

PRYSMA™

A versatile liquid hop flavor platform utilizing a unique, 100% hop-derived carrier to deliver a range of hop and other natural flavors.

SPECTRUM

Next-generation liquid dry hopping.

HopAid® Antifoam

A natural, hop-based antifoam agent that is proven to significantly reduce overfoaming during fermentation.

LUPOMAX® and LUPOCORE™

Sensory Plus™ enhanced and concentrated lupulin pellets for maximum consistency, intensity, and control.

HopHaze®

Great haze stability and flexibility in an easy-to-dose liquid made from 100% hops.

EUPHORICS™

A highly concentrated, hop oil-based and water soluble flavor solution formulated for cold-side additions.



Learn more about all of our innovative hop products.

Flavor & Aroma Products



EUPHORICS™



A highly concentrated, water-soluble flavor and aroma liquid product, made with 100% natural hops and botanicals. Made by brewers for brewers, Euphorics dramatically expands flavor and aroma possibilities while seamlessly integrating into beer, hopwaters, and beyond. Use on the cold side, post fermentation.

Discover more than a dozen Euphorics flavor options:



PHA®



Completely soluble and free of hop alpha-acids, PHA products offer a versatile flavor and aroma palette and a great complement to traditional kettle additions. Extracted and distilled from cone hops, the PHA lineup includes multiple sensory profiles as well as variety-specific options that add high-quality hop aroma and flavor.

PHA Product Line: available in PHA Classics, PHA Topnotes, and PHA Water-Based

PRYSMA™



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.

Available in Cascade, Citra®, Eclipse®, Galaxy® and Mosaic®

INCOGNITO®



A 100% all-natural hop product crafted to deliver highly concentrated hop flavor and aroma while maximizing brewing efficiency and minimizing process loss. Incognito is simply the best part of the hop, without any vegetative material. It blends beautifully with other hops and hop products, is 75% cheaper to ship and store than pellets, and cleanup is a breeze.

Available in Centennial, Chinook, Citra®, Dolcita™, Ekuanot®, El Dorado®, Galaxy®, Krush®, Mosaic®, Sabro®

LUPOMAX®



Consistent lupulin concentration for optimized hop flavor. LupoMAX pellets are designed with consistent alpha for reliable brewing performance and are Haas Sensory Plus™ selected for true-to-type hop flavor, year to year. With concentrated flavor and less green matter, you can increase beer yields and decrease costs.

Available in Amarillo®, Azacca®, BRU-1™, Cascade, Cashmere, Centennial, Chinook, Citra®, Columbus, Dolcita™, Ekuanot®, El Dorado®, Idaho 7™, Krush™, Mosaic®, Sabro®, and Talus®

LUPOCORE™



Enhanced T90 hop pellets engineered for peak sensory performance and ultimate peace of mind from pilot brew to industrial scale. Developed as a next generation hop pellet solution for brewers of all sizes, LupoCORE ensures consistency across varieties and crop years, streamlining selection and contracting while minimizing variability.

Available in Amarillo®, Azacca®, BRU-1™, Cascade, Centennial, Citra®, Columbus, Dolcita™, Ekuanot®, El Dorado®, Krush®, Mosaic®, and Sabro®.

AROMAHOP®



Aromahop provides an economical means to deliver light-stable, variety nonspecific, hop aroma to beer. Made by removing alpha-acids and most of the beta-acids from hop extract, Aromahop can be used for many purposes: it's a cost-effective way to add back hop aroma to light-stable beers or traditionally hopped beers when added late in the boil, or it can help knock down foam and improve efficiency when added early in the brew kettle.

SPECTRUM



A revolutionary way to dry hop, Spectrum is a flowable, 100% hop-derived product that is fully dispersible in cold-side applications for great flavor, efficiency, and less beer loss. Because Spectrum disperses immediately, there's no need to wait—you get instant aroma and can turn tanks over more quickly than ever.

Available in Azacca®, BRU-1™, Cascade, Citra®, Eclipse®, El Dorado®, Galaxy®, Mosaic®, and Vic Secret™

Bittering Products



HOPHAZE®



Designed to create remarkably stable haze in beer, HopHaze is an all-natural, 100% hop-derived product that's added after filtration before the bright tank/pre-packaging. It's flavor-neutral and odorless, so you can add a little or a lot to get the exact level of haze you want without impacting the flavor or aroma of finished beer. Year-long trials have shown that HopHaze will last the entire shelf-life of the beer, without settling out of solution.

ISOHOP® HOP EXTRACT



Intended to improve brewers' control over bitterness, Isohop Hop Extract naturally acts as an antimicrobial agent when added to beer. Standardized to 30% iso-alpha-acids, it's produced from hop extraction and designed to replace kettle bittering hop and improve hop utilization.

REDIHOP® HOP EXTRACT



Provides protection from light-struck flavor. It has a pleasant smooth bitterness and, when added to wort or beer, Redihop will act as an antimicrobial agent. Produced from hop extract, Redihop is an aqueous alkaline solution of the potassium salts of rho-iso-alpha-acids.

HEXAHOP® 95 HOP EXTRACT



Water soluble solution standardized to 20% blend of hexa-hydro-iso-alpha & tetra-hydro-iso-alpha acids. Improves foam stand and cling and is ideal for light-stable hopping in beers packaged in green or clear glass. It imparts a clean, smooth bitterness and has desirable antimicrobial properties.

HOPAID® ANTIFOAM



HopAid Antifoam is a natural, hop-based antifoam agent. The suspension is suitable for use with top or bottom-fermented beers in all types of fermentation tanks. HopAid Antifoam is proven to give you less empty capacity in the head, increasing your fermentation capacity. It has no impact on the final beer's foam retention properties.

FLEX®



A flowable bittering hop product derived from pure hops, Flex is easy to use, easy to pour, and eliminates a significant amount of the vegetative material in hops—reducing wort loss and improving clean up. Flex disperses more readily than whole hops or pellets and provides a 10–20% (relative) increase in alpha-acids utilization as compared to standard T90 hop pellets.

TETRAHOP GOLD® HOP EXTRACT



Enhances beer foam when used post-fermentation as a replacement for a portion of the normal bittering. In the absence of normal alpha-acids and iso-alpha-acids, it also provides complete protection from light-struck flavor.

IKE-ISOMERIZED KETTLE EXTRACT

IKE

A pre-isomerized hop extract containing free iso-alpha-acids along with soft resins and hop oils, IKE can be used as a complete or partial replacement of normal kettle hop extract. It's non-variety specific, but is generally 40-60% iso-alpha-acid with an isomerization rate of approximately 92%.

HOP EXTRACT

HOP EXTRACT

Prepared from hops or hop pellets using pressurized carbon dioxide, Hop Extract contains the alpha-acids and essential oils of hops and provides added efficiency and flexibility in the brew house. It's exceptionally stable when properly stored, and retains the aroma and the bittering potential of the hops from which it is made.

KETTLE REDI®



Kettle Redi is an efficient, easy-to-use, all-natural hop product that delivers light-stable bitterness and great kettle hop flavor, all while improving hop utilization. Kettle Redi is the perfect hot-side addition for commercial beers packaged in clear and green bottles.

HEXAHOP GOLD® 10% HOP EXTRACT



Improve foam stand and cling. Hexahop Gold is ideal for light-stable hopping in beers packaged in green or clear glass and it imparts a clean, smooth bitterness that is especially effective in low BU beers. Water soluble solution standardized to 10% blend of hexa-hydro-iso-alpha & tetra-hydro-iso-alpha acids.



Global Hops, BOUNDLESS INSPIRATION



UNITED STATES

AMARILLO® VCXPO1 C.V.

Citrus, Sweet Fruit, Floral

AZACCA® ADHA 483 C.V.

Sweet Fruit, Citrus, Woody Aromatic, Green-Grassy

BRU-1™

Sweet Fruit, Green Fruit, Green-Grassy

CASCADE

Floral, Citrus, Woody Aromatic

CASHMERE

Berry & Currant, Citrus, Herbal

CENTENNIAL

Citrus, Sweet Fruit, Woody Aromatic, Floral

CHINOOK

Citrus, Sweet Fruit, Woody Aromatic, Spicy

CITRA® HBC 394 C.V.

Sweet Fruit, Citrus, Floral

CLUSTER

Sweet Fruit, Floral, Citrus

COLUMBUS (CTZ)

Citrus, Spicy, Vegetal, Sweet Fruit

COMET

Citrus, Berry & Currant, Sweet Fruit

CRYSTAL

Woody Aromatic, Floral, Spicy

DOLCITA™ HBC 1019 C.V.

Sweet Fruit, Citrus, Cream Caramel

EKUANOT® HBC 366 C.V.

Green-Grassy, Sweet Fruit, Citrus, Floral

EL DORADO®

Green Fruit, Sweet Fruit, Citrus

GALENA

Citrus, Sweet Fruit, Green-Grassy

GOLDING

Cream Caramel, Citrus, Floral, Herbal

HBC 522 C.V.

Citrus, Floral, Woody Aromatic

HBC 682 C.V.

Sweet Fruit, Herbal, Floral

HBC 1134 C.V.

Floral, Woody Aromatic, Citrus

HBC 1325 C.V.

Sweet Fruit, Citrus, Herbal

HBC 1493 C.V.

Spicy, Herbal, Floral

IDAHO 7™

Sweet Fruit, Citrus, Berry & Currant, Menthol

IDAHO GEM™

Sweet Fruit, Citrus, Herbal

KRUSH™ HBC 586 C.V.

Sweet Fruit, Citrus, Berry & Currant, Woody Aromatic

LIBERTY

Floral, Citrus, Woody Aromatic

LORAL® HBC 291 C.V.

Floral, Herbal, Citrus

MJF BLEND 2025

Citrus, Sweet Fruit, Floral

MOSAIC® HBC 369 C.V.

Citrus, Sweet Fruit, Berry & Currant

MOUNT HOOD

Spicy, Herbal, Citrus

NUGGET

Citrus, Herbal, Sweet Fruit

PEKKO® ADHA 871 C.V.

Citrus, Menthol, Sweet Fruit, Floral

SABRO® HBC 438 C.V.

Citrus, Sweet Fruit, Cream Caramel

SORACHI ACE

Citrus, Herbal, Sweet Fruit

STERLING

Sweet Fruit, Berry & Currant, Menthol, Herbal

STRATA™

Sweet Fruit, Berry & Currant, Menthol, Herbal

SUMMIT®

Vegetal, Citrus, Herbal

TALUS® HBC 692 C.V.

Citrus, Floral, Woody Aromatic

WARRIOR®

Citrus, Floral, Herbal

WILLAMETTE

Woody Aromatic, Spicy, Herbal

ZEUS (CTZ)

Citrus, Spicy, Vegetal, Sweet Fruit

GERMANY

ARIANA

Sweet Fruit, Berry & Currant, Floral, Citrus

CALLISTA

Berry & Currant, Citrus, Sweet Fruit

HALLERTAU BLANC

Green Fruit, Berry & Currant, Citrus

HALLERTAUER MAGNUM

Citrus, Spicy, Menthol

HALLERTAUER MITTELFRÜH

Herbal, Floral, Woody Aromatic

HALLERTAUER TRADITION

Sweet Fruit, Berry & Currant, Citrus

HERKULES

Green-Grassy, Herbal, Spicy

HERSBRUCKER

Menthol, Citrus, Herbal

HUELL CLASSIC

Green-Grassy, Citrus, Spicy

HUELL MELON

Sweet Fruit, Berry & Currant, Floral, Spicy

MANDARINA BAVARIA

Citrus, Sweet Fruit, Berry & Currant

MONROE

Sweet Fruit, Berry & Currant, Cream Caramel

NORTHERN BREWER

Woody Aromatic, Menthol

PERLE

Herbal, Menthol, Citrus, Green Fruit

SAPHIR

Spicy, Citrus, Berry & Currant, Herbal

SPALTER SELECT

Citrus, Woody Aromatic, Herbal, Floral

TANÇO

Citrus, Sweet Fruit, Woody Aromatic

TETTNANGER

Floral, Woody Aromatic, Cream Caramel, Citrus

SLOVENIA

AURORA

Floral, Herbal, Citrus

CELEIA (STYRIAN GOLDING CELEIA)

Green Fruit, Citrus, Woody Aromatic

UNITED KINGDOM

BREWERS GOLD

Citrus, Cream Caramel, Spicy

EAST KENT COLDINGS

Spicy, Woody, Citrus

AUSTRALIA

ECLIPSE® O4-337-O16 C.V.

Citrus, Woody Aromatic, Sweet Fruit

ELLA™ O1-220-O60 C.V.

Citrus, Sweet Fruit, Spicy

ENIGMA® O2-O16-O08 C.V.

Green Fruit, Sweet Fruit, Berry & Currant

GALAXY® 94-203-O08 C.V.

Sweet Fruit, Citrus

LUNA® O3-277-O33 C.V.

Sweet Fruit, Berry & Currant, Citrus

TOPAZ™ TC-85-70 C.V.

Woody Aromatic, Citrus, Sweet Fruit

VIC SECRET™ OO-207-O13 C.V.

Sweet Fruit, Woody Aromatic, Citrus

CZECH REPUBLIC

SAAZ

Citrus, Cream Caramel, Woody Aromatic, Herbal, Spicy

NEW ZEALAND

MOTUEKA™

Citrus, Sweet Fruit, Herbal

NELSON SAUVIN™

Green Fruit, Citrus, Sweet Fruit

SENSORY LANGUAGE

Finding common terms for sensory experiences has always been a challenge. That's why Haas® developed this uniform system to define specific aroma categories and identify distinct attributes for each.



FLORAL

Rose, Jasmine, Geranium, Lilac, Lavender, Lily, Chamomile, Apple Blossom, Elderflower, Carnation, Hibiscus



SWEET FRUIT

Peach, Apricot, Mango, Passion Fruit, Lychee, Guava, Pineapple, Watermelon, Honeydew, Cantaloupe, Banana, Cherry, Plum, Dried Fruit, Kiwi



BERRY & CURRANT

Blueberries, Raspberries, Blackberries, Strawberries, Cassis (Black Currant), Red Currant



WOODY AROMATIC

Pine, Oak, Cedar, Resin, Barrel, Leather, Tobacco, Incense, Myrrh, Woodruff, Cognac, Earthy



HERBAL

Basil, Parsley, Tarragon, Dill, Fennel, Thyme, Rosemary, Marjoram, Green Tea, Black Tea, Mate Tea



GREEN-GRASSY

Fresh Cut Grass, Hay, Tomato Leaves, Green Pepper, Cucumber, Seaweed, Nettle



CITRUS

Grapefruit, Pomelo, Orange, Lemon, Lime, Bergamot, Lemongrass, Ginger, Tangerine



GREEN FRUIT

Pear, Quince, Apple, Gooseberry, White Wine Grapes



CREAM CARAMEL

Butter, Chocolate, Yogurt, Honey, Cream, Caramel, Toffee, Coffee, Tonka, Vanilla



MENTHOL

Mint, Lemon Balm, Camphor, Wine Yeast, Sage, Eucalyptus, Tea Tree, Wintergreen



SPICY

Black Pepper, Chile Pepper, Curry, Juniper, Aniseed, Licorice, Nutmeg, Cinnamon, Clove, Allspice, Gingerbread, Fennel Seed



VEGETAL

Celery, Carrot, Onion, Garlic, Cabbage, Leek, Artichoke, Radish

Brewing Solutions



For more than a decade, the Haas® Brewing Solutions Team has worked with customers to trial new products, develop new recipes, and educate brewers about hops and hop products. The team consists of Brewmasters, Sensory Scientists, and Applications Specialists who are ready to collaborate and co-create as we exchange ideas, insights, and inspiration.

EDUCATION & TRAINING

Whether it's hops, sensory, brewing best practices, or intros to new products, we provide everything from formal training programs to casual workshops—in Yakima, on the road at industry events, or onsite at your brewery.

Hops Academy

Our flagship course is a globally recognized industry education program designed to deepen brewers' understanding of hops and their role in the brewing process through engaging, hands-on learning experiences. Whether you've been brewing for a few months or a few years, Hops Academy is guaranteed to sharpen your expertise, refine your hop selection skills, and inspire your next great brew.

Hop Flavorist

A two-day training course designed to train both new and experienced members of the brewing community on basic aroma discrimination and hop flavor and aroma profiling.

Seminars and Workshops

For helpful product introductions at industry events and conferences.

Customized Training

Everything from quick courses to get teams prepared for hops selection to coordinated workshops to ensure multi-location teams understand product applications and speak the same language of hops.

COLLABORATION

Haas's world-class Innovations Brewery can speed the R&D process to help you go from concept to market with rapid iterations, product knowledge, and support.

Brand and Recipe Co-Development

Share ideas, develop recipes, and brew trial batches for sampling and refinement.

Product Development

We brew an array of beer styles with experimental hops and hop products that are in development and share them with our brewer customers so we can gain product insight and data directly from you.

TOOLS

Hops Companion-4th Edition

A brewer's easy-to-use reference guide for hop varieties from around the world. Includes hop background and pedigree info, as well as our Hopsessed® aroma icon lexicon for key hop flavor attributes, and specific bitterness and aroma chemical data.

Hop Aroma Standards Kit

Haas and BarthHaas® developed this kit, with the help of internationally renowned flavorists and perfumists, to train everyone from beer enthusiasts and home brewers to international master brewers on our Hopsessed® lexicon that helps to distinguish the twelve major aroma attributes found in hops.



— SINCE 1914 —
THE WORLD'S
FINEST HOPS
AND ADVANCED
HOP PRODUCTS

TECHNICAL SUPPORT

Haas provides technical support to brewers worldwide, from global brands to microbrewers and everyone in between. You can reach out to your Haas Sales Representative or contact us anytime at brewing.solutions@johnihaas.com.

Global Leaders

IN HOP INNOVATION



The BarthHaas Group is the world's leading hops-focused organization, driving innovation, sustainability, and excellence in brewing. With roots tracing back to 1794, the company has grown into a truly global organization, serving brewers of all sizes—from local taprooms to craft pioneers to the world's largest beer brands.

At the heart of the BarthHaas Group are three regional operations, each playing a vital role in advancing hop research and innovation.

BarthHaas® 

BarthHaas

The European leader in hops and brewing solutions, headquartered in Nuremberg, Germany. With centuries of expertise, BarthHaas is dedicated to hop innovation, education, and supply chain excellence, ensuring brewers worldwide have access to the best quality hops and hop products.

 HAAS®

John I. Haas

Haas® is the world leader in innovative hop products and has been growing the future of brewing for more than 100 years. From the hop fields of the Yakima Valley to the lab and the brewhouse, we're dedicated to helping brewers push the boundaries of flavor, efficiency, and sustainability. Alongside our partners in the BarthHaas Group, we share a passion for beer and a commitment to supporting the global brewing community.

 HPA

Hop Products Australia (HPA)

As Australia's largest hop grower and processor, HPA specializes in breeding unique, high-impact hop varieties such as Galaxy®, Vic Secret™, and Eclipse®. Their farms in Tasmania and Victoria play a crucial role in diversifying the global hop supply while pioneering sustainable farming techniques.

BARTHHAAS INNOVATION HUBS

THE GREENHOUSE INITIATIVE

BarthHaas spearheads innovation through its Greenhouse Initiative, a collaborative platform designed to foster new product development across the organization. Established in 2021, the Greenhouse emphasizes customer-centric innovation, agility, and sustainable growth. It has produced groundbreaking products like Pryma™, HopHaze®, and Euphorics™, reinforcing BarthHaas's position as a leader in hop innovation.

HAAS INNOVATIONS BREWERY

In the U.S., John I. Haas drives its creative initiative through the Innovations Brewery. This state-of-the-art facility serves as a playground for brewing experimentation, allowing for the development and testing of novel hop products and brewing techniques. By collaborating closely with brewers, the Innovations Brewery ensures that new products meet the evolving needs of the brewing industry.

THE HOP BREEDING COMPANY (HBC)

John I. Haas is a founding partner of the Hop Breeding Company. Formed in 2003, HBC is responsible for some of the most groundbreaking hop varieties in brewing: Citra®, Mosaic®, Krush®, and Dolcita™, each delivering distinctive flavors that have reshaped craft and commercial beer. By focusing on aroma, yield, and disease resistance, HBC is shaping the next generation of hops—designed to meet the evolving needs of brewers worldwide.

BETATEC

BetaTec Hop Products, part of the BarthHaas Group, specializes in using natural hop compounds for applications beyond brewing, such as ethanol production, sugar processing, and nutraceuticals. Their products, like IsoStab® and FermaHop® Pro, naturally control gram-positive bacteria without antibiotics or harsh chemicals. With an Innovation Centre in the UK, BetaTec continues to develop new hop-based solutions across industries.

A Commitment

TO SUSTAINABILITY & QUALITY

Brewing great beer starts long before the first hop hits the kettle. It begins in the fields, in the lab, and in the choices we make every day to ensure that quality and sustainability go hand in hand.

ENVIRONMENTAL SUSTAINABILITY

Haas is committed to growing responsibly, using innovative farming practices to reduce our environmental impact while improving the resilience of our hops. Our farms in the Yakima Valley have adopted 100% drip irrigation for water savings and efficiency, implemented cover cropping and composting to enhance soil health. Our research teams have developed high-yielding, disease-resistant hop varieties to boost productivity, reduce resource use, and minimize environmental impact, while protecting soil and water quality and enhancing ecosystem health. Our processing facilities are designed for efficiency and conservation, LED lighting upgrades, energy-efficient motors, and investing in a CO₂ recovery system to capture 96% of CO₂ emissions—all part of our effort to reduce emissions and operate more sustainably. And when it comes to waste, nothing goes unused—99% of our spent hops are repurposed for agriculture.

SOCIAL SUSTAINABILITY

For us, sustainability isn't just about caring for the environment—it's about supporting the people behind every harvest. That's why we invest in our employees through housing, education, and wellbeing programs while supporting our local community with financial aid and service projects. We are proud to be a leader in ethical and sustainable sourcing, ensuring that our customers can rely on traceable, responsibly grown hops that meet the highest global standards.

QUALITY

Brewers deserve the best ingredients, and that means unwavering quality at every step. As an **ISO9001** and **FSSC22000**-certified company, we hold ourselves to the highest standards in food safety, product consistency, and customer satisfaction. Every batch is analyzed using state-of-the-art lab technology, ensuring precise alpha acids, aroma compounds, and hop integrity. Our quality control teams also test every single lot for pesticide residues and conduct rigorous audits, data tracking, and sensory evaluations to guarantee that the hops and hop products brewers receive are nothing short of exceptional.

At Haas, we see quality as our common practice and sustainability as our responsibility. That's why we and the rest of the BarthHaas group have committed to the Science-Based Targets Initiative (SBTi). Read more on our blog:



MEMBER OF
THE SUSTAINABLE
AGRICULTURE INITIATIVE

GLOBALG.A.P. CERTIFIED

100%
DRIP IRRIGATED FARMING

99%
OF OUR SPENT HOPS GOES
TO CATTLE FEED INDUSTRY

2024 HGA TOP OF THE
TRELLIS SUSTAINABILITY
AWARD RECIPIENT

100%
OF CROWER LOTS TESTED
FOR PESTICIDE RESIDUE



How to Buy Direct

FROM HAAS



As the brewing industry continues to evolve so do we. Whether you brew one barrel a month or thousands of barrels a year, professional brewers have more ways than ever to purchase hops and hops products from Haas.

Expanded Account Team

We have expanded our account team across the U.S. in order to give more brewers direct access to

the Haas Sales Team's guidance and expertise. If you don't know your Haas representative, email info@johnihaas.com and we'll get you connected.

Haas Customer Portal

The Haas online portal enables professional brewers to establish an account and manage contracts, with more features on the way. Visit shop.johnihaas.com to set up your account.

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NEXT GEN SELECTION

The new standard in hop selection for craft brewers.

CHOICE, CONSISTENCY, CONTROL

For larger brewers, the time-honored tradition of selecting hops during harvest is a hallmark of quality and a harbinger of innovative new brews to come. But for the majority of small brewers, selection has been inaccessible, or, for some who have attended, unsatisfying. With the introduction of the **Haas Next Gen** selection program, we aim to make true hop selection both available and essential to craft brewers of all sizes, with low minimums and flexibility built-in to purchasing.

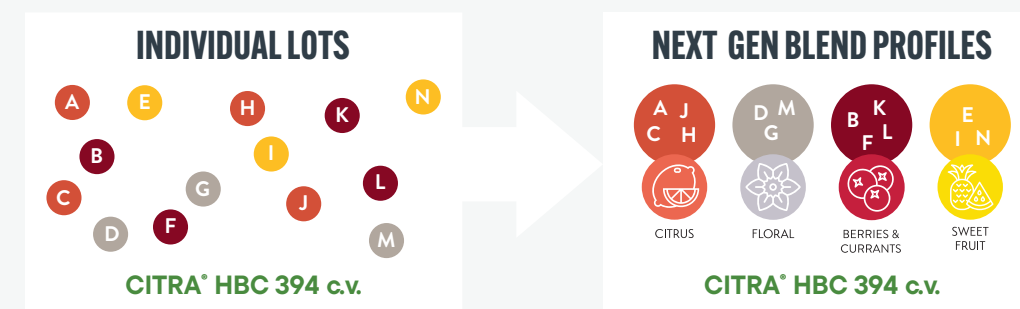
WHO CAN ATTEND

With a minimum commitment of only **220 pounds per variety**, Next Gen opens the door to brewers large and small to take part in the selection process and reap the benefits of a sensory driven, data supported platform for hop procurement, supply chain management, and quality control.

NEXT GEN DEFINED

Brewers attending Next Gen selection are presented true-to-type lots of the same variety, with each lot categorized using **sensory-crafted profiles**. These specific traits are identified during intake using analysis methodology which enable each brewer to confidently select their preferred profile each harvest. Once you choose, Haas will deliver a quality pellet from the sensory profile that is consistent year over year.

Sensory-crafted profiles are true-to-type to the variety.



Contact your Haas sales representative to inquire about booking your Next Gen selection in Yakima or to learn more about remote selection opportunities.

QUESTIONS? Email info@johnihaas.com



Get first pick of
the freshest news
from Haas

From the field to your inbox,
get early access to the latest insights,
exclusive events, and product releases
before the rest of the world. Scan
the QR code to sign up.

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