

No / Low Alcohol

Full flavor. Less alcohol. The right hop solutions make it possible.





Low alcohol, high expectations

Brewing great beer without alcohol is one of the industry's most complex challenges. When ethanol is removed or minimized, brewers lose more than just alcohol, they lose an essential contributor to aroma, flavor balance, mouthfeel, foam stability, and microbial protection. The result can be beers that taste thin, hollow, or out of balance, with muted hop character, increased risk of off-flavors, and additional stress from processes like pasteurization and alcohol removal. At the same time, consumers expect non-alcoholic and low-alcohol beers to deliver the same vibrant aroma, satisfying body, and true-to-style drinking experience as their full-strength counterparts. Bridging this gap requires thoughtful brewing design, precise ingredient selection, and new ways to rebuild balance throughout the process. Haas offers a range of hop-based solutions that can help.

MANY PATHS TO NoLo, ONE SET OF CHALLENGES.

Brewers use a range of techniques to produce low- and no-alcohol beer. Each method can be effective, but each also brings its own set of sensory and process challenges that can impact flavor, balance, and drinkability.

ARRESTED FERMENTATION

Stopping fermentation early keeps alcohol low, but it often leaves residual sweetness, worty notes, and limited fermentation character.

MALTOSE-NEGATIVE YEAST

These specialty yeasts naturally limit alcohol production, yet the resulting beers can lack depth and complexity while finishing overly sweet.

VACUUM DISTILLATION

Removing alcohol from finished beer preserves the brewing process but can strip away delicate aromatics and leave the beer tasting thin or hollow.

MEMBRANE / R.O. SEPARATION

Filtration-based alcohol removal operates at lower temperatures, but still risks losing key flavor compounds and creating balance challenges.

No matter the path or method, whether extending trusted brand families or creating a stand-alone beverage, brewers must rebuild the aroma, body, and balance that alcohol once provided. **Hop-based solutions from Haas can help bring it all together.**

APPLICATION MATRIX

Finding the right solution depends on both the beverage style and the desired sensory outcome. The matrix below pairs beverage applications with recommended Haas products to help brewers quickly identify hop-based options from the Haas portfolio that can support their formulation goals.

HAAS PRODUCT	HOP WATER	SELTZERS	BEYOND BEER	NABLAB	NO/LO IPA	LEARN MORE
PRYSMA™	BETTER OPTIONS AVAILABLE	BETTER OPTIONS AVAILABLE	BETTER OPTIONS AVAILABLE	POSSIBLE CHOICE	EXCELLENT CHOICE	
EUPHORICS™	EXCELLENT CHOICE	EXCELLENT CHOICE	EXCELLENT CHOICE	EXCELLENT CHOICE	EXCELLENT CHOICE	
PHA	POSSIBLE CHOICE	POSSIBLE CHOICE	BETTER OPTIONS AVAILABLE	EXCELLENT CHOICE	BETTER OPTIONS AVAILABLE	

STRUGGLING WITH THIS?	WEAK OR VOLATILE FLAVOR	FOAM (+/-) AND VISUAL APPEAL
TRY THIS...	Late flavor additions with Euphorics , PHAs , or Prysma	Ask us about Hop Haze , HopAid , or TetraHop

Contact our **Brewing Solutions Team** for recommendations based upon your specific recipe and process.

A CLEAR ADVANTAGE

Hop water and other hop-based non-alcoholic beverages represent one of the fastest-growing opportunities in the beverage space. Haas offers ready-made solutions designed to help producers build bright, refreshing hop character with ease. **Euphorics™** is a highly concentrated, hop-oil-based, water-soluble flavor line designed for cold-side additions, allowing brewers to quickly create vibrant, natural-tasting fruit and flavor profiles with simple dosing and minimal process impact. Visit johnihaas.com/euphorics for more information and a current flavor lineup.





Added assurance with Sensory Plus™

Sensory Plus is the groundbreaking quality control and production process Haas uses to create the world's finest, most consistent hop products, including **LupoMAX®** and **LupoCORE®**. Beginning at harvest, our highly trained sensory and quality professionals evaluate every lot of hops from the field for its unique, dominant, and supporting sensory characteristics, with the resulting data guiding the selection of lots that meet precise flavor and aroma targets. The final blends prioritize year-over-year consistency, ensuring **Lupo Series™** pellets deliver reliable brewing performance brew after brew—reducing variability and beer loss while maximizing true-to-type hop character.

INTERESTED IN RECIPE CO-CREATION USING HAAS PRODUCTS?

Contact your **Haas Sales Representative** today to schedule a personal consultation.



HAAS®

