

Press Release

LUPOMAX®, The world's most advanced enriched pellet offers a whole new world of flavor to European hop varieties

LUPOMAX® Delivers Consistent Lupulin Concentration for True-to-Type Hop Flavor, Enhanced Brewing Performance and Sustainability

Nuremberg, April 22, 2021. Almost a year ago in July 2020 John I. Haas, Inc., a world-leading hops supplier and innovator and member of the BarthHaas group of companies, introduced its latest breakthrough in hop-forward brewing innovation, LUPOMAX®. To celebrate this, we are pleased to announce the launch of a new range of European hop varieties to add to the LUPOMAX® portfolio. The Saaz, Ariana, Callista and Huell Melon varieties have been enhanced to open up a whole new way of brewing with them. With intensified flavors and aromas, brewers have a huge range of options including late and dry hopping to create big new beer flavors unlike anything before.

LUPOMAX® is an enriched hop pellet, expertly enhanced through SensoryPlus™ technology to achieve bold and consistent true-to-type flavor for a reliable brewing performance brew after brew. Further LUPOMAX® means less green material which reduces beer losses, shipping, storage and brewery handling costs. The expanded LUPOMAX® range now includes four European hop varieties, a noble – Saaz - and three highly interesting flavors - Huell Melon, Callista and Ariana. These join the already hugely successful US LUPOMAX® portfolio of US hop brands including Amarillo®, Azzacca®, BRU-1™, Cashmere, Citra®, Columbus, Ekuantot®, El Dorado®, Mosaic® and Sabro®

“What I love about these new European LUPOMAX® varieties is how they give you a whole new world of flavor and aroma to play with. Whoever thought it would be possible to produce a big punchy dry hop flavor with varieties such as Callista or Huell Melon! They are so reliable as well. SensoryPlus™ means I can almost nature proof my trial recipes as there is very little change with each batch.” Dr. Christina Schönberger, Head of Innovation and Education – BarthHaas.

Learn more about LUPOMAX® at barthhaas.com/lupomax

About BarthHaas

BarthHaas is one of the world's leading suppliers of hop products and hop-related services. Now led by the eighth generation, this family-owned company specialises in the creative and efficient use of hops and hop products. As visionaries, instigators and implementers of ideas, BarthHaas has been shaping the market surrounding a unique raw material for over 225 years.

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