

Press release

BarthHaas Report Hops 2020/2021

BarthHaas pushes ahead rapidly with digitalisation

Nuremberg, July 22, 2021. The digital transformation of working processes that has already been making rapid progress for some years has been given a significant boost by the coronavirus pandemic. Hop specialist BarthHaas has also gone far beyond its planned targets in the past year and has thus overcome the challenges at the customer and supplier interfaces better than expected.

For example, the BarthHaas Hops Academy (<https://www.barthhaas.com/hopsacademy>) offered beer tastings and sensory training courses online both for industry experts and for interested amateurs, which met with a very good response. Its sister company Hop Products Australia even allowed brewers and beer lovers to watch the hop harvest. “We made the experience that thanks to technical solutions and digital platforms we were able to stay in contact despite the global lockdown”, states Alexander Barth, the family company’s managing partner responsible for the US market.

Customer portal enables direct access to contract data

Starting this summer, the company will also be offering its customers an online portal (<http://customerportal.barthhaas.com>) that will enable them to access contract data and delivery documents, among other things. They will also be able to register complaints, request product samples or submit technical enquiries. It will be possible to make bookings at the Hops Academy via the customer portal as well.

In addition, an extensive reference library will be available enabling customers to retrieve certificates, safety data sheets, product specifications and much more. The portal will overcome time zones, so that customers will no longer have to take European office hours into account.

Central hub for digital collaboration

BarthHaas’ suppliers also benefit from an upgraded digital offering. The online portal for hop growers that was launched back in 2010 (<https://pflanzeportal.barthhaas.de>) was completely redesigned last year. Attractive graphics, a modern technical upgrade and the inclusion of many new functions make this the central hub for successful digital collaboration.

In addition to essential personal details, with access to contracts, delivery lots and accounts, the grower portal also includes industry updates and templates of forms relevant to the hop business. In addition, it has an extensive service area with many completely new communication options. The portal can be accessed either via a desktop browser or with a smartphone app.

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.

Contact:

Thomas Raiser

Director Sales & Marketing/Member of the Board of Directors

BarthHaas GmbH & Co. KG

Tel. +49 911 5489 115

thomas.raiser@barthhaas.de