

Press Release

BarthHaas at Drinktec 2022 Focus on Innovative Hop Beverages

Nuremberg, July 15 2022. At this year's Drinktec, hop specialist BarthHaas is presenting some of the latest brewing trends, passionate craftsmanship and, of course, innovative hop products. The main attraction is the Inspiration Range, a line of beverages through which BarthHaas informs brewers and beverage makers about the latest trends and hopes to inspire them to create new beverages of their own. "We want to show that hops are not only important as a flavoring ingredient in beer, but that they can also play a significant role when it comes to new beverage concepts" explains Thomas Raiser, Head of Sales/Marketing and member of the management team of BarthHaas.

This year, the BarthHaas Brewing Solutions team have turned their attention to concepts beyond beer, and in Munich they are presenting four non-alcoholic beverages containing hops: Hop water, a low-calorie, carbonated soft drink with hop aroma, picks up on a current trend in the USA. Among other ingredients in this drink, BarthHaas uses its innovative hop product Spectrum. Its flavors go well with the natural botanicals sourced from herb specialist MartinBauer.

The second innovative concept that BarthHaas is bringing along to the trade show is its new hop tonic water. Unlike in traditional tonic water, the pleasant bitterness and interesting flavors are provided by hops instead of quinine. Another of the Brewing Solutions team's creations is their kombucha, which features fruity and grassy aromas. This fermented tea drink is also flavored with hops.

Due to the growing demand for non-alcoholic beer, this category is equally indispensable in the Inspiration Range. The flavoring ingredients here are the BarthHaas hop products Spectrum and Incognito. The added botanicals mate and ginseng from MartinBauer make this drink an invigorating pick-me-up. The Brewing Solutions team are presenting the Inspiration Range in tutored tastings.

But the BarthHaas stand is also the right place for those interested in traditional beer brewing. This year, there's a focus on two new products, Kettle Redi and HopHaze, that BarthHaas launched in July.

The BarthHaas stand is in Hall A5.440.

About BarthHaas

BarthHaas is one of the world's leading suppliers of hop products and hop-related services. The 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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