

## Press Release

### BarthHaas Hops Academy New beverage concepts with hops

**Nuremberg, June 15, 2023.** Hop water, hop tonic, kombucha & Co. – hops can be used for making a lot more than beer. That’s what BarthHaas wants to teach participants in its new seminar “Hop Inspiration for Non-beer Beverages” which the world’s leading hops specialist is offering at its campus in Nuremberg on December 12/13. After acquiring the basics in the form of a detailed introduction to sensory evaluation of hops and hop products, the participants led by course instructor Markus Ernst from the Brewing Solutions team will develop innovative and inspiring hop beverages.

“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” stresses Dr. Christina Schönberger, Head of the BarthHaas Hops Academy. “In hop tonic water, for example, the pleasant bitterness and interesting flavors are produced by hops instead of quinine”, she explains.

Course instructor Markus Ernst is an expert in sensory evaluation of beverages. He studied brewing and beverage technology and went on to acquire a Master of Engineering degree in food quality focusing on product development. In addition, he is a professionally qualified water, tea and beer sommelier. The course will be held in English.

The course is now open for registrations at <https://www.barthhaas.com/academy/hopinar-hop-inspiration-for-non-beer-beverages>. The web page also contains further information on the course and all the other courses offered by the Hops Academy.

Please note the photo credit: BarthHaas

#### 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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