



BarthHaas®

LUPOMAX®



## LUPOMAX® QUICK USE GUIDE

### WHAT IS LUPOMAX® AND WHY SHOULD YOU USE IT?

LUPOMAX® is an enriched hop pellet, ideal for use in late and dry hopping optimized on hop flavor. It has been expertly enhanced through the Sensory Plus™ process to achieve bold and consistent true-to-type flavors, for a reliable brewing performance brew after brew.

#### ADVANCED HOP PELLETS

Advanced hop pellets optimized for hop flavor. Designed by HAAS® and BarthHaas, LUPOMAX® is created to deliver optimized hop flavor. By reducing the vegetative matter, this pellet provides cleaner, more intense hop flavor without the undesirable grassy, astringent flavors.

#### REDUCES BEER LOSS

Sustainability is important to us - like it is to you. Don't short yourself on anything less than a product designed to work as hard as you do! With LUPOMAX®, you use less hops to make more beer, so it saves on shipping, storage, and brewery handling. Plus, less solids means less waste and more beer to sell.

#### SENSORY PLUS™ PROCESS

Our professionally trained sensory team, using our Sensory Plus™ process, assures each batch of hops used to make LUPOMAX® pellets delivers consistent, true-to-type hop flavors, year-after-year. Sensory Plus™ is sensory-based hop selection coupled with advanced technical analysis and our proprietary production process.



Learn more at [barthhaas.com/lupomax](http://barthhaas.com/lupomax)



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### HOW SHOULD YOU USE LUPOMAX® PELLETS?

LUPOMAX® is a pellet product that can be used in the same way as other pellet types, so you will not require any special dosing equipment or techniques. You can then hop the way you always have, but in a bolder and more reliable way. For the best flavor impact possible, we recommend introducing LUPOMAX® as part of your typical late or dry-hopping application.

### DOSING RATES

Dosing rates are highly variable depending on how you decide to use the product, the beer style and your intended outcome.

If you are replacing another pellet product, you may need less LUPOMAX® to achieve the same result. For this reason, we always recommend that you trial the product first.

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**The easiest and best way to make the most of LUPOMAX® is to talk to us. We have a great team of experts available to advise you on your next great beer.**

*Contact our Brewing Solutions Team*

*[brewingsolutions@barthhaas.com](mailto:brewingsolutions@barthhaas.com)*

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