



BarthHaas®

LUPO  MAX®



NOW
European
varieties
available

**CONSISTENT LUPULIN CONCENTRATION
FOR OPTIMIZED HOP FLAVOR.**

**MAKING IT EASIER TO BREW
HOP-FORWARD BEERS.**



**ADVANCED
HOP PELLETS**
OPTIMIZED FOR
HOP FLAVOR



**SENSORY PLUS™
PROCESS**
DELIVERS
CONSISTENCY AND
TRUE-TO-TYPE HOP
FLAVORS



**RELIABLE BREWING
PERFORMANCE**
BREW
AFTER BREW



**REDUCES BEER
LOSS**
MORE BEER
TO SELL



AVAILABLE NOW: European varieties Saaz, Ariana, Callista and Huell Melon.

US hop brands: Amarillo® VGXP01 c.v., Azacca® ADHA 483 c.v., BRU-1™, Cashmere, Citra® HBC 394 c.v., Columbus, Ekuanot® HBC 366 c.v., El Dorado®, Idaho 7™, Mosaic® HBC 369 c.v. and Sabro® HBC 438 c.v.



BarthHaas®

LUPOMAX®

MAKING IT EASIER TO BREW
HOP-FORWARD BEERS.

NOW AVAILABLE IN EUROPEAN VARIETIES!

Now there's LUPOMAX® a highly consistent, concentrated lupulin pellet designed to deliver optimized hop flavor. Standardization of lupulin content delivers true-to-type hop flavor and reliable brewing performance. Available now in popular hop brands, keeping your beer on trend.

SAAZ

ARIANA

CALLISTA

HUELL MELON



"What I love about these new European 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. By using LUPOMAX® pellets, my recipes become almost 'fool proof,' because its Sensory Plus™ process ensures pellet consistency and reliability."

Dr. Christina Schönberger
Head of Innovation and Education
BarthHaas®

Learn more at barthhaas.com/lupomax