



Press Release

Summit meeting for brewing professionals: BarthHaas offers new webinar – the Hop Aroma Summit

Nuremberg, January 9, 2025. With the “Hop Aroma Summit”, the world’s leading hop specialist BarthHaas is offering a new intensive workshop for brewing professionals. The course is being held as a webinar on February 25. The four-hour event promises to deliver the very latest comprehensive updates on hop aroma, new varieties, and pioneering brewing techniques. The webinar will be led by Dr. Christina Schönberger and Dr. Alicia Muñoz from the Brewing Solutions team, together with Dr. Nils Rettberg from the brewing research and teaching institute VLB Berlin.

The three experts will reveal fresh perspectives on familiar topics and give the attending brewers valuable insights into subjects such as hop aroma yield, the influence of yeast on hop aroma, and the character and properties of new, sustainable hop varieties. “We’ll be looking in detail at topics such as biotransformation, hop creep, and aroma stability against the backdrop of the latest scientific findings,” says Dr. Christina Schönberger, head of the Brewing Solutions team. However, the workshop is not intended as a one-way street. “We expressly invite the participants to discuss their questions and practical problems live during the workshop,” emphasizes Schönberger.

How can beer bitterness be controlled during dry hopping? How can hop fermentation be tamed but remain useful? How can a particularly long-lasting hop aroma be attained? Those are just three of the many questions that will be answered comprehensively during the four-hour webinar. “After the premiere, the summit meeting for brewing professionals is to become an established part of the Hops Academy program, providing an important source of stimulus for the brewing industry on an annual basis,” announces Schönberger.

All course participants will receive a package beforehand containing two different beer samples from the BarthHaas concept brewery, two different hop samples, and an aroma wheel. The webinar will take place on February 25, 2025 from 10 a.m. to 2:30 p.m. and will be held in English. Information regarding content, price, and registration can be found here: <https://www.barthhaas.com/academy/hop-aroma-summit>

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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