

Press Release

Know-how and expertise for outstanding flavor

BarthHaas launches campaign on non-alcoholic beer and publishes new white paper

Nuremberg, May 12, 2026. Non-alcoholic beers are experiencing strong global growth. Health-conscious lifestyles, particularly among younger generations, along with a growing desire for moderate alcohol consumption have given demand a significant boost. What was once a niche category has evolved into a relevant and dynamic segment of the international beverage market.

As this beer style gains popularity, consumer expectations regarding quality are rising accordingly. Drinkers expect the same depth, balance and overall enjoyment they associate with alcoholic beers and are unwilling to compromise on flavor. This places increasing demands on breweries, as producing a truly excellent beer without alcohol is among the most technically challenging tasks in brewing. Without alcohol as a carrier of flavor, every ingredient, every process step and every decision in the brewing process is fully exposed.

Two white papers at the core of the campaign

To better reflect the growing importance of this category and to support brewers in achieving the best possible results, BarthHaas is now placing non-alcoholic beers at the center of a comprehensive campaign. Throughout the year, the company will regularly publish in-depth information on their production.

“We provide brewing know-how, sensory tools and dedicated hop solutions to deliver precisely what is often missing in non-alcoholic brewing,” explains Dr. Christina Schönberger, Product and Education Expert at the hop specialist BarthHaas.

At the heart of the primarily digital campaign are two in-depth white papers. Part 1, which has just been released, focuses in detail on flavor optimization and is now available as a free download from the BarthHaas website. Part 2, to be published in summer, will address dealcoholization technologies.

Flavor and mouthfeel often require improvement

“Non-alcoholic beers can taste sweet or unfinished. Without ethanol, bitterness, sweetness and aroma can quickly become unbalanced,” says Dr. Christina Schönberger, who will also appear regularly in expert interviews as part of the campaign. Such beers often stand out for a thin mouthfeel and poorly integrated aromas. In addition, the absence of alcohol as a stabilizing factor increases the risk of microbiological contamination, which is another common challenge in practice.



With Part 1 of the new white paper, How to Optimize Flavor in Low- and Non-Alcoholic Beers, BarthHaas provides its customers with a valuable, practice-oriented guide. It shows how to improve balance, body and aroma and how to optimize flavor, process control and stability in a targeted manner. The content is scientifically sound and firmly grounded in brewing practice.

Webinar offers practical insights

In addition to the white papers, BarthHaas will regularly distribute further materials via its LinkedIn campaign and related newsletters. On June 11, a free webinar entitled Modern Brewing: Flavor and Stability in Non-Alcoholic Beer will address this highly topical subject. The compact session provides a practical overview of the key success factors throughout the entire process. Topics include the development of a balanced aroma profile, ensuring microbiological stability and meeting regulatory requirements.

Comprehensive information on non-alcoholic beer and its production, access to the download of Part 1 of the white paper and registration for the webinar are available on the BarthHaas website: <https://www.barthhaas.com/resources/non-alcoholic-brewing>

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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