

Press release

Sascha Kuflik takes over as Head of Sales at BarthHaas

Nuremberg, February 24, 2026. On March 1, 2026, Sascha Kuflik will take over as the new Head of Sales Management, assuming responsibility for sales at international hop specialist BarthHaas. In this position he succeeds Hannes Schneeberger who is leaving the company in June at his own request to pursue new professional challenges.

Kuflik comes to BarthHaas with more than 25 years of experience in management roles and corporate transformation. Most recently, he was head of the water division at SebaKMT, a specialist in leak detection and drinking water monitoring and a subsidiary of the multinational Megger Group. There, he demonstrated his ability to drive change, effectively scale structures, and lead teams through transformation processes.

"We are delighted to have recruited Sascha Kuflik for BarthHaas," emphasizes Thomas Raiser, Managing Director of BarthHaas. "He impressed us with his exceptional creativity, high leadership motivation, and strong team orientation, and embodies the perfect blend of strategic vision and operational effectiveness that we were looking for. At the same time, I would like to thank Mr. Schneeberger for his commitment and the contribution he has made to the further development of our sales structures and strategy."

With the change at the top of the sales organisation, the scope of duties of the Head of Sales Management has also been expanded: Georg Drexler, Manager Technical Sales Support, and Stefanie Kaiser, Head of Sales Administration, will report directly to Kuflik. With sales expertise and technical know-how joining forces under one manager, BarthHaas will be able to respond even more quickly and comprehensively to customer needs.

"We are convinced that Sascha Kuflik will bring new drive to our team with his experience and energy, and we are looking forward to working with him," says Thomas Raiser.

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.

Contact:

Benjamin Harmel

Communication Manager

BarthHaas GmbH & Co. KG

Tel. +49 911 5489 324

benjamin.harmel@barthhaas.com