

Press Release

BrauBeviale: BarthHaas presents hop products of the future

Nuremberg, November 28, 2023. BarthHaas is making its new international campaign “Thriving Together in an ever-changing world” the focus of its presence at the BrauBeviale fair which is about to take place in Nuremberg from November 28 to 30. The background to this is the momentous upheaval that the brewing and hop industries are going through due to climate change and a crisis-driven cost explosion.

In these difficult times, hop specialist BarthHaas is offering support to its customers and suppliers as a strong partner with all its expertise and will provide comprehensive answers to visitors’ questions at the fair. Fittingly, hop varieties that are both resilient and less pest-prone will be given particular prominence on the BarthHaas exhibition stand.

Inspiration Range takes up current beverage trends

“With new hop varieties and products and new recipes, we are helping our customers to work more efficiently, reduce risks, and make their business more broadly based,” explains Thomas Reiser, one of BarthHaas’ managing directors. “We are making our offering not only visible but also ‘tastable’ thanks to the Inspiration Range that has been developed by our experts and brings together the most important new beverage trends. We hope this will inspire breweries and beverage makers to come up with original creations of their own that are fit for the future.”

This year, the series includes four traditional beers and four concepts beyond beer: One of the current trends picked up by the BarthHaas hop specialists is light lager, a low-alcohol beer with 3.1 percent ABV. “The bitterness and aroma in this beer comes from the addition of Titan, Tango, and Marynka hops” explains Dr. Christina Schönberger, head of the Brewing Solutions team at BarthHaas. “Here we can demonstrate that these new hop varieties present very good alternatives when it comes to creating a well-balanced and very good flavor.”

Another example of a beer that is sure to appeal to lots of customers – thanks in part to the use of new varieties – is the new wheat beer from the Inspiration Range that BarthHaas will be presenting at the fair. Brewed with Mandarina Bavaria and Ariana hops, its flavor will win over even the staunchest traditionalists among beer drinkers.

Hop water and mead offer new flavor experiences

Among the non-alcoholic hop beverages, a vitamin-enriched hop water deserves special mention. To develop this beverage with added vitamins and natural aroma seasoning, BarthHaas collaborated with MartinBauer, a global producer of plant-based solutions for the tea, beverage, and food industries.

To demonstrate just how good today's alcohol-free beers can taste, BarthHaas is presenting a new pale ale. This beer was brewed as part of a collaboration with Banke, an equipment manufacturer and dealcoholization specialist. The use of a particularly gentle process allows the aromas to be preserved to a great extent, with the result that the beer easily stands up to comparison with the same pale ale with alcohol. Both versions can be sampled at the exhibition stand.

Also for the first time, the innovative line includes a mead (honey wine) that demonstrates another completely new use of hops and is meant to inspire beverage makers to diversify their portfolios. The hop notes complement the natural aromas of the mead in an appealing manner, bringing this traditional beverage into the modern world.

Another premiere for BarthHaas at this year's BrauBeviale is its presence in the craft drinks area. There, the hop specialist will be presenting seven beverages including a kombucha, a cider, and an iced tea – all of them, of course, infused with hops.

The BarthHaas exhibition stand is in Hall 1.316.

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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