

Press Release

BarthHaas launches new website

Nuremberg, January 17, 2023. BarthHaas starts the year with an all-new company website. The hop services provider now presents its extensive portfolio in an updated design and very clearly structured form. Searching for information about the company, its products, and its services is now even easier and more intuitive.

In addition, the site navigation has been significantly restructured and the search function improved. “In view of the complex subject matter, in some cases it simply took too long to find what you were looking for”, admits BarthHaas’ marketing manager Andreas Wolfsberger. “We were particularly keen for the new website to offer a better overview of our many hop varieties and hop products, as that section is by its very nature the most frequently visited by far.”

Using a search filter, visitors looking for particular hops or hop products are now systematically guided click by click to an attractive and clearly presented product page containing detailed information on characteristics, aroma profile, and analysis data.

The “Hops Academy” section has also been completely restructured. Thanks to the new structure and an innovative color guide system, visitors looking for information can find out about the range of courses quickly and in great detail and can see content, services, dates, and prices at a glance.

In addition to products and services, visitors to the website can now also find more in-depth information about the BarthHaas company – such as its mission and values statements and its management. Shareholders, managing directors, and supervisory board members are introduced with their photographs and CVs.

The home page design is particularly inviting. “It’s a living page, which means we’ll keep coming up with new posts on topical subjects”, explains Andreas Wolfsberger. The Nuremberg-based digital agency DIJK was responsible for the new design, while the Forchheim-based creative agency Claudius Bähr + friends took care of the technical implementation.

Link to website: <https://www.barthhaas.com/de/>

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.

Contact:

Thomas Raiser

Director Sales & Marketing/Member of the Board of Directors

BarthHaas GmbH & Co. KG

Tel. +49 911 5489 115

thomas.raiser@barthhaas.de