



## Press Release

### Hops in new dimensions – BarthHaas presents itself at BrauBeviale

**Nuremberg, November 26, 2024.** Discover the future of brewing – that’s the invitation international hop specialist BarthHaas is extending to its visitors at the BrauBeviale trade fair. Appropriately, the focal point of the company presentation is the Inspiration Range 2025, a unique collection consisting of four innovative beer creations and four other inspiring beverages that allow hops to be experienced in entirely new dimensions.

“The Inspiration Range is our response to changing consumer preferences and provides our customers with ideas as to how they can respond creatively to current trends”, explains Thomas Raiser, Managing Director of BarthHaas. “The series reflects the growing demand for beers and other beverages with less – or completely without – alcohol and takes into account the success of wellness drinks and consumers’ desire for innovative flavor experiences.”

Among other things, visitors can discover a session pale ale brewed with new hop varieties and an alcohol-free lager. “Our session pale ale was created in response to brewers’ requests for more efficient hop aroma solubilization”, says Dr. Christina Schönberger, head of the BarthHaas Brewing Solutions team. “The new climate-resistant varieties Titan and HBC 1019 and our hop product Spectrum impart a full, natural flavor to the beer, while the other hop product HopHaze ensures stable hop-derived haze. BarthHaas also produced the session beer to meet the trend toward beers with less alcohol.

#### Health benefits in great demand

For some products, BarthHaas cooperates with other industry specialists. The alcohol-free lager was created in collaboration with the brewery plant manufacturer Ziemann Holvrieka. The addition of the hops after the dealcoholization stage produces a particularly good beer flavor.

A kefir and a spritz, both produced using hops, provide examples of particularly innovative and exciting beverages beyond beer. “With our Hoppy Kefir we have picked up on the growing popularity of fermented beverages that offer a health benefit”, explains Christina Schönberger. “Our Sunny Hop Sprizz, on the other hand, very clearly profits from the trend toward drinks made from bitter spirits with fruity fillers.”

Another interesting co-production is the new beverage Hop and Relax. This malt-based health drink with relaxing and calming properties was created in cooperation with Martin Bauer.



### **Collaborations are presented at the Collab Bar**

Successful German and international beers created by leading breweries in collaboration with BarthHaas are showcased at the Collab Bar. These include products from the Carlsberg-owned Brooklyn Brewery, the UK's Vocation Brewery and Romania's Hop Hooligans. Some of the beers were brewed using BarthHaas' liquid hop products. Visitors to the Collab Bar can find out how these products enhance not only the quality of the beer but also the efficiency of the production process.

BarthHaas has partnered with Maisel & Friends, the highly creative specialty brewery from Bayreuth, in a very special collaboration on the German market: Using Eclipse, a new hop variety from Australia, they have created the Eclipse Single Hop IPA that is to be marketed under a jointly designed label. BarthHaas is even named on the label as the hop supplier. Visitors who want to find out more about this exciting project can also do so at the Collab Bar.

### **Mastering turbulent times together**

The BarthHaas motto for this year's trade fair is "Thriving together in an ever-changing world". The motto underlines the hop specialist's role as an innovative partner supporting the brewing and hop industries in positioning themselves for the future in a dynamic environment.

BrauBeviale is taking place in Nuremberg from November 26 to 28.

### **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  
Managing Director  
BarthHaas GmbH & Co. KG  
Tel. +49 911 5489 115  
thomas.raiser@barthhaas.de