Press Release

Compact, practical, and even more professional: BarthHaas completely revises its “Hop Flavorist Master” course for professionals

Nuremberg, October 29, 2026. BarthHaas has given its “Hop Flavorist Master” online course a complete makeover, tailoring it even more closely to the needs of professional brewers, technologists, and product developers and their day-to-day work. The program has also been streamlined: The training course now consists of only three modules instead of the previous five – while maintaining the same professional depth. The next series of seminars begins on December 8, 2026.

With the “Hop Flavorist Master” program, BarthHaas, the world’s leading hop specialist, offers a globally unique training program focusing on the aroma and sensory characteristics of hops. It is designed for brewers and professionals in the beverage industry who wish to gain in-depth knowledge in the areas of hop aroma, sensory analysis, and flavor creation.

Unique products for a changing beer market

This internationally oriented professional training program combines elements of science, sensory training, and practical application in the brewing process. “In the “Hop Flavorist Master” program, we teach the sensory expertise and practical skills that professionals need to develop unique products in an increasingly competitive market,” explains Dr. Christina Schönberger, Product and Education Expert at BarthHaas. “Brewers today are confronted with more hop varieties, more product concepts, and higher expectations in terms of distinctive flavors than ever before.”

Over the course of three modules, participants will gain in-depth specialist knowledge about hops, develop professional sensory skills, and learn to create distinctive flavor profiles for beer and other beverage categories. At the same time, they will build up a common language for aroma, quality, and product development in breweries. The comprehensive program also includes practical recipe development.

Final exam for “Hop Flavorist Master” certification possible

By keeping group sizes small, the BarthHaas Hops Academy ensures that participants can engage in an intensive, direct dialogue with the instructors – all of whom are established hop and sensory analysis experts. Once registered for the online seminar, participants will receive in advance comprehensive tasting kits containing hop samples, aroma references, and matching beer samples. Those who complete all three five-hour modules can

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demonstrate their expertise in a final exam and earn the title “Hop Flavorist Master.” The course will be held in English, but questions can be asked in German, too, at any time.

BarthHaas is now offering attractive special terms in the form of new team and package offers exclusively for breweries and beverage manufacturers. The next course begins on December 8. Registration is open until November 24. Further information is available here: https://www.barthhaas.com/academy/hop-flavorist-master-program

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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