BarthHaas Report Hops 2019/2020

Press Kit
Presentation of the Report on October 8th, 2020

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Please note:
The press kit will be ready for download from October 9th, 2020 on www.barthhaas.de.

Enquiries:
Erich Dederichs, Press Office BarthHaas
c/o dederichs kommunikation GmbH
Tel.: 0228 223258 / Mobil: 0172 2904967 / presse@barthhaas.de

BarthHaas® is a globally operating, family-owned provider of hop-related services. As the flavour experts for the best beers, they offer a comprehensive portfolio of hop varieties from around the world, hop products and services especially for breweries. The central focus for BarthHaas®, in addition to the obvious one of product safety, is flavour and inspiration. Examples of this can be seen in the company’s own tasting language, new recipes and the extensive offering of seminars and events at the BarthHaas® Campus.
Essential key figures on the hop and beer market

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>Veränderung</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beer output in million hl</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World</td>
<td>1,913</td>
<td>1,904</td>
<td>+0,5 %</td>
</tr>
<tr>
<td>Germany</td>
<td>92</td>
<td>94</td>
<td>-2,2 %</td>
</tr>
<tr>
<td><strong>Hop acreage in ha</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World</td>
<td>61,559</td>
<td>60,383</td>
<td>+1,9 %</td>
</tr>
<tr>
<td>Germany</td>
<td>20,417</td>
<td>20,144</td>
<td>+1,4 %</td>
</tr>
<tr>
<td><strong>Hop crop volume in mt</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World</td>
<td>129,479</td>
<td>118,410</td>
<td>+9,3 %</td>
</tr>
<tr>
<td>Germany</td>
<td>48,472</td>
<td>41,794</td>
<td>+16,0 %</td>
</tr>
<tr>
<td><strong>Alpha acid production in mt</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World</td>
<td>12,675</td>
<td>10,925</td>
<td>+16 %</td>
</tr>
<tr>
<td>Germany</td>
<td>4,938</td>
<td>3,828</td>
<td>+29 %</td>
</tr>
</tbody>
</table>

Source: BarthHaas Report Hops 2019/2020

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Last updated: October 2020

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Press release

BarthHaas Report 2019/2020:
• Record hop harvest meets falling beer output
• Rebalancing supply and demand

Nuremberg, 8 October 2020. “In 2019 we saw a year-on-year increase worldwide in the most important key factors in the hop and beer industries. Hop acreage, crop volume, alpha acid volume and beer output all rose.” This was pointed out by Heinrich Meier, the author of the BarthHaas Report Hops 2019/2020, speaking at the presentation of the new report.

He added that this development has continued with regard to hop acreage, for in 2020 hops were planted on an area of more than 62,700 hectares, an increase of 1,100 hectares over 2019. A further record was set in terms of crop volume. “The total crop volume in 2019 of close to 130,000 metric tons was the highest since 1993”, said Meier, adding that an even more decisive factor than the total hop volume was the volume of alpha acid produced. (*Explanation: along with aroma oils, alpha acid is the most important constituent of the hop and is responsible for bittering beer.*) Meier noted that the volume of alpha acids harvested in the 2019 hop crop was already the highest ever.

Therefore, the market now has a surplus of alpha acid from the 2019 crop at its disposal, and the extent of this surplus, Meier explained, will depend on beer output and the volume of alpha acid employed. The corona pandemic has affected a number of sectors, including the brewing industry. “The craft sector, which is so important for the hop industry, is suffering disproportionately, because a large number of craft breweries depend on selling drinks on site.“ (Meier) As a result, according to forecasts, beer output in 2020 might fall by eight to fourteen per cent year on year, depending on the forecasting model, which could mean a decline in alpha acid demand of between 400 and 2,000 tons. According to Meier, from today’s perspective, beer output will not return to its 2019 level until 2022 at the earliest, if not later.

“If it is not possible to restore the balance of supply and demand in close cooperation with all the parties involved, the productivity of the hop industry in the long term will be threatened by a rapid weakening that cannot be in anyone’s interest”, said Meier.
He added that growers were faced with further challenges, such as restrictive regulations regarding the employment of seasonal workers, or the new regulations at European level restricting the use of fertilisers and pesticides. He concluded that a new approach was urgently needed in hop growing.

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Press release

BarthHaas Report Hops 2019/2020 is published

• Germany is world’s fifth-biggest beer nation

Nuremberg, October 2020. Germany remains in fifth place in the ranking of the world’s biggest beer nations, having brewed close to 92 million hectolitres of beer in 2019. This is one of the findings taken from the BarthHaas Report Hops 2019/2020 published at the beginning of October. The full report is available to download at www.barthhaas.de. China, which brewed approximately 377m hl of beer in 2019, leads by a large margin, followed by the USA (211m hl), Brazil (145m hl) and Mexico (124m hl).

A total of 1,913m hl was brewed worldwide in 2019, which represents a slight rise of 0.5 per cent. In view of the corona pandemic, the figures for 2020 are likely to be significantly lower.

2019 was characterised by different developments in individual countries and continents:

• There were hardly any changes in Europe. The only ones worthy of note were an increase of 1.2m hl in Spain and declines of 2m hl in Germany and 1.1m hl in Poland.
• Growth in the Americas was driven principally by Mexico, with an increase of 4.4m hl, and Brazil, where output rose by 3.4m hl. In the USA and Venezuela, on the other hand, output fell by 3.6m hl and 1.6m hl, respectively.
• In China, beer production declined again in 2019, this time by 4.7m hl. Japan also brewed 1.1m hl less beer. In total, however, beer production in Asia increased by 6.8m hl, with growth coming mainly from Cambodia (+5m hl), Vietnam (+3m hl) and Thailand (+2.4m hl).
• The relatively stable overall result for Africa was mainly due to an increase in output of 1.2m hl in South Africa.

The following table shows the developments in the individual continents:
Enquiries to:
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Press release

BarthHaas Report Hops 2019/2020
• Seven German brewing groups in the world TOP 40

Nuremberg, October 2020. The world’s 40 biggest brewers and brewing groups include seven German brewing groups: the Radeberger group (ranked at 23), TCB Beteiligungsgesellschaft mbh (24), Oettinger (28), the Bitburger brewing group (30), Krombacher (31), the Paulaner brewing group (32) and Warsteiner (38). In 2019, these seven groups brewed a total of 51 million hectolitres, which brings their share of the world beer market to 2.6 per cent.

A total of 1,913 million hectolitres was brewed worldwide in 2019, which represents a slight year-on-year increase of 0.5 per cent. The figures for 2020 will probably turn out considerably lower.

The world’s 40 largest brewing groups produced 1,723 million hectolitres, bringing their share of the world beer market to roughly 90 per cent. The breweries belonging to the four biggest brewing groups, AB Inbev, Heineken, China Res. Snow Breweries and Carlsberg, account for more than half of world beer production. Merger and acquisition activity in 2019 continued to concentrate on the craft brewing segment in particular. These figures – as well as many others regarding the hop market – are contained in the BarthHaas Report Hops 2019/2020 published in October.

The complete list of the TOP 40 brewers is attached.

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# Top 40 brewers

The world's top 40 brewing groups as of 31 December 2019

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Brewery</th>
<th>Country</th>
<th>Beer output 2019 in mill. hl</th>
<th>Share of world beer production</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AB InBev</td>
<td>Belgium</td>
<td>561.4</td>
<td>29.3%</td>
</tr>
<tr>
<td>2</td>
<td>Heineken</td>
<td>Netherlands</td>
<td>241.4</td>
<td>12.6%</td>
</tr>
<tr>
<td>3</td>
<td>China Res. Snow Breweries</td>
<td>China</td>
<td>114.3</td>
<td>6.0%</td>
</tr>
<tr>
<td>4</td>
<td>Carlsberg</td>
<td>Denmark</td>
<td>112.5</td>
<td>5.9%</td>
</tr>
<tr>
<td>5</td>
<td>Molson Coors</td>
<td>USA/Canada</td>
<td>92.7</td>
<td>4.8%</td>
</tr>
<tr>
<td>6</td>
<td>Tsingtao Brewery Group</td>
<td>China</td>
<td>80.5</td>
<td>4.2%</td>
</tr>
<tr>
<td>7</td>
<td>Asahi</td>
<td>Japan</td>
<td>57.3</td>
<td>3.0%</td>
</tr>
<tr>
<td>8</td>
<td>Yuengling</td>
<td>China</td>
<td>38.2</td>
<td>2.0%</td>
</tr>
<tr>
<td>9</td>
<td>BGI / Groupe Castel</td>
<td>France</td>
<td>36.7</td>
<td>1.9%</td>
</tr>
<tr>
<td>10</td>
<td>Efes Group</td>
<td>Turkey</td>
<td>36.2</td>
<td>1.9%</td>
</tr>
<tr>
<td>11</td>
<td>Grupo Petrópolis</td>
<td>Brasil</td>
<td>29.5</td>
<td>1.5%</td>
</tr>
<tr>
<td>12</td>
<td>Constellation Brands</td>
<td>USA</td>
<td>28.5</td>
<td>1.5%</td>
</tr>
<tr>
<td>13</td>
<td>Kirin</td>
<td>Japan</td>
<td>28.0</td>
<td>1.5%</td>
</tr>
<tr>
<td>14</td>
<td>Diageo (Guinness)</td>
<td>Ireland</td>
<td>26.0</td>
<td>1.4%</td>
</tr>
<tr>
<td>15</td>
<td>San Miguel Corporation</td>
<td>Philippines</td>
<td>25.0</td>
<td>1.3%</td>
</tr>
<tr>
<td>16</td>
<td>Saigon Beverage Corp. (SABECO)</td>
<td>Vietnam</td>
<td>18.0</td>
<td>0.9%</td>
</tr>
<tr>
<td>17</td>
<td>CCU</td>
<td>Chile</td>
<td>14.7</td>
<td>0.8%</td>
</tr>
<tr>
<td>18</td>
<td>Singha Corporation</td>
<td>Thailand</td>
<td>15.9</td>
<td>0.7%</td>
</tr>
<tr>
<td>19</td>
<td>Grupo Mahou - San Miguel</td>
<td>Spain</td>
<td>13.7</td>
<td>0.7%</td>
</tr>
<tr>
<td>20</td>
<td>United Breweries</td>
<td>India</td>
<td>13.5</td>
<td>0.7%</td>
</tr>
<tr>
<td>21</td>
<td>Pearl River</td>
<td>China</td>
<td>12.5</td>
<td>0.6%</td>
</tr>
<tr>
<td>22</td>
<td>Damm</td>
<td>Spain</td>
<td>12.1</td>
<td>0.6%</td>
</tr>
<tr>
<td>23</td>
<td>Radeberger Gruppe</td>
<td>Germany</td>
<td>11.6</td>
<td>0.6%</td>
</tr>
<tr>
<td>24</td>
<td>TCB Beteiligungsgeellschaft mbH</td>
<td>Germany</td>
<td>9.1</td>
<td>0.5%</td>
</tr>
<tr>
<td>25</td>
<td>Beer That (Chang)</td>
<td>Thailand</td>
<td>9.0</td>
<td>0.5%</td>
</tr>
<tr>
<td>26</td>
<td>Suntory</td>
<td>Japan</td>
<td>9.0</td>
<td>0.5%</td>
</tr>
<tr>
<td>27</td>
<td>Swinkels Family Brewers</td>
<td>Netherlands</td>
<td>8.4</td>
<td>0.4%</td>
</tr>
<tr>
<td>28</td>
<td>Oettinger</td>
<td>Germany</td>
<td>8.0</td>
<td>0.4%</td>
</tr>
<tr>
<td>29</td>
<td>Sapporo</td>
<td>Japan</td>
<td>8.0</td>
<td>0.4%</td>
</tr>
<tr>
<td>30</td>
<td>Bitburger Braugruppe</td>
<td>Germany</td>
<td>6.5</td>
<td>0.3%</td>
</tr>
<tr>
<td>31</td>
<td>Krombacher</td>
<td>Germany</td>
<td>6.3</td>
<td>0.3%</td>
</tr>
<tr>
<td>32</td>
<td>Paulaner Braueret Gruppe</td>
<td>Germany</td>
<td>6.0</td>
<td>0.3%</td>
</tr>
<tr>
<td>33</td>
<td>Hititimo</td>
<td>South Korea</td>
<td>5.6</td>
<td>0.3%</td>
</tr>
<tr>
<td>34</td>
<td>Gold Star</td>
<td>China</td>
<td>5.0</td>
<td>0.3%</td>
</tr>
<tr>
<td>35</td>
<td>Hanol Beverage Corp. (HABECO)</td>
<td>Vietnam</td>
<td>4.3</td>
<td>0.2%</td>
</tr>
<tr>
<td>36</td>
<td>Obolon</td>
<td>Ukraine</td>
<td>4.3</td>
<td>0.2%</td>
</tr>
<tr>
<td>37</td>
<td>Olvi Group</td>
<td>Finland</td>
<td>4.1</td>
<td>0.2%</td>
</tr>
<tr>
<td>38</td>
<td>Warsteiner</td>
<td>Germany</td>
<td>3.9</td>
<td>0.2%</td>
</tr>
<tr>
<td>39</td>
<td>Royal Unibrew</td>
<td>Denmark</td>
<td>3.8</td>
<td>0.2%</td>
</tr>
<tr>
<td>40</td>
<td>Estrella de Galicia</td>
<td>Spain</td>
<td>3.5</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Source: BarthHaas Report Hops 2019/2020

NB: The data were taken from the brewers’ own annual reports. In other cases, if different sources had reported differing figures, or where no figures were available, the production volume had to be estimated.
Heinrich Meier
Statement at the video press conference presenting the BarthHaas Report “Hops 2019/2020” on October, 8th, 2020

As a rule, the Barth Report appeared each year in July. The fact that the report on the situation regarding the world hop market and world beer production, which is now called the BarthHaas Report, is being presented “only” now in October, has nothing to do with the change of name from Joh. Barth & Sohn GmbH & Co. KG to BarthHaas GmbH & Co KG. The cover of this year’s report illustrates this change of name. The unmistakable brand BarthHaas® has been created.

The reason was this: we wanted to gain a better understanding of the effects of the COVID-19 pandemic on beer production and hop demand.

The most important key factors in the hop and beer industries are hop acreage, crop volume, alpha acid production and beer output. All four of these factors rose year on year in 2019.

![World market basic data](image)

I would like to take a closer look at these key factors and consider not only the change in crop year 2019, but also the current situation in 2020.
Further expansion of hop acreage

In crop year 2013 the hop acreage statistics show a planted area of slightly more than 46,200 hectares (ha). Since then, this area has increased year by year and now in 2020 stands at 62,700 ha. This figure is 1,100 ha higher than in 2019 and 16,500 ha higher than seven years ago.

Two countries, the USA and Germany, are driving this trend. In the USA, hop acreage expanded by approx. 1,100 ha, even though the acreage planted with bitter varieties declined again slightly following three years of growth. In Germany, acreage increased by close to 300 ha, more than half of which was planted with the bitter variety Herkules. This variety now accounts for 32 per cent of German hop acreage and is by far the most widely grown variety.

In the USA, 77 per cent of acreage is planted with aroma varieties; in Germany the figure is 55 per cent. Bitter varieties account for 23 per cent of US acreage and 45 per cent of Germany’s.
Crop volume in 2019 at its highest since 1993

The volume of 129,500 tons harvested in 2019 was the highest since 1993.

![Development 2008-2019 Chart]

This chart shows the development in the years 2008 to 2019. I have juxtaposed the crop volume data with the development of the acreage in order to show the large fluctuations in crop volume. The crop volume expected for crop year 2020 is roughly the same as in crop year 2019.

Alpha volume at record level in 2019

The volume of alpha harvested is even more important for brewers, hop marketers and often, too, for the grower than the volume of cone hops harvested. The volume of alpha
Acid harvested in crop year 2019 was higher than ever before. In Germany, however, 2019 was the fourth poor year for alpha in the last five crop years.

Before going into the alpha acid balance in greater detail, let’s take a look at world beer output in 2018/2019.

**World beer output 0.5 per cent higher in 2019**

Of the 171 countries in which beer is brewed (page 10/11), 66 posted a year-on-year increase in output in 2019, while output remained unchanged in another 66 countries and declined in only 39. The five leading beer-producing nations remained China, the USA, Brazil, Mexico and Germany.

<table>
<thead>
<tr>
<th>Region</th>
<th>2018 1,000 hl</th>
<th>2019 1,000 hl</th>
<th>2018 +/- % rel.</th>
<th>2019 +/- % rel.</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Union</td>
<td>402,291</td>
<td>401,846</td>
<td>1.9 %</td>
<td>-0.1 %</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>129,801</td>
<td>129,021</td>
<td>3.4 %</td>
<td>-0.6 %</td>
</tr>
<tr>
<td>Europe total</td>
<td>532,092</td>
<td>530,867</td>
<td>2.3 %</td>
<td>-0.2 %</td>
</tr>
<tr>
<td>North America</td>
<td>355,957</td>
<td>356,684</td>
<td>1.5 %</td>
<td>0.2 %</td>
</tr>
<tr>
<td>Central America/Caribbean</td>
<td>22,887</td>
<td>22,823</td>
<td>-1.1 %</td>
<td>-0.3 %</td>
</tr>
<tr>
<td>South America</td>
<td>226,189</td>
<td>229,758</td>
<td>0.5 %</td>
<td>1.6 %</td>
</tr>
<tr>
<td>America total</td>
<td>605,013</td>
<td>609,265</td>
<td>1.1 %</td>
<td>0.7 %</td>
</tr>
<tr>
<td>Asia</td>
<td>604,916</td>
<td>611,740</td>
<td>-8.9 %</td>
<td>1.1 %</td>
</tr>
<tr>
<td>Africa</td>
<td>141,337</td>
<td>140,551</td>
<td>2.0 %</td>
<td>-0.6 %</td>
</tr>
<tr>
<td>Australia/Oceania</td>
<td>20,553</td>
<td>20,577</td>
<td>-0.8 %</td>
<td>0.1 %</td>
</tr>
<tr>
<td><strong>WORLD TOTAL</strong></td>
<td><strong>1,903,911</strong></td>
<td><strong>1,913,000</strong></td>
<td><strong>-2.0 %</strong></td>
<td><strong>0.5 %</strong></td>
</tr>
</tbody>
</table>

After five years of declining output, world beer production rose slightly year on year by 9 million hectolitres (hl) in 2019. In Europe, output remained stable. While Spain saw output rise by 1.2m hl, Germany and Poland suffered declines of 2m hl and 1.1m hl, respectively.

Growth in the Americas was once again substantially driven by the Central and South American countries of Mexico (+4.4m hl) and Brazil (+3.4m hl). In the USA and Venezuela, on the other hand, output fell by 3.6m hl and 1.6m hl, respectively. Although China reported a further decline of 4.7m hl and Japan brewed 1.1m hl less beer, production in Asia as a whole nevertheless increased by 6.8m hl. The main contributors to this growth were Cambodia (+5m hl), Vietnam (+3m hl) and Thailand (+2.4m hl).

In Africa, output remained stable thanks to a strong performance by South Africa, with an increase of 1.2m hl.
The beer output of the 40 largest brewing groups rose slightly year on year. Venezuela’s Polar was ousted from the list of the world’s top 40 brewing groups by Estrella de Galicia of Spain. There were also some changes within the rankings. A complete overview can be found on page 13 of the report. Three quarters of beer production volume worldwide is accounted for by the first dozen brewers (shown here).

So much for 2019.

**Then came COVID-19**

Up until March 2020, demand from all sections of the brewing industry was consistently good. This changed abruptly as it became clear that the rapid spread of the SARS-CoV-2 virus could only be fought by means of drastic measures that would radically restrict public life. The resulting effects of the quarantine and lockdown measures that followed were felt particularly acutely by the service sector, including hotels and restaurants, events, sports and culture, and with it the brewing industry. Above all, the craft sector, which is so important for the hop industry, is suffering disproportionately because a large number of craft breweries depend on selling drinks on site.
Using information from a variety of sources, we created two scenarios.

After seven years of structural supply shortages, the market has a surplus from the 2019 crop at its disposal. The size of this surplus will depend on the volume of beer brewed in 2020 and the alpha acid volume used in the process.

We had originally forecast a further increase in demand amounting to 11,900 tons of alpha acid, with beer output rising by 0.5 %. As a result of the COVID-19 pandemic, however, beer output in 2020 might decrease by something between 8 % (according to model 1) and 14 % (according to model 2) year on year. This would mean a drop in demand of between 400 and 2,000 tons of alpha. These are estimates and by no means reliable figures, especially considering the fact that reports on the effects of the pandemic vary from day to day and the end of the brewing year is still some months away. From today’s perspective, beer output will return to its 2019 level at the earliest in 2022, if not later.

Supply and demand have to be rebalanced. The entire hop industry will have to find a way to do this as fast as it can, with all its energy and stamina and in close cooperation with the brewing industry. Otherwise the productivity of the hop industry in the long term will be threatened by a rapid weakening that cannot be in anyone’s interest.
Hop growing faces enormous challenges worldwide

Our hop growers in Germany also have their burdens to bear. Faced with the absence of skilled hands for hop training, they had to come up with creative solutions. Now, at harvest time, they are confronted with strict regulations regarding the employment of seasonal workers. At European level, they also have to face the challenge of new restrictions on the use of fertilisers and pesticides. Climate change and increasingly demanding requirements to protect natural resources make it necessary to discuss the reorientation of hop production. In November last year, a “Global Hop Summit” took place in Brussels – a first step. There remains much to be done ...

Enquiries to:
Erich Dederichs
Press office BarthHaas GmbH & Co. KG
Tel.: +49 228 223258 / mobile: +49 172 2904967
presse@barthhaas.de

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Stephan Barth
Statement at the video press conference presenting the BarthHaas Report “Hops 2019/2020” on October 8th, 2020

All the forecasts made in the past concerning probable business trends in 2020 were made nonsense of by the corona pandemic. But please don't expect me now to join in the general chorus of moaning and lamenting. Reliable predictions as to the duration of the pandemic are impossible. I expect we will still be feeling its effects in 2021, if not for longer.

Even though forecasting is currently more difficult than usual, breweries will probably increase their output again in 2021, although it will remain below that of 2019. We should not expect to see that level again until 2022.

What does this mean for BarthHaas? We have built up sufficient liquidity to manage the 2020 crop. Our company is strong enough not only to survive the current crisis, but also to face up to and overcome the challenges presented by the crisis. An important factor here is our motivated and highly qualified workforce. We have kept our headcount unchanged and have not introduced short-time working.

How have we coped with the crisis? Here are some examples:

- We are addressing you today from the BarthHaas Campus which we opened last year. In 2020, this was to have been the venue for numerous events at which we had planned to acquaint the participants with the wonderful diversity of beer and hops by means of a playful approach. When this became impossible, we immersed ourselves in the virtual world instead. Our webinars met with huge interest, especially our Dry Hopping Bootcamp, with which we have obviously filled a gap in the market. There is no other plausible explanation for the number of participants exceeding one thousand. If it had not been for the pandemic, we would certainly not have used the instrument of webinars – at least not to the extent that we do now. We have learnt from this, and after the pandemic is over we will definitely adopt a dual approach in the future: with in-house and online events.

- We are taking part in BrauBviale again this year. For us, this goes without saying – for several reasons. Face-to-face meetings with people from all over the world are part of our corporate DNA. Only when people meet each other does trust arise, allowing business relationships to be cultivated and developed. But even though we operate as a global company, we remain true to our roots in Nuremberg and are supporting this special edition of BrauBviale. This is regardless of the fact that many companies, not only in our industry, will be missing.

- Another example of our adherence to our charted course is the ongoing work on our new hop extraction plant in St. Johann. Together with our partner HVG, based in
Wolnzach, we are investing more than 60 million euros in building the world’s most modern extraction plant. Despite highly adverse conditions – with more than 50 firms working on site at the same time in some cases – we have stuck to our plans in the interests of the location, the hop industry and the hop growers. We will begin to start up the plant in the next few days.

- The hop growers are our partners. That is why we supported them when the seasonal workers needed for hop training were prevented from entering Germany in March of this year as a result of decisions taken by the government. Within a very short time, we set up an online platform on which volunteers could register. This provided help for more than 30 growers in the Hallertau and Tettnang regions. Some 400 volunteers, including students and workers from the hospitality sector and from breweries, had signed up.

- Our British colleagues at Simply Hops created a new platform called “Beer is here”. This platform enabled consumers to order beer from small, independent breweries. Today, more than 2,000 breweries and beverage retailers throughout Europe are listed, and more than 100,000 consumers use the platform. Beer sales have exceeded 10 million euros – an enormous success in such a short time.

These are only a few examples of how we and our companies have responded in and to the crisis.

BarthHaas is a family-owned company that has worked throughout eight generations to achieve its position today as the world’s largest provider of hop-related services.

We have successfully overcome numerous crises in our long history which goes back to 1794. It is especially in times of crisis like today’s that the value of a strong family of entrepreneurs and the particular strength of a family company are demonstrated.

We do not think in the short term in terms of shareholder value, but in the long term in terms of generations, and that is why I am convinced that BarthHaas will weather this crisis – together with our partners, customers, suppliers, employees and stakeholders.

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Press release

Hops full of ideas - BarthHaas at BrauBeviale 2020

Nuremberg, October 8th, 2020. At BrauBeviale 2020, BarthHaas, the world’s leading provider of hop-related services, is once again showing its capacity to generate ideas for the industry. The motto behind all the company’s activities at the fair is “Hops full of ideas”. Presenting new beverage creations, BarthHaas seeks to inspire its customers and show what can be done with the various hop aromas.

Visitors to the BarthHaas stand can sample newly developed beers, two of them non-alcoholic. In addition, BarthHaas will be presenting a new type of soft drink called "Hopinade" and a hop version of the trend-setting US beverage “hard seltzer”. “Our aim is to inspire our customers with new ideas and show them how they can develop new products jointly with us”, says Thomas Raiser, Head of Sales and Member of the Executive Board of BarthHaas.

This year’s BrauBeviale is taking place as a Special Edition with a hygiene and safety concept. As a result, the fair will be considerably smaller than usual, with only three instead of nine halls occupied. The aisles will be wider thanks to the smaller design of the stands, on which the number of visitors will also be limited to ensure the necessary distancing. “This year, our stand has an area of only 200 square metres, on which we are allowed a maximum of 20 people at any one time”, explains Raiser. He adds that BrauBeviale is all about solidarity in these difficult times. The thing is to show one’s colours. “We want to get into dialogue with our customers and work with them to come out of this crisis strengthened”, says Raiser.

For those who cannot attend BrauBeviale this year, BarthHaas will also be providing live streams of specialist sessions on hop-related subjects from the fair. The BarthHaas stand is in Hall 7 (Stand 330).

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Press release

BarthHaas Hops Academy 2021
• New “hopinars” and an update of the popular Hop Flavorist Course

Nuremberg, October 8th, 2020. 2020 has seen the BarthHaas Hops Academy taking a successful first step into providing online seminars with its Dry Hopping Bootcamp. “We had thousands of attendees from all over the world at the first go. That shows how well connected we are in the brewing world and how well trusted we are by professionals around the world”, says the academy’s director Dr Christina Schönberger. The five-part webinar series about all aspects of dry hopping was taught by various experts from the BarthHaas Brewing Solutions team. The webinars were offered in English and Spanish, with German and Italian versions of the popular “hopinar” planned for the autumn of 2020.

The Hops Academy’s range of webinars will be expanded in 2021. “In the spring we are starting a multi-part course on brewing techniques, in which we’ll be looking over the shoulders of the brewers at the BarthHaas Campus brewery. In each module they present a beer recipe and offer lots of technical tips and tricks from their practical experience.”(Schönberger) The successful bootcamp will be continued in the autumn with a new series on the subject of hop addition in the boil – again in multiple languages to meet the needs of our international audience.

The in-person Hop Flavorist Course has been restructured and made more flexible. All five modules of the Hop Flavorist Course leading to the Master Certificate can now be completed within a year and can be booked either as an attractively priced package or individually. This is the case for the Hop Flavorist Course modules “Cultivation and Breeding”, “Hops in the Brewing Process” and “Terroir, Microclimate and Time of Harvest”, for example. Event and registration details can be found at www.barthhaas.com.

The Hop Flavorist Course offers participants a wealth of hop know-how, a solid foundation of variety knowledge and a unique, sophisticated taster training. The basis is “Hopsessed”, a reference tool also developed by BarthHaas for the purpose of standardising the description and documentation of hop aromas. “We are looking forward to 2021 and our new courses, to which we extend a warm welcome to participants from all over the world”, says Dr Christina Schönberger commenting on the new BarthHaas Hops Academy programme.

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BarthHaas – We are one

Joh. Barth & Sohn and the companies belonging to the Barth-Haas Group in Europe and Asia have been merged into one unmistakable brand and now operate under the name of BarthHaas. The BarthHaas family includes:

Enquiries to:

Erich Dederichs, press office, Joh. Barth & Sohn
c/o dederichs kommunikation GmbH
Tel.: +49 228-223258 / mobile: +49 172 2904967 / presse@barthhaas.de

Last updated: October 2020

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