



GROWTH

Hop is a plant cousin of cannabis (*Humulus Lupulus*)
The wolf's plant



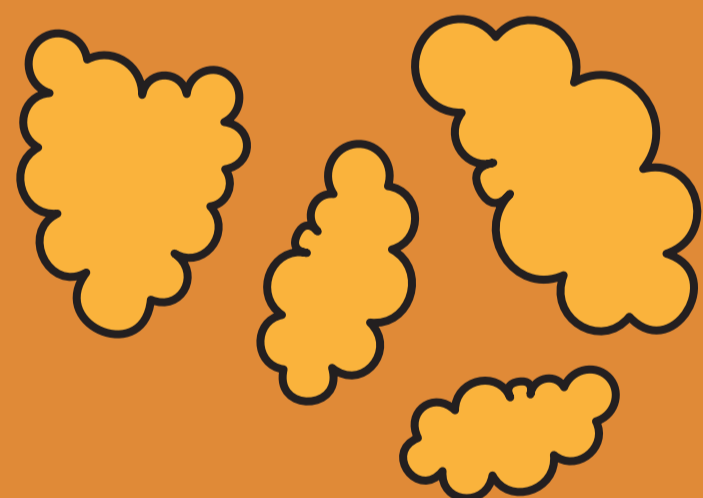
It's a bine (like a liana) that grows from the ground up every year.
The roots can be as deep as the bine (which can itself grow 6m / 20 ft high)

There are 250+ commercial varieties and 1000s of wild hops in nature.

Hop grows north and south between 35th and 55th parallels.



The lupulin is a yellow powder hidden inside the cone. It's made of aromatic oils and bitter resins



It takes 12 years to develop a new variety



TASTE DISCOVERY HOP

PROPERTIES

- Hop brings aromas (hop oils)
- Hop brings bitterness (bitter resins)
- Hop can bring texture/ mouthfeel (polyphenols)
- Hop is bacteriostatic. It slows down bacterial activity.



STRIG

BRACT

LUPULIN GLANDS

STORAGE

After crop, the cones are dried and processed to guarantee freshness all year round.

Hop will stay best if stored cold, away from oxygen and light.

Hop can be stored as pressed cones or small pellets and even liquid extract.



BEER STYLES

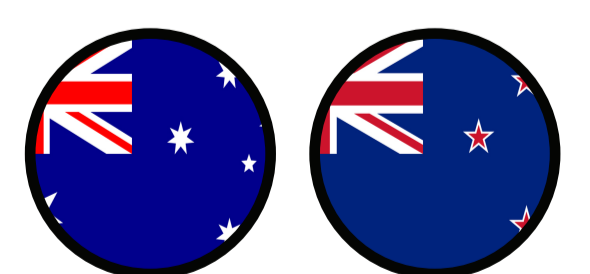
BITTERS: Driven by the bitterness properties of hop.

IPAs: Driven by the aromatic properties of hop.

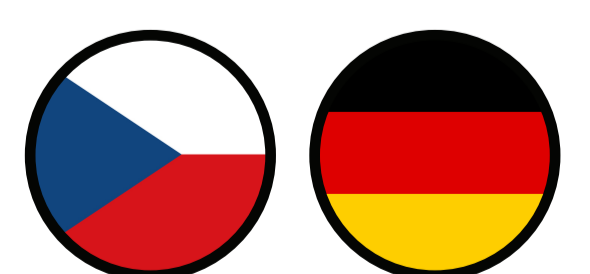
WET HOP IPA: Brewed with hop cones used the day of the crop!

GEOGRAPHICAL SIGNATURES

Australia/New Zealand: Tropical fruits, Citrus.
(Examples: Galaxy, Motueka)



Czech Republic/Bavaria: Mild Floral, herbal
(Examples: Saaz, Lublin, Tettngang)



UK: Woody, Minty, Berries, Earthy
(Examples: Fuggle, Goldings, Northern Brewer)



US: Grapefruit, Lemon, Resin, Pine, Stonefruit
(Examples: Cascade, Amarillo, Simcoe, Mosaic)

