



Born in Victoria in 2001, the star quality of Ella™ was undeniable even as a seedling in the nursery.

Early appearances revealed a strong floral, noble hop character complemented with a delicious, spicy finish. Making a great first impression; we planted a small area in 2010, expanding into

commercial production on our Victorian and Tasmanian farms in 2013.

Today, she's a stand out in the gardens. Producing medium-large hop cones, Ella™ is one of our best looking hops on bine - and she backs it up in the brewery.



WHAT IS SHE MADE UP OF?

ANALYTICAL DATA

Alpha acids (%)	13.3 - 16.3
Beta acids (%)	4.8 - 7.8
Alpha/Beta Ratio	2.1 - 3.2
Cohumulone (% of alpha acids)	34 - 38
Total Oils (ml/100g)	2.4 - 3.4
Oil Concentration (microliters of oil/g alpha)	180 - 209

IN THE BREWERY

Ella™ is an intriguing hop to experiment with, showing you floral and subtle spice notes when dosed in smaller quantities which apply well in a variety of lagers. With increased aromatic additions and dry hopping, Ella™ imparts a distinct grapefruit and tropical flavour useful in heavier malt bills or highly hopped styles.

With high levels of essential oils, Ella™ presents a number of options; pare her back to add depth, but let her loose and you'll get a big tropical flavour to your beers.

WHAT BREWERS ARE SAYING ABOUT ELLA

A few words from two brewers from either side of the world.

Russ Gosling, Head Brewer Little Creatures, Fremantle, "We'd been searching for 'hop nirvana' when we found Ella™ a few years ago. Adding her to our previously Cascade dominant pale ale gave it a stewed fruity flavour that really appealed to me, and our customers palates."

Mike Magee, Head Brewer, Eight Degrees, "My first brew with HPA hops was one of our most popular beers, our Amber Ella which uses Ella™, Galaxy™ and a little Simcoe. We were delighted at how it turned out, even more so when it took out a medal at the World Beer Cup this year. In particular we enjoyed how the Ella™ and Galaxy™ interact – they both have tropical fruit notes but the Ella™ has a nice spicy edge which tempers the Galaxy™ beautifully."



Mike Magee, Head Brewer Eight Degrees

HOP FLAVOUR SPECTRUM



Many years of hard work and experimentation has helped make the Hop Flavour Spectrum a valuable resource for brewers.

It's a tool we're proud of and one we trust will help brewers select hops to craft distinct flavours and aromas in their beers.

Our hop varieties are divided along four flavour profiles: fruit, floral, spice and resin. It allows a visual comparison of varieties to help inform how each hop may influence the flavour of a beer.

Within the Flavour Spectrum, each hop gravitates towards one or two flavour sectors, suggesting what will manifest in a beer. Each hop retains its own unique character within its sector, even if shared with other varieties.

Delicate and flowery, Ella™ floats in the floral end of the spectrum with a cheeky nod to spice.