

- MEDIA RELEASE -

Diverse & efficient: BarthHaas presents innovative water-based hop products

BarthHaas, the world’s leading supplier of hop products and services, is expanding its innovative PHA (Precision in Hop Aroma) product range with a series of water-based alternatives. As is the case with the entire range, the new variants enable high-quality beers and other hop-based beverages to be produced more efficiently and more profitably.



Image Credit: BarthHaas

Because PHA products are added after filtration, they make it easier to produce beers with different flavors from one single production stream. “This enables breweries to diversify their product portfolio and increase product efficiency at the same time,” explains Hannes Schneeberger, Head of Sales Management at BarthHaas. “It saves time, money and resources. Breweries that use our PHA products are way ahead of the competition.”

The water-based line presented here is one of the most interesting developments in the PHA range. It uses a special emulsification technique developed by BarthHaas that enables hop extracts to be dissolved in just water. “It’s the ideal solution for customers who wish to avoid using other carriers such as ethanol or propylene glycol,” explains Dr. Alicia Muñoz Insa, Technical Sales Manager at BarthHaas. “This makes the PHAs the cleanest of all clean-label solutions.” The PHA range was designed for producing lightly hopped beers and beverages such as lager, pilsner, light or alcohol-free beers, and hop water.

Another advantage of all the PHA varieties is the fact that their storage and shipping costs are considerably lower than those of conventional hop products. “Due to the low average dosage of five to 40 milliliters per hectoliter, the amount of product transported is very small. With quantity options ranging from 20-milliliter samples to 1,000-liter containers, we can meet the needs of any production facility,” says sales expert Hannes Schneeberger.

“Our new PHA range offers brewers the tools to produce flavorsome high-quality beers and beverages easily and with absolute control,” underlines technical expert Dr. Alicia Muñoz Insa.

Find more information and order samples at: <https://barthhaas.com/pha>

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About BarthHaas®

BarthHaas is one of the world’s leading suppliers of hop products and hop-related services. The family-owned company specializes 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.

About HAAS®

HAAS provides world-class hops, bittering products, flavor and aroma products, and innovative brewing solutions to the world’s best brewers. They are a proud member of the BarthHaas group, a global network of family-owned hops farms, processors and distributors. From the experimental fields to the Innovations Brewery, their pellet plant to your brew kettle, they believe close collaboration fuels your success as well as theirs. Whether it’s ensuring your supply chain, improving brewing efficiency, helping you discover exciting hop flavors from around the world—or creating renowned hop products like INCOGNITO®, LUPOMAX® and HopKick® — HAAS is dedicated to helping you brew your best possible beer.

About HPA

[Hop Products Australia](#) (HPA) is the country's largest hop grower, backed by a team of experts in plant breeding, farm operations, customer service and brewing support. As sole custodians of their Aussie hops, and regional representatives of the global BarthHaas group, HPA supply a huge range of consistently high-quality local, international, and innovative hop products so their brewing customers can make consistently high-quality beers.