

NEWSLETTER 11/2012

HOP MARKET

Guidelines Preview

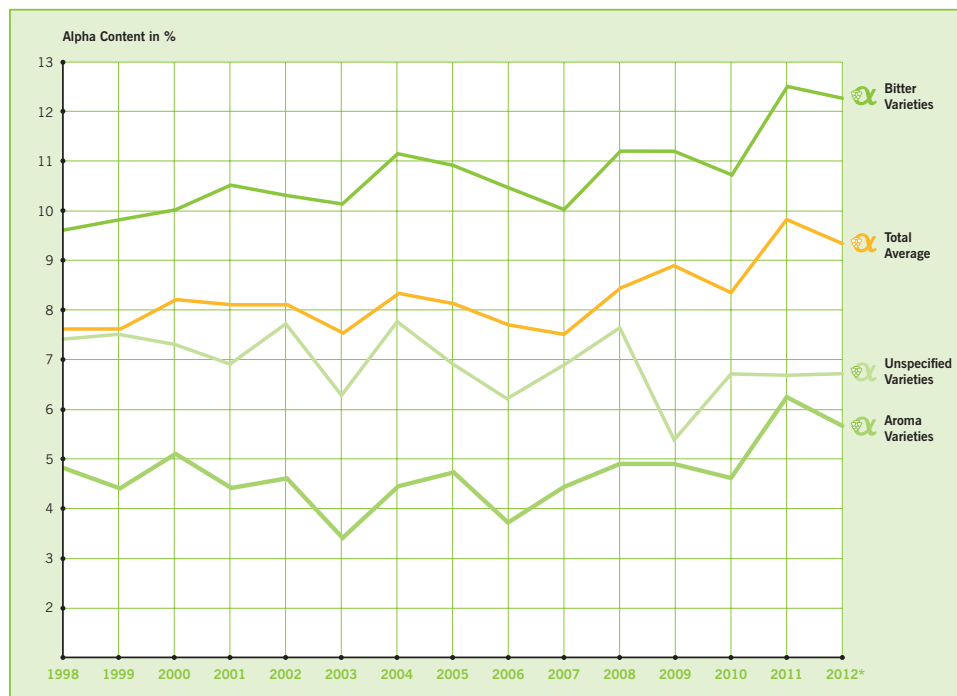
The Hopsteiner Guidelines 2012 will soon be published and be available at BRAU 2012 in Nuremberg. We are still working on some details of the beer production and will present the balance of World Alpha Acid Supply and Demand as soon as possible.

So far we have finalized our estimate for the alpha production 2012 which we are pleased to present in the following charts:

Total Crop Quantities in mt					% share				
	2009	2010	2011	2012*	2009	2010	2011	2012*	
Aroma Varieties	39,716	36,965	41,424	39,019	35.7	38.2	42.5	45.0	
Bitter Varieties	71,558	59,650	55,886	48,419	64.2	61.7	57.4	55.0	
Rest	112	65	66	70	0.1	0.1	0.1	0.1	
Total	111,386	96,680	97,376	87,508	100.0	100.0	100.0	100.0	

Alpha Amount in kg					Alpha Content in %				
	2009	2010	2011	2012*	2009	2010	2011	2012*	
Aroma Varieties	1,990,765	1,763,700	2,569,000	2,244,100	5.0	4.8	6.2	5.8	
Bitter Varieties	8,065,020	6,424,000	6,986,400	5,949,800	11.3	10.8	12.5	12.3	
Rest	6,194	4,500	4,500	4,700	5.5	6.8	6.7	6.8	
Total	10,061,979	8,192,200	9,559,900	8,198,600	9.0	8.5	9.8	9.4	

World Alpha Acids Productions 2009 – 2012



Alpha Values over time 1998 – 2012

*Estimate

Simon H. Steiner, Hopfen, GmbH
 Newsletter, November 2012

New: Tuesday to Thursday!

Brau Beviiale 2012

Raw Materials – Technologies – Logistics – Marketing

The European beverage industry meets here from 13 – 15.11.2012!

NÜRNBERG MESSE

Visit us!
 Hall 1/Stand 429

This year's "Brau Beviiale" opens on November 13th, 2012 for Trade visitors.

You will find us at the Exhibition Centre Nuremberg, Hall 1, stand 429. The exhibition opens daily from 09:00 to 18:00 hrs. We would like to welcome you at our stand and are looking forward to seeing you there.

Our stand at Brau Beviiale has become a popular meeting place of the International Brewing Industry. Again this year we will have information about new varieties, developments in variety breeding and various types of hopping and present the "Hopsteiner-Guidelines 2012".

Visit us at Brau Beviiale 2012 and enjoy the "Fascination of Hops" with us.

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HOPSTEINER FORUM

Please note the first lecture of our new series "HOPSTEINER-FORUM". The first meeting will be held in our premises in Mainburg, right after the BRAU Beviiale on **Friday, November 16th, 2012.**

This lecture will be covering a detailed assessment of the quality parameters in purchasing hops and show you differences in hops and beer.

We are looking forward to your registration.