

NEWSLETTER 03/2013

TECHNICAL SUPPORT

American Craft Beer and Impact on Hops

As of mid-December 2012, there were 2,751 breweries with active operating permits in the United States – more than any other time in American history, according to the Beer Institute, an industry research group.

Most of the nearly 2,300 breweries that have opened in the past 20 years are small craft breweries, which collectively still produce a minor percentage of beer relative to the major breweries in the U.S.

Craft beer, also known as microbrew beer, refers to the segment of fully flavored, artisan-style beers produced by small locally owned brewers. Craft beers are made with a variety of ingredients, styles, and packaging that reflect their handcrafted origins. Craft beer is typically associated with small, independent local or regional brewers. Larger brewing corporations have acquired and/or adopted this beer style and have positioned corporate-owned, craft-style beer in the market.¹ The Brewers Association (BA), a trade organization based in Boulder, Colorado dedicated to small and independent American brewers, defines craft beer as made by a brewer that is small, independent, and traditional. It should be noted that very good craft beer is also made today by brewers that don't fit this definition but still compete as a craft beer.²

United States craft breweries can range in size with annual production from a few hundred barrels (i.e. nanobrewery) to over two million barrels including brewpubs, microbreweries (less than 15,000 barrels) and regional breweries (15,000 barrels to six million barrels).

Hops play an important role in the artistry of American craft-beer styles. The most assertive examples of hop-driven styles are American-Style Pale Ales (30-42 B.U.), American-Style India Pale Ales (50-70 B.U.), and American-Style Imperial or Double IPAs (65-100 B.U.). The BA 2012 Hop Usage Survey reported that average hop rates ranged from 1.33 to 2.38 pounds of hops per U.S. barrel³. We have experienced some craft breweries hopping at rates as high as four to eight pounds per barrel. Craft breweries are dosing hops at a number of points during the brewing process including in the mash tun, brew kettle, whirlpool, and hopback, as well as dry hopping in a fermenter and/or conditioning tank. The type of hop product also varies between whole leaf hops, Type 90 pellets, Type 45 concentrate pellets, CO₂ extract, Downstream Extracts, and Hop Oils.

Even though the U.S. craft beer segment has a domestic market share of approximately 6% by volume, its importance to the American hop industry far exceeds this share number due to its higher dosage rates. The increase in U.S. Hop acreage from 2011 to 2012 was market-driven and reflected the increased demand from Craft Breweries for aroma and full flavored hop varieties such as Cascade, Centennial, and Chinook. In 2012, Cascade was the second most widely-planted variety accounting for approximately 9.5% of the total U.S. hop acreage.⁴ The significant growth of these aroma/full flavor varieties has created value for the hop industry.

The continuing growth of Craft Style beer, with its higher hopping rates, has helped to stabilize the U.S. Hop market during a time that would otherwise be marked by over production and weak demand for its traditional Alpha hops. This demand has energized U.S. Hop Growers to invest in the future for a stable and growing hop industry.

¹ Zegler, J. 2012. Craft Beer – US – November 2012. Mintel Group Ltd. Report.

² Zegler, J. 2012. Craft Beer – US – November 2012. Mintel Group Ltd. Report.

³ Cantwell, D. 2012. Extra-special relativity: 2012 BA Hop Usage Survey. The New Brewer 29(6):90-96.

⁴ Signorotti, P. 2013. Crop 2012 Hop Summary Report. The MBAA Communicator. January 2013.

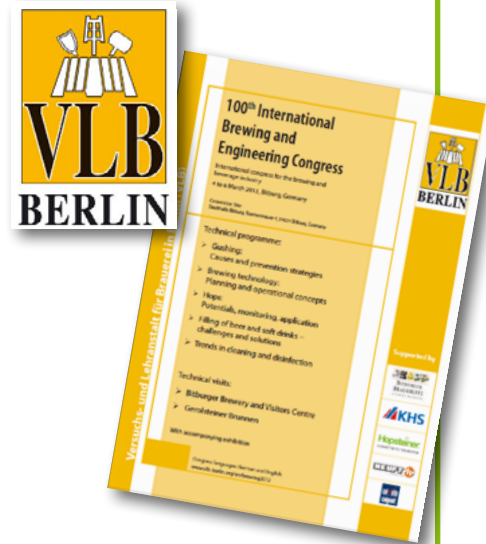
Simon H. Steiner, Hopfen, GmbH

Newsletter, March 2013

Meet our team!

100th International congress for the brewing and beverage industry

4th to 6th March 2013, Bitburg, Germany



Bad Kissinger Brauertag in Kulmbach

31st March, Kulmbach, Germany



**HOPSTEINER
FORUM**

Notice the dates of the upcoming **"Hopsteiner FORUM"** in 2013:

2nd Hopsteiner Forum: May, 8th

Topics are available on our Homepage
<http://www.hopsteiner.de/forum.html>

We are looking forward to your registration.
info@hopsteiner.de

+++Hopsteiner calendar+++



COMMITTED TO THE BREWER