

# NEWSLETTER 11/2013

## HOP MARKET

### Guidelines Preview

The Hopsteiner Guidelines 2013 will soon be published and be available during November. 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.

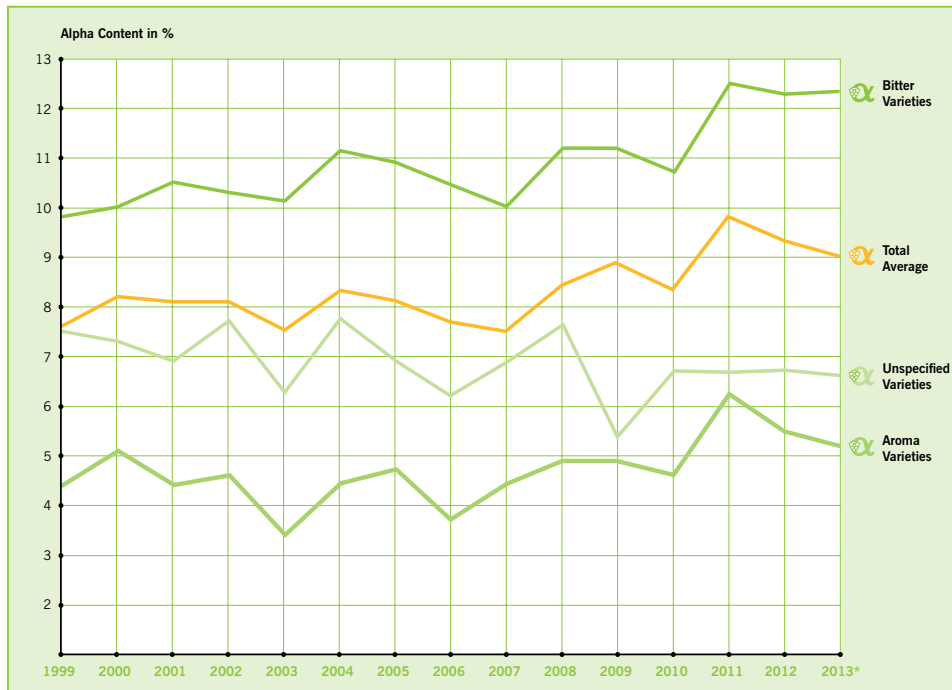
So far we have finalized our estimate for the alpha production 2013 which we are pleased to present in the following charts:

Total Crop Quantities in mt					% share				
	2010	2011	2012	2013*	2010	2011	2012	2012*	
Aroma Varieties	36,965	41,424	39,143	36,960	38.2	42.5	45.1	46.7	
Bitter Varieties	59,650	55,886	47,483	42,175	61.7	57.4	54.8	53.2	
Rest	65	66	70	77	0.1	0.1	0.1	0.1	
<b>Total</b>	<b>96,680</b>	<b>97,376</b>	<b>86,696</b>	<b>79,212</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	

Alpha Amount in kg					Alpha Content in %				
	2010	2011	2012	2013*	2010	2011	2012	2013*	
Aroma Varieties	1,763,700	2,569,000	2,166,400	1,908,000	4.8	6.2	5.8	5.2	
Bitter Varieties	6,424,000	6,986,400	5,784,300	5,205,400	10.8	12.5	12.3	12.3	
Rest	4,500	4,500	4,700	5,000	6.8	6.7	6.8	6.6	
<b>Total</b>	<b>8,192,200</b>	<b>9,559,900</b>	<b>7,955,400</b>	<b>7,118,400</b>	<b>8.5</b>	<b>9.8</b>	<b>9.4</b>	<b>9.0</b>	

World Alpha Acids Productions 2010 – 2013



Alpha Values over time 1999 – 2013

\*Estimate

*Simon H. Steiner, Hopfen, GmbH*  
 Newsletter, November 2013



## The Crop 2013

Market Analysis – Quality – Sampling





**Date** | November, 15<sup>th</sup> 2013,  
9.30 a.m. – 3.00 p.m.

**Location** | Simon H. Steiner,  
Hopfen GmbH, Mainburg

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Tel +49 (0) 8751-8605-0

**Deadline** | November, 8<sup>th</sup> 2013

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### Guidelines – coming soon!

See the latest Hop Crop Estimates and look forward to the Hopsteiner Guidelines 2013 – coming soon!





Coming soon

+++Hopsteiner calendar+++