

NEWSLETTER 03/2014

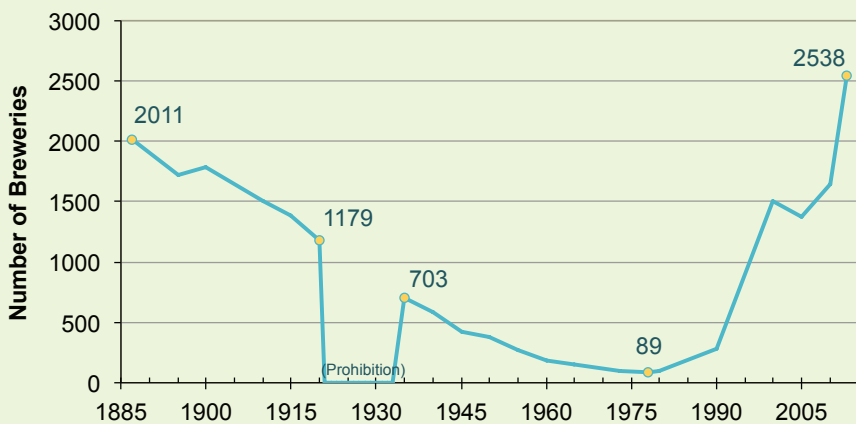
TECHNICAL SUPPORT

U.S. Craft beer trends continue at a strong pace

Once considered a fad, then a trend, U.S. Craft beer production has become a solid component of total U.S. beer production. According to the Brewers Association, Craft beer production in 2012 topped 13 million barrels (31 US gallons or 119 Liters per barrel). Total U.S. beer production for the same period was just slightly more than 200 million barrels.

Mid-year data for 2013 showed a growth rate of +13 % for the first six month of the year. If these results held steady for the remainder of 2013, craft beer production will approach nearly 15 million barrels in 2013. The growth in production is driven by consumer demand for new and exciting beers, and answered by more than 2,500 Craft Breweries in the U.S.A. Another 1,500+ new breweries are in one stage or another of the planning process. The number of operating U.S. breweries is at its highest level since the 1880's.

126-Year Brewery Count - 1887-2013



Source: Brewers Association, Boulder, CO

Consumer demand for new and innovative products is met by brewers who use hops at an average rate of 1.0 – 1.3 pounds per barrel. Their use of well established varieties, as well as new and experimental hops, has created a universe of beers the likes of which few have seen before. Craft Brewers are currently purchasing approximately 30 % of the US hop crop with Cascade being the largest hop variety grown, by acreage in the USA.

As the craft industry evolves and matures, brewers have discovered that when used as a late kettle addition or as a dry hop, many hop varieties exhibit unique and desirable traits in finished beer. Many hops previously used solely for bittering are now used as dual-purpose to provide bitterness, flavor and aroma depending on when and where they are added.

The Apollo hop variety exhibits a pleasant bitter Grapefruit note, while Bravo is characterized as Candy Orange and Orange Blossom. Calypso lends Apple and Pear notes to beer. Although these varieties are higher in alpha acids than one would expect to use as a flavor and aroma hop, new brewers have boldly discovered that the alpha content is not the only measure of what a hop has to offer. Craft brewers are eager to experiment with recipes and ingredients, and hops play a big part in that process.

As demand for unique flavors and aromas increase, experimental hops in development include flavor notes of sweet lemon, orange, peach, pine, chocolate and coconut to name a few. As agronomic trials are successfully completed, many new hop varieties will come to the market place in the coming years.

If you have any further questions please do not hesitate to contact us.

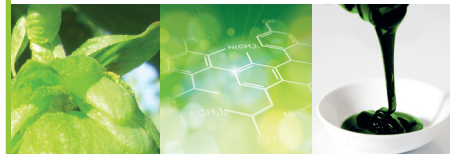
Simon H. Steiner, Hopfen, GmbH
 Newsletter, March 2014

+++Hopsteiner calendar+++

Check out now: the Hopsteiner calendar 2014 gives regular updates of events dealing with issues relevant to the brewing scene. So you are always up to scratch.



FORUM 2014



The Versatility of hops

7th Hopsteiner Forum: **April, 9th 2014**

Registration

forum@hopsteiner.de
 Tel +49 (0) 8751-8605-0

Deadline for Registration
 April, 2nd 2014

Sign up now

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