



NEWSLETTER 11/2014

HOP MARKET

BrauBeviale2014
Nuremberg, Germany | 11 - 13 November

Good conversations.

Good business.

We exhibit Hall 1 – Both 443

Guidelines Preview

The 2014 Hopsteiner Guidelines are ready and will be available at BrauBeviale 2014 in Nuremberg.

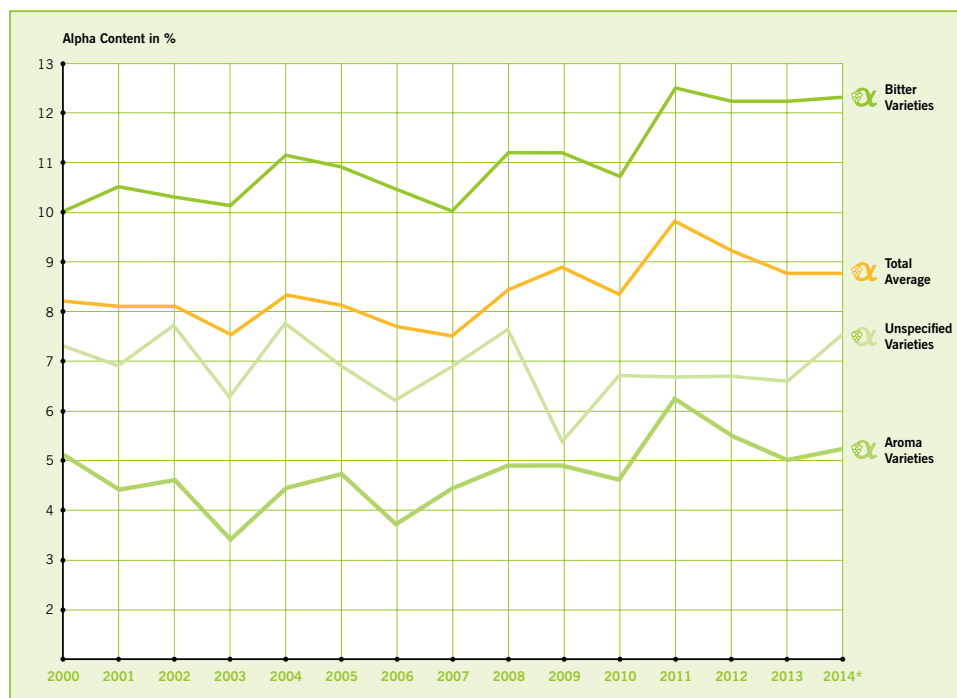
The online version is available now on our homepage hopsteiner.com

Our estimate for crop 2014 alpha production has now been finalized and is presented in the following charts:

Total Crop Quantities in mt					% share				
	2011	2012	2013	2014*	2011	2012	2013	2014*	
Aroma Varieties	41,424	39,143	39,327	49,346	42.5	45.1	47.6	51.2	
Bitter Varieties	55,886	47,483	43,228	46,925	57.4	54.8	52.3	48.7	
Rest	66	70	76	61	0.1	0.1	0.1	0.1	
Total	97,376	86,696	82,631	96,332	100.0	100.0	100.0	100.0	

Alpha Amount in kg					Alpha Content in %				
	2011	2012	2013	2014*	2011	2012	2013	2014*	
Aroma Varieties	2,569,000	2,166,400	1,950,100	2,625,800	6.2	5.5	5.0	5.3	
Bitter Varieties	6,986,400	5,784,300	5,255,400	5,766,200	12.5	12.2	12.2	12.3	
Rest	4,500	4,700	5,000	4,400	6.7	6.7	6.6	7.4	
Total	9,559,900	7,955,400	7,210,600	8,396,400	9.8	9.2	8.7	8.7	

World Alpha Acids Productions 2011 – 2014



Alpha Values over time 2000 – 2014

*Estimate



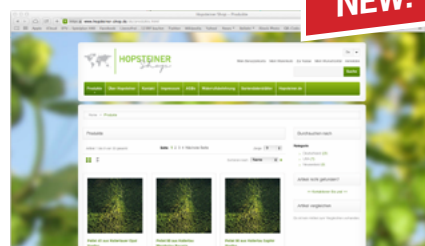
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Shop

Hopsteiner Shop – online now!

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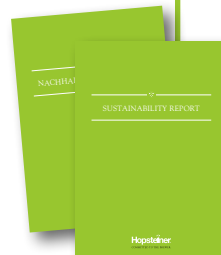
www.hopsteiner-shop.de

NEW!



Sustainability Report 2014

We are proud to present Hopsteiner's Sustainability Report for 2014. The Report is available as a PDF-file on our homepage. You can get a hard copy at our booth at BrauBeviale.



HOPSTEINER
FORUM

The Crop 2014

Market Analysis – Quality – Sampling



Date | November, 14th 2014, 9.30 a.m. – 3.00 p.m.

Location | Simon H. Steiner, Hopfen GmbH, Mainburg

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

Deadline | November, 7th 2014

Simon H. Steiner, Hopfen, GmbH. S.S. Steiner, Inc.

Newsletter, November 2014

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