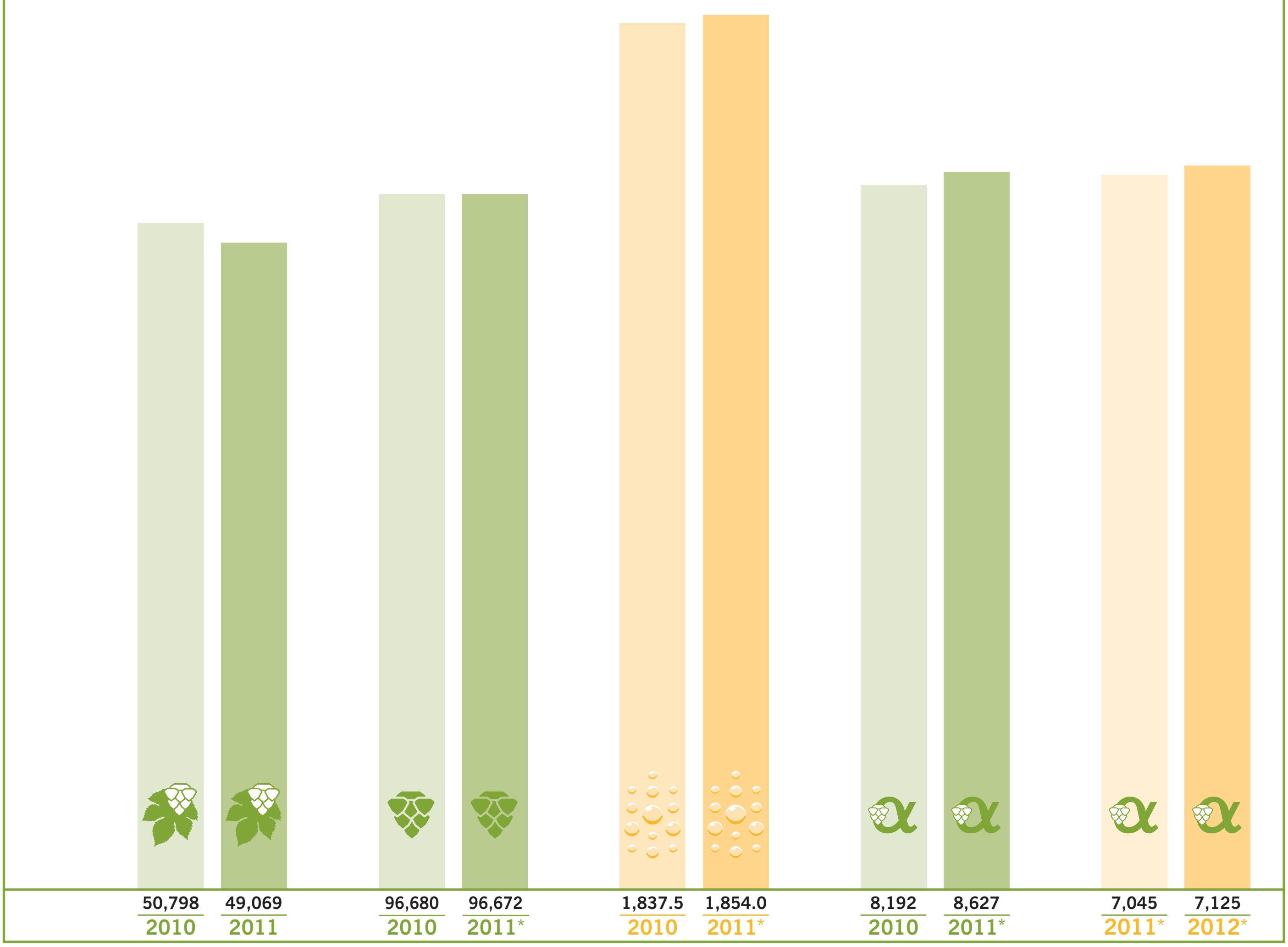
2011
GUIDELINES
FOR HOP BUYING

Hopsteiner®

COMMITTED TO THE BREWER.

	World Hop Acreage	World Hop Crop	World Beer Production	World Alpha Acids Production	World Alpha Acids Demand
	(ha)	(mt)	(Mio hl)	(mt)	(mt)
2009	58,192	111,386	1,807.7	10,062	7,051
	- 0.5 %	- 1.5	- 0.4 %	+ 3.2	- 2.9 %
2010	50,798	96,680	1,837.5	8,192	7,166
	- 12.7 %	- 13.2	+ 1.6 %	- 18.6	+ 1.6 %
2011	49,069	96,672*	1,854.0*	8,627*	7,045*
	- 3.4 %	0.0*	+ 0.9 %*	+ 5.3*	- 1.7 %*
2012	–	–	1,875.0*	–	7,125*
	–	–	+ 1.1 %*	–	+ 1.1 %*



*Estimate

International Conversion Table

1 metr. ton (mt)	→ 1,000 kg	→ 2,204.6 lbs.	
100 lbs.	→ 45.359 kg		
1 hectare (ha)	→ 2.471 acres		
1 acre	→ 0.405 hectare (ha)		
1 hectoliter (hl)	→ 100 litre (Ltr.)	→ 0.8523 bbl. [USA]	→ 0.6114 bbl. [Brit.]
1 bbl. [USA]	→ 117.34 litre (Ltr.)	→ 1.1734 hectoliter (hl)	
1 bbl. [Brit.]	→ 163.65 litre (Ltr.)	→ 1.6365 hectolitre (hl)	

Foreword

" The 2011 crop demonstrates clearly how complex the hop market can be. Although acreage has decreased, and growing conditions were not ideal, the crop size is more or less identical and alpha production is actually higher than last year. Furthermore demand for aroma hops has risen despite the reduction in use of these varieties in some markets. This may appear illogical, but the reasons become clearer upon consideration of the varieties grown and the quality of the current crop.

The Hopsteiner Group is pleased to present the 2011 version of Guidelines for Hop Buying which provides the brewing industry with the latest data and analysis of the 2011 hop crop and world hop market.

Please feel free to contact the Hopsteiner sales team if you require more detailed information. "

October 2011
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Simon H. Steiner, Hopfen, GmbH
Steiner Hops Limited

- *Hallertauer Hopfenveredelungs-gesellschaft mbH Au, Hallertau, Germany, Pellet Plant*
- *Hallertauer Hopfenveredelungs-gesellschaft mbH Mainburg, Hallertau, Germany, Ethanol- and CO_2-Extraction*
- *Hops Extract Corporation of America Yakima, Washington, CO_2-Extraction*
- *Golden Gate Hop Ranches Inc. Yakima, Washington, USA, Hop Farming*

Hop Acreage 2008 – 2011

	Acreage in ha				+/- %					
	2008	2009	2010	2011	08/09		09/10		10/11	
Hallertauer	1,557	761	704	729	-	51.1	-	7.5	+	3.6
Hersbrucker	735	766	755	773	+	4.2	-	1.4	+	2.4
Perle	3,061	3,128	3,139	3,129	+	2.2	+	0.4	-	0.3
Spalter Select	735	731	690	614	-	0.5	-	5.6	-	11.0
Tradition	2,401	2,493	2,513	2,634	+	3.8	+	0.8	+	4.8
Northern Brewer	306	268	248	220	-	12.4	-	7.5	-	11.3
Magnum	3,428	3,415	3,340	3,164	-	0.4	-	2.2	-	5.3
Nugget	251	249	236	213	-	0.8	-	5.2	-	9.7
Taurus	1,109	1,077	1,025	925	-	2.9	-	4.8	-	9.8
Herkules	1,699	2,208	2,350	2,422	+	30.0	+	6.4	+	3.1
Rest	396	388	386	405	-	2.0	-	0.5	+	4.9
Hallertau	**15,678**	**15,484**	**15,387**	**15,229**	**-**	**1.2**	**-**	**0.6**	**-**	**1.0**
Elbe-Saale	1,383	1,387	1,379	1,392	+	0.3	-	0.6	+	0.9
Tettnang	1,233	1,221	1,226	1,222	-	1.0	+	0.4	-	0.3
Spalt	382	361	376	366	-	5.5	+	4.2	-	2.7
Rest	19	19	20	20	+	0.0	+	5.3	+	0.0
Germany total	**18,695**	**18,472**	**18,386**	**18,228**	**-**	**1.2**	**-**	**0.5**	**-**	**0.9**
Austria	215	224	218	238	+	4.2	-	2.7	+	9.2
Belgium	186	186	183	183	+	0.0	-	1.6	+	0.0
Bulgaria	221	160	160	150	-	27.6	+	0.0	-	6.3
Czech Rep.	5,345	5,307	5,238	4,744	-	0.7	-	1.3	-	9.4
England	1,100	1,075	1,080	1,069	-	2.3	+	0.5	-	1.0
France	801	524	433	625	-	34.6	-	17.4	+	44.3
Poland	2,179	2,233	1,840	1,568	+	2.5	-	17.6	-	14.8
Romania	429	240	240	236	-	44.1	+	0.0	-	1.7
Russia	220	420	220	220	+	90.9	-	47.6	+	0.0
Slovakia	300	260	235	229	-	13.3	-	9.6	-	2.6
Slovenia	1,706	1,579	1,217	1,379	-	7.4	-	22.9	+	13.3
Spain	466	477	480	477	+	2.4	+	0.6	-	0.6
Turkey	331	308	350	350	-	6.9	+	13.6	+	0.0
Ukraine	1,359	1,320	950	988	-	2.9	-	28.0	+	4.0
Rest	190	188	185	196	-	1.1	-	1.6	+	5.9
Europe total	**33,743**	**32,973**	**31,415**	**30,880**	**-**	**2.3**	**-**	**4.7**	**-**	**1.7**
Apollo	282	299	335	406	+	6.0	+	12.0	+	21.2
Cascade	870	1,000	753	918	+	14.9	-	24.7	+	21.9
Col. / Tom. / Zeus	4,723	4,461	3,078	2,904	-	5.5	-	31.0	-	5.7
Galena	1,046	1,034	826	576	-	1.1	-	20.1	-	30.3
Nugget	1,304	1,195	862	930	-	8.4	-	27.9	+	7.9
Super Galena	321	403	359	458	+	25.5	-	10.9	+	27.6
Willamette	2,937	2,225	1,450	746	-	24.2	-	34.8	-	48.6
Rest	5,068	5,621	4,984	5,209	+	10.9	-	11.3	+	4.5
USA total	**16,551**	**16,238**	**12,647**	**12,147**	**-**	**1.9**	**-**	**22.1**	**-**	**4.0**
Argentina	167	129	129	129	-	22.8	+	0.0	+	0.0
Australia	484	514	448	454	+	6.2	-	12.8	+	1.3
Japan	210	200	190	180	-	4.8	-	5.0	-	5.3
New Zealand	360	400	400	380	+	11.1	+	0.0	-	5.0
P.R.China	6,459	7,197	5,028	4,390	+	11.4	-	30.1	-	12.7
South Africa	444	481	481	449	+	8.3	+	0.0	-	6.7
Rest	61	60	60	60	-	1.6	+	0.0	+	0.0
World total	**58,479**	**58,192**	**50,798**	**49,069**	**-**	**0.5**	**-**	**12.7**	**-**	**3.4**

Hop Acreage 1998 – 2011

(ha and % share)

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total	60,078	57,807	58,558	58,836	56,385	53,459	51,103	50,428	49,721	51,550	58,479	58,192	50,798	49,069
Germany	19,683	18,301	18,596	19,023	18,354	17,563	17,477	17,167	17,170	17,671	18,695	18,472	18,386	18,228
	32.8	31.7	31.8	32.3	32.6	32.9	34.2	34.0	34.5	34.3	32.0	31.7	36.2	37.1
Czech Rep. Slovakia	6,147	6,411	6,445	6,425	6,318	6,292	6,188	5,977	5,765	5,689	5,645	5,567	5,473	4,973
	10.2	11.1	11.0	10.9	11.2	11.8	12.1	11.9	11.6	11.0	9.7	9.6	10.8	10.1
Europe rest	12,551	12,619	12,503	11,892	11,954	10,447	10,041	9,539	9,037	9,009	9,403	8,934	7,556	7,679
	20.9	21.8	21.4	20.2	21.2	19.5	19.6	18.9	18.2	17.5	16.1	15.4	14.9	15.6
USA	14,828	13,857	14,618	14,534	11,862	11,602	11,227	11,924	11,884	12,510	16,551	16,238	12,647	12,147
	24.7	24.0	25.0	24.7	21.0	21.7	22.0	23.6	23.9	24.3	28.3	27.9	24.9	24.8
P. R. China	4,300	4,400	4,257	4,813	5,642	5,670	4,196	3,987	4,245	4,995	6,459	7,197	5,028	4,390
	7.2	7.6	7.3	8.2	10.0	10.6	8.2	7.9	8.5	9.7	11.0	12.4	9.9	8.9

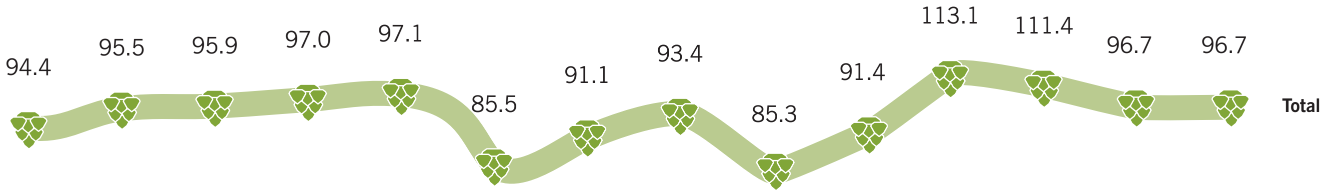
Crop Quantities and Average Yields 2008 – 2011

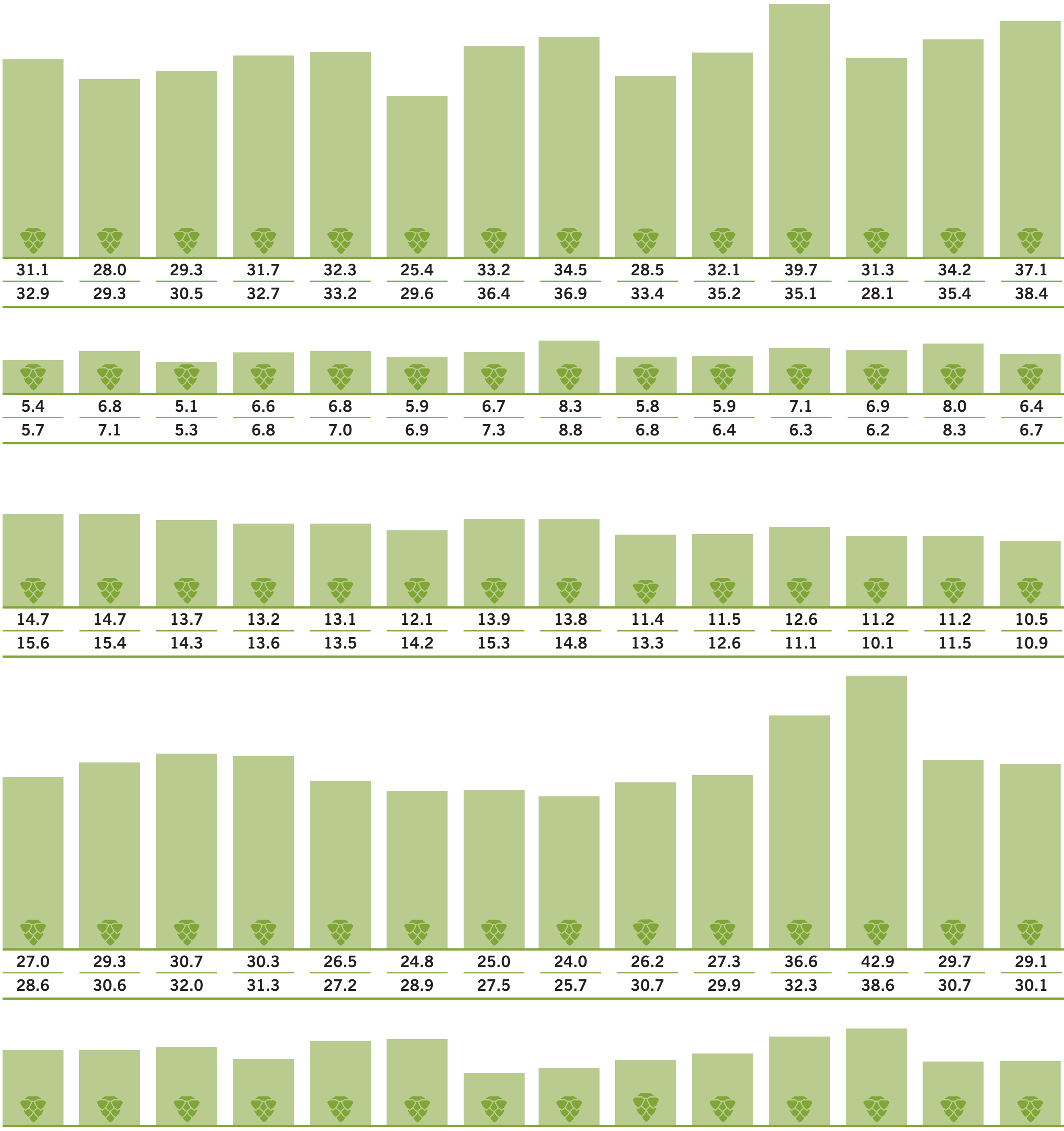
	Crop Quantities in mt				+/- %			Ø Yields in mt / ha			
	2008	2009	2010	2011*	08/09	09/10	10/11*	2008	2009	2010	2011*
Hallertauer	2,707.0	801.4	1,048.7	823.8	- 70.4	+ 30.9	- 21.4	1.74	1.05	1.49	1.13
Hersbrucker	1,471.8	1,331.2	1,178.5	1,400.1	- 9.6	- 11.5	+ 18.8	2.00	1.74	1.56	1.81
Perle	6,880.3	4,738.1	5,464.3	6,308.7	- 31.1	+ 15.3	+ 15.5	2.25	1.51	1.74	2.02
Spalter Select	1,669.0	1,393.8	1,287.1	1,335.7	- 16.5	- 7.7	+ 3.8	2.27	1.91	1.87	2.18
Tradition	5,398.8	4,273.4	4,253.9	5,241.3	- 20.8	- 0.5	+ 23.2	2.25	1.71	1.69	1.99
Northern Brewer	550.7	336.7	414.1	339.5	- 38.9	+ 23.0	- 18.0	1.80	1.26	1.67	1.54
Magnum	8,465.0	5,422.9	6,633.1	5,808.6	- 35.9	+ 22.3	- 12.4	2.47	1.59	1.99	1.84
Nugget	653.4	490.4	495.1	490.6	- 24.9	+ 1.0	- 0.9	2.60	1.97	2.10	2.30
Taurus	2,394.2	1,896.2	1,763.1	1,995.5	- 20.8	- 7.0	+ 13.2	2.16	1.76	1.72	2.16
Herkules	3,237.0	5,136.8	5,895.1	7,282.6	+ 58.7	+ 14.8	+ 23.5	1.91	2.33	2.51	3.01
Others	904.4	601.8	696.7	774.2	- 33.5	+ 15.8	+ 11.1	2.28	1.55	1.80	1.91
Hallertau	**34,331.6**	**26,422.6**	**29,129.7**	**31,800.4**	**- 23.0**	**+ 10.2**	**+ 9.2**	**2.19**	**1.71**	**1.89**	**2.09**
Elbe-Saale	2,830.1	2,663.0	2,631.0	2,680.0	- 5.9	- 1.2	+ 1.9	2.05	1.92	1.91	1.93
Tettnang	1,835.9	1,611.2	1,798.9	1,910.0	- 12.2	+ 11.6	+ 6.2	1.49	1.32	1.47	1.56
Spalt	641.6	610.4	641.1	680.0	- 4.9	+ 5.0	+ 6.1	1.68	1.69	1.71	1.86
Rest	37.2	36.2	33.1	43.4	- 2.7	- 8.6	+ 31.1	1.96	1.91	1.66	2.17
Germany total	**39,676.4**	**31,343.7**	**34,233.8**	**37,113.8**	**- 21.0**	**+ 9.2**	**+ 8.4**	**2.12**	**1.70**	**1.86**	**2.04**
Austria	386.0	342.0	368.0	385.0	- 11.4	+ 7.6	+ 4.6	1.80	1.53	1.69	1.62
Belgium	301.0	355.0	300.0	300.0	+ 17.9	- 15.5	+ 0.0	1.62	1.91	1.64	1.64
Bulgaria	342.0	183.0	183.0	183.0	- 46.5	+ 0.0	+ 0.0	1.55	0.98	1.14	1.22
Czech Rep.	6,752.8	6,616.0	7,772.0	6,191.0	- 2.0	+ 17.5	- 20.3	1.26	1.25	1.48	1.31
England	1,409.1	1,450.0	1,608.0	1,600.0	+ 2.9	+ 10.9	- 0.5	1.28	1.35	1.49	1.50
France	1,469.0	818.0	790.0	743.0	- 44.3	- 3.4	- 5.9	1.83	1.56	1.82	1.19
Poland	3,446.0	2,167.0	2,668.0	2,268.0	- 37.1	+ 23.1	- 15.0	1.58	0.97	1.45	1.45
Romania	246.0	202.0	207.0	207.0	- 17.9	+ 2.5	+ 0.0	0.57	0.84	0.86	0.88
Russia	296.0	160.0	160.0	160.0	- 45.9	+ 0.0	+ 0.0	1.35	0.38	0.73	0.73
Slovakia	328.0	240.0	205.0	244.0	- 26.8	- 14.6	+ 19.0	1.09	0.92	0.87	1.07
Slovenia	2,359.0	2,499.0	2,400.0	2,200.0	+ 5.9	- 4.0	- 8.3	1.38	1.58	1.97	1.60
Spain	812.0	1,014.0	1,037.0	1,037.0	+ 24.9	+ 2.3	+ 0.0	1.74	2.13	2.16	2.17
Turkey	368.7	389.4	390.0	390.0	+ 5.6	+ 0.2	+ 0.0	1.11	1.26	1.11	1.11
Ukraine	900.0	1,335.0	750.0	750.0	+ 48.3	- 43.8	+ 0.0	0.66	1.01	0.79	0.76
Rest	245.7	304.0	302.2	301.2	+ 23.7	- 0.6	- 0.3	1.29	1.62	1.63	1.54
Europe total	**59,337.7**	**49,418.1**	**53,374.0**	**54,073.0**	**- 16.7**	**+ 8.0**	**+ 1.3**	**1.76**	**1.50**	**1.70**	**1.75**
Apollo	705.7	996.0	1,042.0	1,270.0	+ 41.1	+ 4.6	+ 21.9	2.50	3.33	3.11	3.13
Cascade	1,711.5	2,062.0	1,586.0	1,814.0	+ 20.5	- 23.1	+ 14.4	1.97	2.06	2.11	1.98
Col./Tom./Zeus	13,785.0	16,202.0	9,019.0	8,255.0	+ 17.5	- 44.3	- 8.5	2.92	3.63	2.93	2.84
Galena	2,140.2	2,026.0	1,576.0	1,179.0	- 5.3	- 22.2	- 25.2	2.05	1.96	1.91	2.05
Nugget	2,721.1	3,010.0	1,983.0	2,087.0	+ 10.6	- 34.1	+ 5.2	2.09	2.52	2.30	2.24
Super Galena	756.8	1,418.0	1,201.0	1,315.0	+ 87.4	- 15.3	+ 9.5	2.36	3.52	3.35	1.76
Willamette	4,667.8	3,543.0	2,073.0	1,225.0	- 24.1	- 41.5	- 40.9	1.59	1.59	1.43	0.24
Rest	10,085.1	13,688.0	11,227.0	11,986.0	+ 35.7	- 18.0	+ 6.8	2.46	3.11	2.25	0.99
USA total	**36,573.2**	**42,945.0**	**29,707.0**	**29,131.0**	**+ 17.4**	**- 30.8**	**- 1.9**	**2.21**	**2.64**	**2.35**	**2.40**
Argentina	212.6	185.0	185.0	185.0	- 13.0	+ 0.0	+ 0.0	1.27	1.43	1.43	1.43
Australia	1,188.9	1,343.0	1,099.0	1,044.0	+ 13.0	- 18.2	- 5.0	2.46	2.61	2.45	2.30
Japan	464.4	420.0	420.0	420.0	- 9.6	+ 0.0	+ 0.0	2.21	2.10	2.21	2.33
New Zealand	730.0	832.0	793.0	573.0	+ 14.0	- 4.7	- 27.7	2.03	2.08	1.98	1.51
P.R.China	13,950.0	15.396.0	10,150.0	10,250.0	+ 10.4	- 34.1	+ 1.0	2.16	2.14	2.02	2.33
South Africa	628.0	807.0	913.0	956.0	+ 28.5	+ 13.1	+ 4.7	1.41	1.68	1.90	2.13
Rest	40.0	40.0	40.0	40.0	+ 0.0	+ 0.0	+ 0.0	0.66	0.67	0.67	0.67
World total	**113,124.8**	**111.386.1**	**96,680.0**	**96,672.0**	**- 1.5**	**- 13.2**	**+ 0.0**	**1.93**	**1.91**	**1.90**	**1.97**

*Estimate

World Hop Crop 1998 – 2011

(1,000 mt and % share)





	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011*
Germany	31.1	28.0	29.3	31.7	32.3	25.4	33.2	34.5	28.5	32.1	39.7	31.3	34.2	37.1
	32.9	29.3	30.5	32.7	33.2	29.6	36.4	36.9	33.4	35.2	35.1	28.1	35.4	38.4
Czech Rep. Slovakia	5.4	6.8	5.1	6.6	6.8	5.9	6.7	8.3	5.8	5.9	7.1	6.9	8.0	6.4
	5.7	7.1	5.3	6.8	7.0	6.9	7.3	8.8	6.8	6.4	6.3	6.2	8.3	6.7
Europe rest	14.7	14.7	13.7	13.2	13.1	12.1	13.9	13.8	11.4	11.5	12.6	11.2	11.2	10.5
	15.6	15.4	14.3	13.6	13.5	14.2	15.3	14.8	13.3	12.6	11.1	10.1	11.5	10.9
USA	27.0	29.3	30.7	30.3	26.5	24.8	25.0	24.0	26.2	27.3	36.6	42.9	29.7	29.1
	28.6	30.6	32.0	31.3	27.2	28.9	27.5	25.7	30.7	29.9	32.3	38.6	30.7	30.1
P. R. China	12.1	12.0	12.5	10.6	13.4	13.7	8.4	9.1	10.4	11.4	14.0	15.4	10.2	10.3
	12.8	12.6	13.0	10.9	13.8	16.0	9.2	9.7	12.2	12.4	12.3	13.8	10.5	10.6

*Estimate

Hopsteiner Laboratory Values 2008 – 2011

Alpha Content in %				
Aroma Varieties	**2008**	**2009**	**2010**	**2011**
Hersbrucker	2.9	3.4	3.5	4.5
Perle	8.5	9.2	7.5	9.6
Tradition	7.5	6.8	6.5	7.1
Select	5.4	5.7	5.7	6.4
Tettnang	4.2	4.2	4.0	5.1
Spalt	4.0	4.4	3.7	4.8
Saaz	3.7	3.9	3.0	4.0
Styrian Aurora	9.0	7.8	8.3	9.1
Styrian Golding	4.5	4.2	4.0	4.1
Willamette	4.7	4.5	5.2	5.5

Alpha Content in %				
Bitter Varieties	**2008**	**2009**	**2010**	**2011**
Northern Brewer	10.5	10.4	9.7	10.9
Herkules	17.3	17.3	16.1	17.2
Magnum	15.7	14.6	13.3	14.9
Taurus	17.9	17.1	16.3	17.4
Super Galena	14.0	14.3	14.8	15.3
US Galena	12.2	12.3	12.5	12.5
US Nugget	13.5	13.1	13.0	13.5
Summit	–	16.5	16.5	16.5
CTZ	15.0	15.2	15.0	15.5
Pride of Ringwood	8.5	9.5	9.5	9.3

Worldwide use of Hops and Hop Products 1998 – 2011

	Hops total	Pellets total		Extract total	
	(mt)	(mt)	(% total)	(mt)	(% total)
1998	94,340	45,500	48.2	29,750	31.5
1999	95,519	52,000	54.4	28,000	29.3
2000	95,925	56,000	58.4	24,650	25.7
2001	96,959	52,900	54.6	28,800	29.7
2002	97,130	53,400	55.0	28,500	29.3
2003	85,520	49,600	58.0	28,000	32.7
2004	91,132	56,800	62.3	28,600	31.4
2005	93,448	61,582	65.9	28,595	30.6
2006	85,266	56,361	66.1	26,177	30.7
2007	91,418	59,513	65.1	29,345	32.1
2008	113,125	69,119	61.1	40,951	36.2
2009	111,386	65,161	58.5	43,997	39.5
2010	96,680	55,108	57.0	39,639	41.0
2011*	96,672	54,620	56.5	41,086	42.5

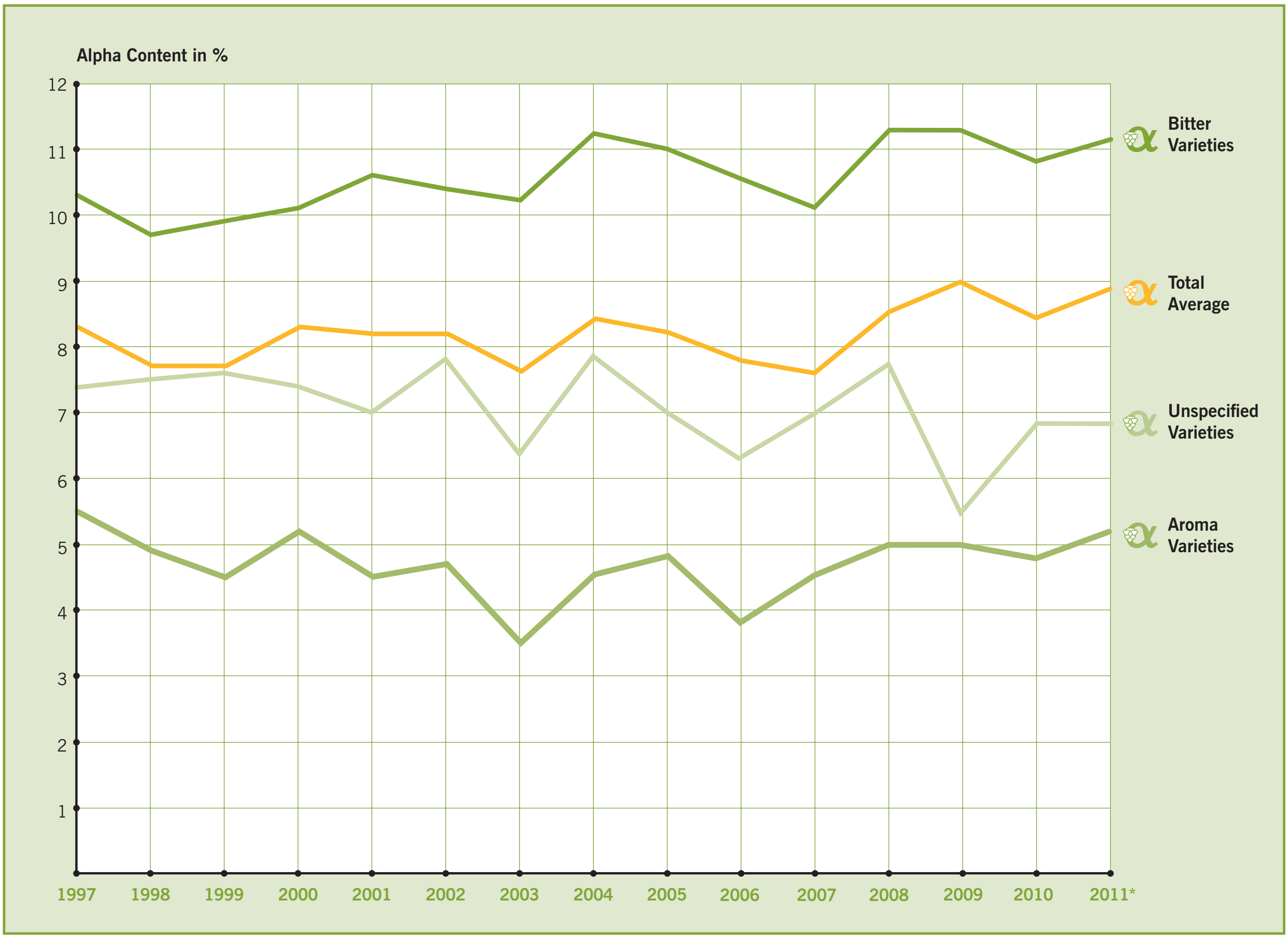
*Estimate

World Alpha Acids Production 2008 – 2011

	Total Crop Quantities in mt				% share			
	2008	2009	2010	2011*	2008	2009	2010	2011*
Aroma Varieties	47,993	39,716	36,965	36,958	42.4	35.7	38.2	38.2
Bitter Varieties	65,072	71,558	59,650	59,649	57.5	64.2	61.7	61.7
Rest	60	112	65	65	0.1	0.1	0.1	0.1
Total	**113,125**	**111,386**	**96,680**	**96,672**	**100.0**	**100.0**	**100.0**	**100.0**

	Alpha Amount in kg				Alpha Content in %			
	2008	2009	2010	2011*	2008	2009	2010	2011*
Aroma Varieties	2,411,412	1,990,765	1,763,700	1,927,800	5.0	5.0	4.8	5.2
Bitter Varieties	7,332,155	8,065,020	6,424,000	6,695,100	11.3	11.3	10.8	11.2
Rest	4,657	6,194	4,500	4,500	7.7	5.5	6.8	6.8
Total	**9,748,225**	**10,061,979**	**8,192,200**	**8,627,400**	**8.6**	**9.0**	**8.5**	**8.9**

Alpha Values over time 1997 – 2011



*Estimate

World Beer Production 2008 – 2011

	Beer Production in Mio hl				+/- %		
	2008	2009	2010	2011*	08/09	09/10	10/11* →
Russia	115.3	108.5	103.0	103.0	5.9	5.1	+ 0.0
Germany	102.8	102.9	98.3	97.0	+ 0.1	- 4.5	- 1.3
England	49.5	45.2	45.0	44.9	- 8.7	- 0.4	- 0.2
Poland	35.6	32.3	33.5	34.9	- 9.3	+ 3.7	+ 4.2
Spain	33.4	33.8	32.7	33.1	+ 1.2	- 3.3	+ 1.2
Ukraine	32.0	30.0	30.9	30.0	- 6.3	+ 3.0	- 2.9
Netherlands	26.8	25.4	24.0	23.6	- 5.2	- 5.5	- 1.7
Belgium	17.8	18.0	18.0	17.5	+ 1.4	+ 0.0	- 2.8
Czech Rep.	19.8	20.0	17.0	17.1	+ 10.0	- 15.0	+ 0.6
Romania	20.8	17.2	15.5	15.0	- 17.3	- 9.9	- 3.2
France	14.4	14.2	14.3	14.5	- 1.4	+ 0.7	+ 1.4
Italy	12.8	12.4	12.3	12.5	- 3.1	- 0.8	+ 1.6
Turkey	9.9	9.4	9.7	9.9	- 5.1	+ 3.2	+ 2.1
Austria	8.5	8.9	9.0	9.0	+ 4.7	+ 1.1	+ 0.0
Portugal	8.2	7.8	8.3	8.5	- 4.9	+ 6.4	+ 2.4
Ireland	8.9	8.5	8.4	8.4	- 4.5	- 1.2	+ 0.0
Hungary	7.1	6.6	6.5	6.5	- 7.0	- 1.5	+ 0.0
Denmark	7.9	6.0	6.3	6.1	- 24.1	+ 5.0	- 3.2
Bulgaria	5.8	5.2	5.0	4.8	- 10.3	- 3.8	- 4.0
Finland	4.5	4.5	4.3	4.2	+ 0.0	- 4.4	- 2.3
Greece	4.0	4.2	4.1	4.0	+ 5.0	- 2.4	- 2.4
Switzerland	3.4	3.4	3.6	3.7	+ 0.0	+ 5.9	+ 2.8
Sweden	3.8	3.7	3.7	3.6	- 2.6	+ 0.0	- 2.7
Slovakia	3.6	3.7	3.4	3.4	+ 2.8	- 8.1	+ 0.0
Croatia	3.9	3.6	3.5	3.4	- 7.7	- 2.8	- 2.9
Lithuania	3.0	2.8	3.0	3.1	- 6.7	+ 7.1	+ 3.3
Norway	2.6	2.6	2.5	2.5	+ 0.0	- 3.8	+ 0.0
Slovenia	1.9	1.9	1.8	1.7	+ 0.0	- 5.3	- 5.6
Latvia	1.2	1.1	1.5	1.5	- 8.3	+ 36.4	+ 0.0
Estonia	1.2	1.1	1.1	1.1	- 8.3	+ 0.0	+ 0.0
Albania	0.7	0.7	0.5	0.4	+ 0.0	- 28.6	- 20.0
Cyprus	0.4	0.4	0.3	0.3	+ 0.0	- 25.0	+ 0.0
Luxembourg	0.3	0.3	0.3	0.3	+ 0.0	+ 0.0	+ 0.0
Malta	0.1	0.1	0.1	0.1	+ 0.0	+ 0.0	+ 0.0
Europe rest	14.1	13.0	12.9	12.8	- 7.8	- 0.8	- 0.8
Europe total	**586.0**	**559.4**	**544.3**	**542.4**	**- 4.5**	**- 2.7**	**- 0.3**
USA	234.1	228.5	228.4	223.8	- 2.4	- 0.0	- 2.0
Brazil	106.3	106.7	113.9	116.2	+ 0.4	+ 6.7	+ 2.0
Mexico	82.3	82.0	80.0	79.8	- 0.4	- 2.4	- 0.3
Canada	23.7	23.2	22.4	22.2	- 2.1	- 3.4	- 0.9
Venezuela	24.0	23.2	22.0	22.1	- 3.3	- 5.2	+ 0.5
Colombia	19.0	19.0	19.5	19.8	+ 0.0	+ 2.6	+ 1.5
Argentina	15.5	16.5	17.0	17.5	+ 6.5	+ 3.0	+ 2.9
Peru	10.8	10.9	11.0	10.7	+ 0.9	+ 0.9	- 2.7
Chile	5.9	6.0	5.8	5.8	+ 1.7	- 3.3	+ 0.0
Equador	3.5	3.4	3.5	3.5	- 2.9	+ 2.9	+ 0.0
Dominican Rep.	3.0	3.1	3.1	3.1	+ 3.3	+ 0.0	+ 0.0
Cuba	2.4	2.5	2.4	2.5	+ 4.2	- 4.0	+ 4.2
Panama	2.0	1.9	1.9	2.0	- 5.0	+ 0.0	+ 5.3
Guatemala	1.6	1.7	1.7	1.7	+ 6.3	+ 0.0	+ 0.0
Costa Rica	1.8	1.8	1.7	1.7	+ 0.0	- 5.6	+ 0.0
Bolivia	2.0	1.9	1.9	1.7	- 5.0	+ 0.0	- 10.5
Paraguay	1.5	1.5	1.5	1.6	+ 0.0	+ 0.0	+ 6.7
Uruguay	0.9	0.9	0.9	1.0	+ 0.0	+ 0.0	+ 11.1
Jamaica	1.0	1.0	1.0	1.0	+ 0.0	+ 0.0	+ 0.0
Honduras	1.0	1.0	1.0	1.0	+ 0.0	+ 0.0	+ 0.0

→

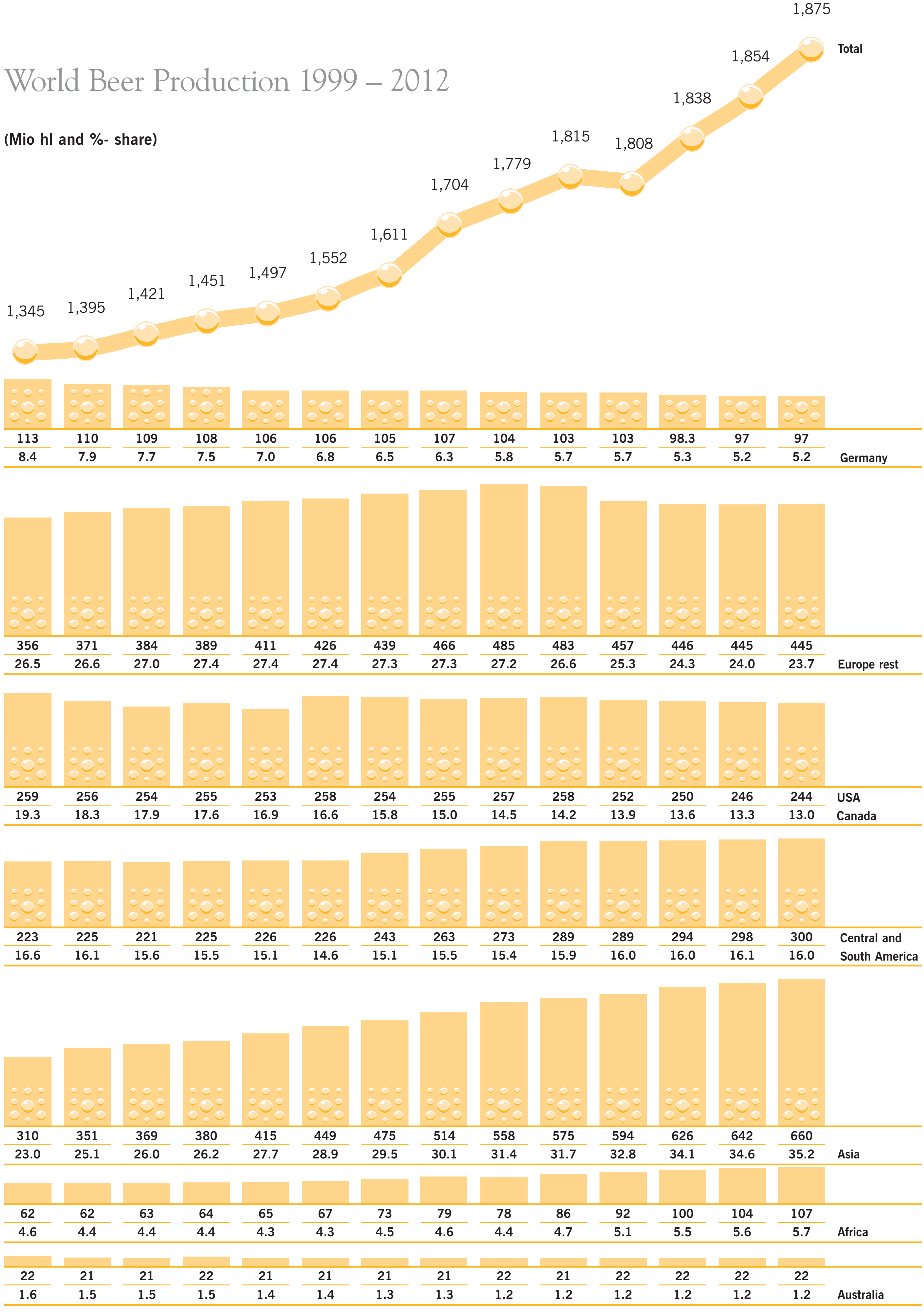
*Estimate

	Beer Production in Mio hl				+/- %					
	2008	2009	2010	2011*	08/09		09/10		10/11*	
Nicaragua	0.7	0.7	0.7	0.8	+	0.0	+	0.0	+	14.3
El Salvador	0.8	0.8	0.8	0.8	+	0.0	+	0.0	+	0.0
Puerto Rico	0.7	0.7	0.7	0.7	+	0.0	+	0.0	+	0.0
Trinidad	0.4	0.4	0.4	0.4	+	0.0	+	0.0	+	0.0
America rest	1.8	1.8	2.0	2.2	+	0.0	+	11.1	+	10.0
America total	**546.7**	**541.1**	**545.2**	**543.6**	**-**	**1.0**	**+**	**0.8**	**-**	**0.3**
P.R.China	406.9	422.6	449.0	460.0	+	3.9	+	6.2	+	2.4
Japan	61.0	59.7	57.0	55.0	-	2.1	-	4.5	-	3.5
Vietnam	18.5	21.0	25.0	27.0	+	13.5	+	19.0	+	8.0
Thailand	20.7	18.5	19.2	19.5	-	10.6	+	3.8	+	1.6
South Korea	18.6	18.5	18.5	19.0	-	0.5	+	0.0	+	2.7
India	13.4	15.0	14.8	17.0	+	11.9	-	1.3	+	14.9
Philippines	13.3	14.2	15.2	15.6	+	6.8	+	7.0	+	2.6
Taiwan	4.3	4.0	4.0	4.0	-	7.0	+	0.0	+	0.0
Laos	1.3	2.2	2.7	3.2	+	69.2	+	22.7	+	18.5
Cambodscha	0.0	1.4	2.1	2.5	+	0.0	+	50.0	+	19.0
Indonesia	2.1	2.0	2.4	2.5	-	4.8	+	20.0	+	4.2
Malaysia	1.7	1.9	1.9	1.9	+	11.8	+	0.0	+	0.0
Myanmar	0.8	1.0	1.2	1.3	+	25.0	+	20.0	+	8.3
Singapore	1.2	1.2	1.2	1.2	+	0.0	+	0.0	+	0.0
Israel	0.8	0.8	0.8	0.9	+	0.0	+	0.0	+	12.5
Sri Lanka	0.6	0.7	0.7	0.8	+	16.7	+	0.0	+	14.3
Jordan	0.8	0.6	0.7	0.8	-	25.0	+	16.7	+	14.3
Nepal	0.8	0.3	0.3	0.4	-	62.5	+	0.0	+	33.3
Mongolia	0.2	0.2	0.2	0.3	+	0.0	+	0.0	+	50.0
Lebanon	0.2	0.3	0.3	0.3	+	50.0	+	0.0	+	0.0
Syria	0.1	0.1	0.1	0.1	+	0.0	+	0.0	+	0.0
Asia rest	7.5	7.3	8.9	9.0	-	2.7	+	21.9	+	1.1
Asia total	**574.8**	**593.5**	**626.2**	**642.3**	**+**	**3.3**	**+**	**5.5**	**+**	**2.6**
South Africa	25.9	26.2	29.5	30.0	+	1.2	+	12.6	+	1.7
Nigeria	15.2	16.0	17.5	18.0	+	5.3	+	9.4	+	2.9
Angola	5.3	6.2	7.5	8.0	+	17.0	+	21.0	+	6.7
Cameroon	5.0	6.0	6.0	6.2	+	20.0	+	0.0	+	3.3
Kenya	4.2	5.5	5.6	5.6	+	31.0	+	1.8	+	0.0
Zaire	3.4	3.5	3.7	3.8	+	2.9	+	5.7	+	2.7
Ethiopia	2.7	3.1	3.3	3.5	+	14.8	+	6.5	+	6.1
Tanzania	3.5	3.3	3.4	3.4	-	5.7	+	3.0	+	0.0
Namibia	1.8	2.0	2.2	2.3	+	11.1	+	10.0	+	4.5
Uganda	1.8	2.0	2.0	2.0	+	11.1	+	0.0	+	0.0
Mozambique	1.4	1.8	1.9	2.0	+	28.6	+	5.6	+	5.3
Ghana	1.9	2.0	1.8	1.8	+	5.3	-	10.0	+	0.0
Tunesia	1.2	1.3	1.3	1.4	+	8.3	+	0.0	+	7.7
Morocco	1.0	1.1	1.2	1.3	+	10.0	+	9.1	+	8.3
Ivory Coast	1.3	1.5	1.3	1.3	+	15.4	-	13.3	+	0.0
Egypt	1.2	1.2	1.2	1.3	+	0.0	+	0.0	+	8.3
Madagascar	0.8	0.7	0.7	0.9	-	12.5	+	0.0	+	28.6
Zambia	0.6	0.7	0.7	0.7	+	16.7	+	0.0	+	0.0
Zimbabwe	0.5	0.5	0.5	0.5	+	0.0	+	0.0	+	0.0
Mauritius	0.4	0.5	0.5	0.5	+	25.0	+	0.0	+	0.0
Africa rest	7.0	7.0	8.4	9.3	+	0.0	+	20.0	+	10.7
Africa total	**86.1**	**92.1**	**100.2**	**103.8**	**+**	**7.0**	**+**	**8.8**	**+**	**3.6**
Australia	17.0	17.0	17.2	17.5	+	0.0	+	1.2	+	1.7
New Zealand	3.2	3.4	3.2	3.2	+	6.3	-	5.9	+	0.0
Oceania	1.2	1.2	1.2	1.2	+	0.0	+	0.0	+	0.0
Australia total	**21.4**	**21.6**	**21.6**	**21.9**	**+**	**0.9**	**+**	**0.0**	**+**	**1.4**
World total	**1,815.0**	**1,807.7**	**1,837.5**	**1,854.0**	**-**	**0.4**	**+**	**1.6**	**+**	**0.9**

*Estimate

World Beer Production 1999 – 2012

(Mio hl and %- share)



	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011*	2012*
Total	1,345	1,395	1,421	1,451	1,497	1,552	1,611	1,704	1,779	1,815	1,808	1,838	1,854	1,875
Germany	113	110	109	108	106	106	105	107	104	103	103	98.3	97	97
Germany (%)	8.4	7.9	7.7	7.5	7.0	6.8	6.5	6.3	5.8	5.7	5.7	5.3	5.2	5.2
Europe rest	356	371	384	389	411	426	439	466	485	483	457	446	445	445
Europe rest (%)	26.5	26.6	27.0	27.4	27.4	27.4	27.3	27.3	27.2	26.6	25.3	24.3	24.0	23.7
USA Canada	259	256	254	255	253	258	254	255	257	258	252	250	246	244
USA Canada (%)	19.3	18.3	17.9	17.6	16.9	16.6	15.8	15.0	14.5	14.2	13.9	13.6	13.3	13.0
Central and South America	223	225	221	225	226	226	243	263	273	289	289	294	298	300
Central and South America (%)	16.6	16.1	15.6	15.5	15.1	14.6	15.1	15.5	15.4	15.9	16.0	16.0	16.1	16.0
Asia	310	351	369	380	415	449	475	514	558	575	594	626	642	660
Asia (%)	23.0	25.1	26.0	26.2	27.7	28.9	29.5	30.1	31.4	31.7	32.8	34.1	34.6	35.2
Africa	62	62	63	64	65	67	73	79	78	86	92	100	104	107
Africa (%)	4.6	4.4	4.4	4.4	4.3	4.3	4.5	4.6	4.4	4.7	5.1	5.5	5.6	5.7
Australia	22	21	21	22	21	21	21	21	22	21	22	22	22	22
Australia (%)	1.6	1.5	1.5	1.5	1.4	1.4	1.3	1.3	1.2	1.2	1.2	1.2	1.2	1.2

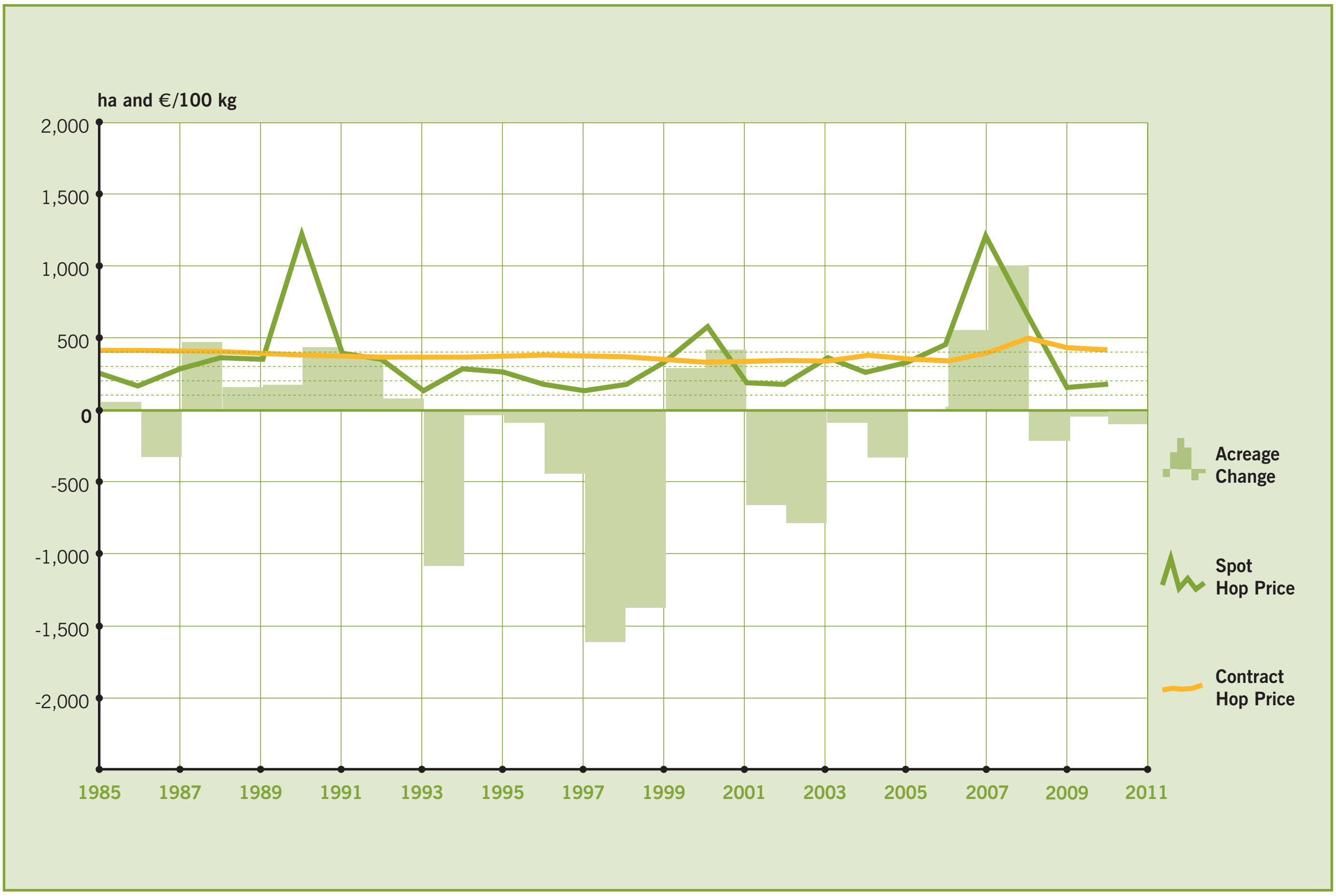
*Estimate

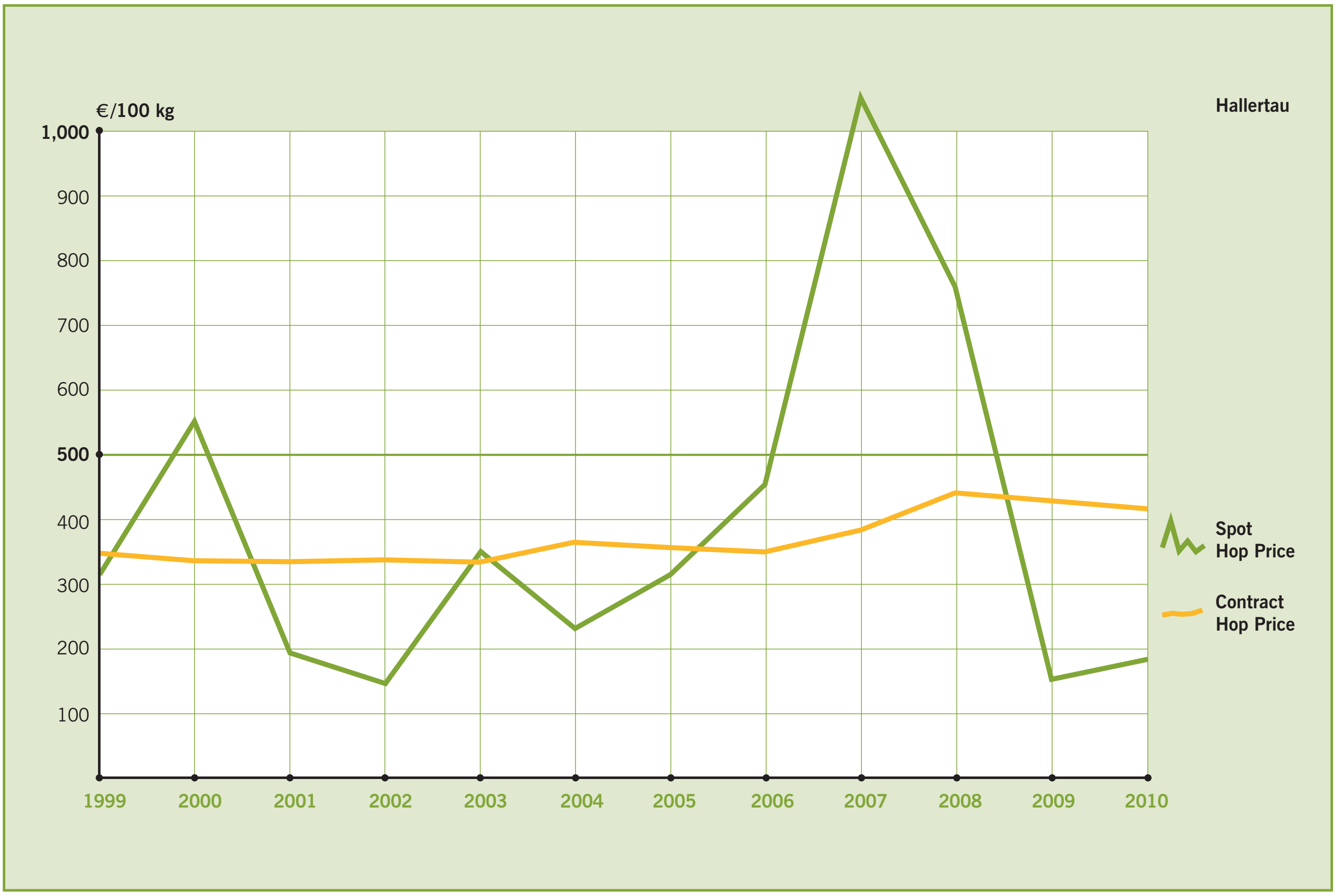
World Alpha Acid Supply and Demand 2004 – 2011

	Production		Beer Production	Alpha Dosage	Alpha Usage	Annual Balance
	(mt Alpha)		(Mio hl)	(g Alpha/hl)	(mt Alpha)	(mt Alpha)
2004	7,653	2005	1,611	4.7	7,572	81
2005	7,626	2006	1,704	4.5	7,668	- 42
2006	6,570 1)	2007	1,779	4.3	7,650	- 1,080
2007	6,983	2008	1,815	4.0	7,260	- 277
2008	9,748	2009	1,808	3.9	7,051	2,697
2009	10,062	2010	1,838	3.9	7,166	2,896
2010	8,192	2011*	1,854	3.8	7,045	1,147
2011*	8,627	2012*	1,875	3.8	7,125	1,502

1) This figure takes into account the destruction of approx. 110 mt alpha acid in a warehouse fire in USA.

*Estimate


ha and €/100 kg
2,000
1,500
1,000
500
0
-500
-1,000
-1,500
-2,000
1985
1987
1989
1991
1993
1995
1997
1999
2001
2003
2005
2007
2009
2011
Acreage Change
Spot Hop Price
Contract Hop Price


€/100 kg
Hallertau
1,000
900
800
700
600
500
400
300
200
100
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
Spot Hop Price
Contract Hop Price

Hop Market Review and Outlook

Retrospective

For the third successive year after 2008 and 2009, crop 2010 alpha production far outweighed demand as a result of excess brewery inventories amidst the global beer sales slowdown.
A total of approximately 8,200 tons of alpha were harvested versus a requirement of roughly 7,045 tons.

The oversupply of hops consists primarily of bitter hops and has been exacerbated by many breweries' transition to isomerized and/or downstream hop products as a consequence of tight supply in crop years 2005 - 2007. The irony of the oversupply has been that both German and American crop 2010 spot hops sold out because of the small spot market quantities and opportunistic purchases by those breweries not over-contracted. There does remain unsold inventory primarily in Slovenia and China.

The worldwide demand for aroma hops is running counter to the trend of bitter hops. While bitter hop acreage has been decreasing and inventories piling up, aroma hops have seen a resurgence in demand and have sold out.

Beer production continues to recover since its low point in 2009. Nevertheless, demand for bitter hops has not grown in line with the continuing growth in beer sales in Asia and Latin America. Total alpha consumption for the 2010 crop was approx. 7,045 tons which is slightly less than the level for the 2009 brewing year.

Prognosis

The total international hop acreage of 49,069 ha for the 2011 crop was a decrease of over 2,000 ha (ca. 4%) from 2010.
Despite the acreage drop, the size of the 2011 crop looks to be almost the same as last year's, totalling 96,672 tons, equivalent to 8,627 tons of alpha acid. Yields, quality and alphas of crop 2011 hops in all growing countries more or less correspond with the long-term average, although the US crop size will not meet the August estimate.
Please refer to the respective tables in our report for details.

At this time we estimate world beer production for 2011 to be 1,854 million hectolitres and expect a slight increase up to 1,875 million hectolitres for the year ahead. The main areas of growth continue to be Asia, Africa and South America, while production in Europe and North America is down from last year, and Australian sales are stable. Our research indicates that the current alpha –supply demand balance is an oversupply of approx. 1,500 tons of alpha for crop 2011.

It should be noted that the large majority of this year's crop has already been contracted by breweries which means that their hop product inventories will continue to grow. For the time-being the spot market for bitter hops has not yet developed but the small aroma market has been active.

As a result, most global hop buyers are almost fully out of the market. As mentioned, market activity is focused on aroma and specialty varieties. In Germany and the Czech Republic unsold hops have been delivered into spot pools. These pools have at best very low guaranteed floor prices or, in some cases, no floor or down payments at all. We don't expect prices for these hops to increase.
The dramatic oversupply and non-existent bitter hop spot market is offset by the high share of forward contracts that remain in place

through crops 2012 and 2013. As a result US and German growers are still generating sufficient income.

Market conditions might lead one to conclude that growers in the PRC and Eastern Europe will rush to remove acres this off-season. We do not see the situation as cut-and-dried as that. We are not betting on this outcome because there remain political considerations in these growing countries that will likely keep otherwise unneeded hops in the ground. This means that German and US growers will remain under pressure to reduce acreage so as to return the market closer to supply-demand balance.

Both the spot and especially the forward contract markets for bitter hops are failing to generate interest, which means that for the next few years growers worldwide will not be able to cover their costs if they wish to maintain their acres and extend their forward sales of bitter hops. The resulting oversupply situation should finally affect German hop growers' income and acreage.

By reducing acreage in the past few years American growers have tried to get to grips with the problem of oversupply. USA acreage for crop 2011 is approx. 400 ha smaller than in 2007, this includes a reduction of bitter hop acreage. During the same period German growers increased acreage by 500 ha, as they continued the trend to change to higher yielding and higher alpha varieties. The trend in USA has been the opposite, as the increase in aroma hop demand has given growers an alternative to bitter hops.

German hop growers have now been asked to reduce acreage, as it is really only Germany and the USA who have sufficient yield potential to make a downward adjustment which would have an effect on the general supply situation worldwide.

Obviously bitter hop acreage should be reduced as soon as possible to prevent destabilisation on the production side. For the past two years we have stated that „We must turn these challenges into opportunities by working together to smooth the bumps in the road and maintain the long-term outlook that has always been a strength of the hop industry". This statement remains our mantra.

Hopsteiner®

COMMITTED TO THE BREWER.

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