



# NEWSLETTER 11/2016

## HOP MARKET

### Guidelines Preview

The 2016 Hopsteiner Guidelines are ready and will be available at BrauBeviale 2016 in Nuremberg.

The online version is available now on our homepage [hopsteiner.com](http://hopsteiner.com)

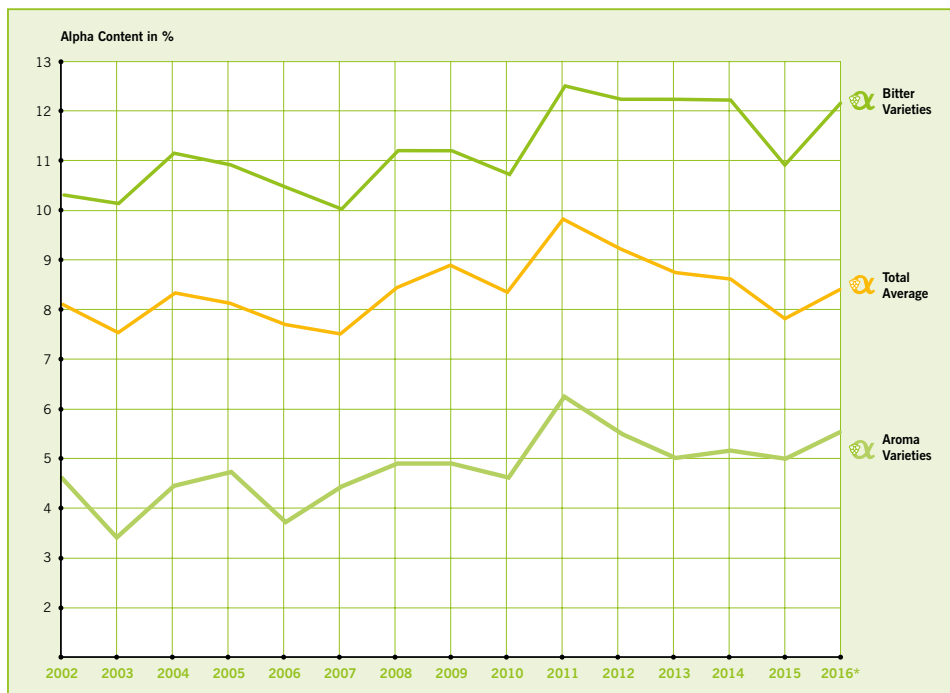
Our estimate for crop 2016 alpha production has now been finalized and is presented in the following charts:

Total Crop Quantities in mt					% share				
	2013	2014	2015	2016*	2013	2014	2015	2016*	
Aroma Varieties	39,373	48,529	45,361	62,851	47.6	50.2	51.9	57.4	
Bitter Varieties	43,258	48,141	41,997	46,577	52.4	49.8	48.1	42.6	
<b>Total</b>	<b>82,631</b>	<b>96,670</b>	<b>87,358</b>	<b>109,428</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	

Alpha Amount in kg					Alpha Content in %				
	2013	2014	2015	2016*	2013	2014	2015	2016*	
Aroma Varieties	1,959,300	2,465,900	2,247,700	3,513,300	5.0	5.1	5.0	5.6	
Bitter Varieties	5,251,300	5,883,800	4,589,900	5,636,400	12.2	12.2	10.9	12.1	
<b>Total</b>	<b>7,210,600</b>	<b>8,349,700</b>	<b>6,837,600</b>	<b>9,149,700</b>	<b>8.7</b>	<b>8.6</b>	<b>7.8</b>	<b>8.4</b>	

World Alpha Acids Productions 2013 – 2016



Alpha Values over time 2002 – 2016

\*Estimate



Visit us!

At "BrauBeviale"  
Hall 1 / Booth 445

November 08<sup>th</sup> – 10<sup>th</sup>, 2016

Our booth at BrauBeviale in Nuremberg has become a popular meeting place for the International Brewing Industry.

This year we will once again have information about new varieties, developments in variety breeding and the actual hop market.

Please check out what our Breeding Programme has to offer to both brewers and growers worldwide!

Our adjoining tasting booth will again offer a number of new beers at our tasting booth and we would be pleased to welcome you as our guest.

This year's tasting is based on **HOP PERFORMANCE 2016** and we are looking forward to your opinion.

Visit us at **BrauBeviale 2016, Hall 1 – Booth 445**, and enjoy the Fascination of Hops with us.



**BrauBeviale 2016**  
Raw Materials | Technologies | Logistics | Marketing  
Nuremberg, Germany | Nov. 8<sup>th</sup>-10<sup>th</sup>  
Halle 1 | Stand 445