



INTRODUCING FLEX[®]

Flowable for Efficiency and Flexibility



John I. Haas, Inc. and the Barth-Haas Group introduce FLEX, a beer bittering hop product that provides improved brewhouse efficiency and flexibility. FLEX is designed to reduce wort losses and provide the clean bittering you need for your beer in a convenient, easy to use form. FLEX is formulated purely from hops and is an excellent alternative to standard and concentrated hop pellets and powders. Contact your Barth-Haas Group sales representative to request a trial sample.

For more than 100 years, Haas and the Barth-Haas Group have been providing innovative hops and hop products that help brewers brew great beer. It all begins with the finest hops that we source directly from our own Haas farms as well as our trusted network of growers. From there we use our proprietary technology, and decades of processing expertise, to produce quality hop products

that brewers demand. Our attention to detail during every step of the process, from the bale – to the industry’s best pellets – to our reliable CO₂ technology, is what defines Barth-Haas as a leader in hop innovation. FLEX is the result of listening to brewers and your ever increasing need to effectively and efficiently brew great beers.



FLEX is another example of the quality and innovation that goes into every hop product we make.

HIGH ALPHA ACID CONCENTRATION

FLEX contains approximately 65% alpha acids and provides greater efficiency in shipping and storage as compared to standard pellets and powders.

CONVENIENTLY POURABLE

Our proprietary processing technology results in a CO₂ hop resin with low viscosity at room temperature that makes it easy to measure and dose.

NO HOP SOLIDS!

With FLEX you needn't worry about costly losses and waste disposal associated with wort retention in hop solids. In addition, you'll avoid poor whirlpool performance due to excess trub.

HIGH BITTERNESS UTILIZATION

Because the alpha acids from FLEX are dosed in a liquid form, bitterness utilization is typically improved over T90 hop pellets by 10-20% (relative).

NOTHING BUT PURE HOPS

FLEX is formulated using only hop lupulin components in their native form.

NO SPECIAL DOSING REQUIREMENTS OR CALCULATIONS

It is recommended that FLEX be dosed directly to the brew kettle at the beginning of boil. Use a typical formula for alpha dosing assuming 35% utilization to the final beer; adjust as needed.