

COLLAB HOUR



Weekly Webcast
for Members

An Intro to



The new **EXTREME DUAL PURPOSE** hop variety



Chris Hudson

Key Accounts Manager

Glacier Hops Ranch



Tom Britz

CEO

Glacier Hops Ranch

Today's Topics



- What is it?
- What is the sensory?
- Where is it grown?
- How is it packaged?
- Where can you find it?
- What are brewers saying?
- The Incentive

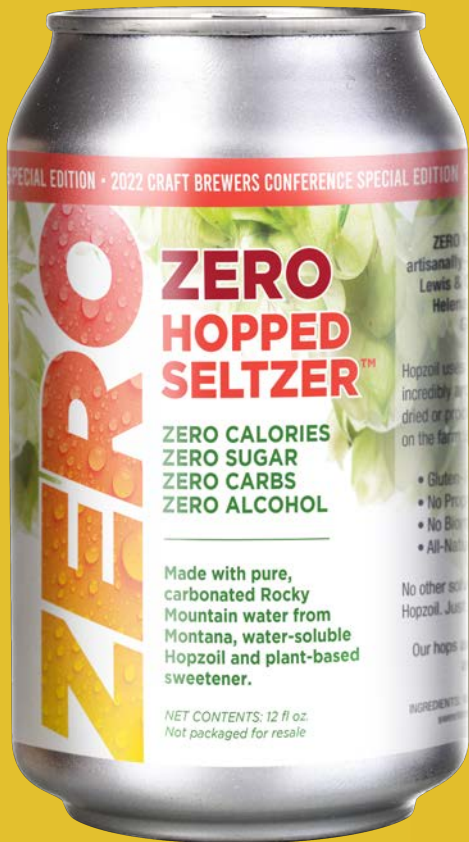




HIGHLIGHTS

- **A HIGH ALPHA, HIGH OIL dual purpose variety**
- **Analysis:**
 - **Alpha: 14.5 to 18.5%**
 - **Total oils: 2.2 to 3.5%**

That's why we call it an *EXTREME* Dual-Purpose Variety



Sensory Analysis

KEY FLAVORS

Tropical Fruits:



PINEAPPLE



MANGO



PIÑA COLADA



PEAR



LIME

With notes of:



STONE FRUIT



HONEY DEW

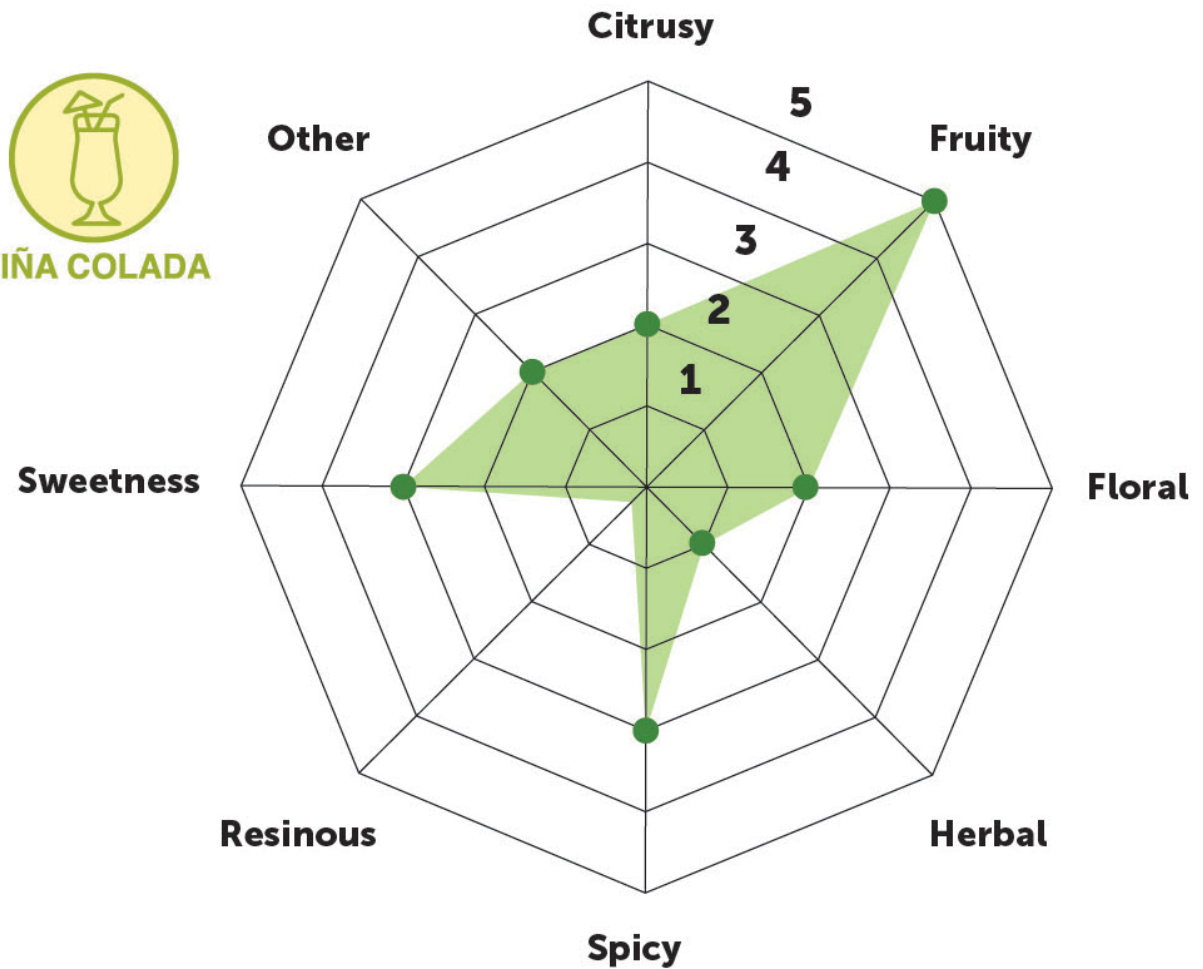


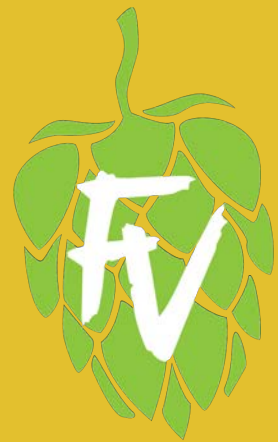
NUTMEG



CINNAMON

SENSORY EVALUATION





Flathead
Valley Hops

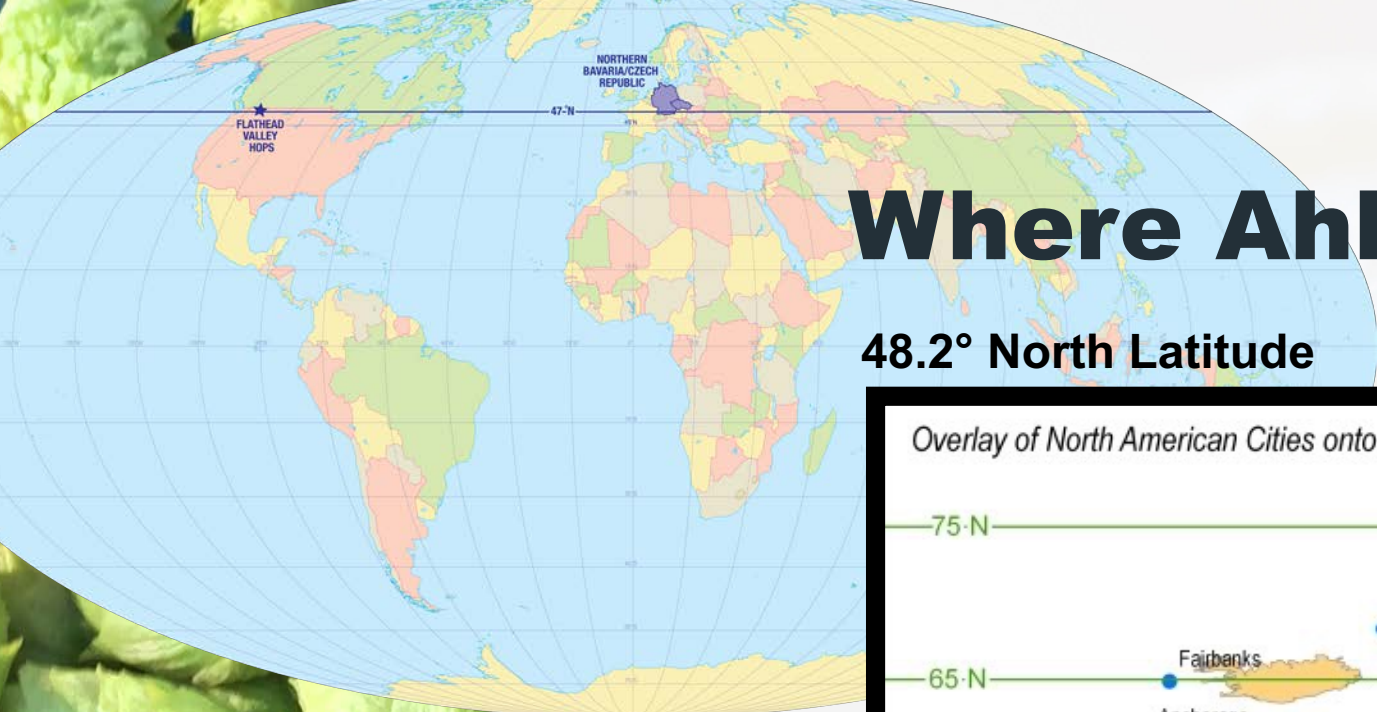
The Secret of Montana Grown Ahhroma Hops



- **Latitude:** same as Hallertau & Zatec, Czech
- **The Soil:** Rich, black sandy loam - Creston Topsoil
- **The Microclimate:**
 - Surrounded by mountain ranges,
 - Sunny July/August with cool evenings
 - Semi-arid (only 13.5" precipitation annually)
 - 3,000' above sea level
 - The Grower's farming experience

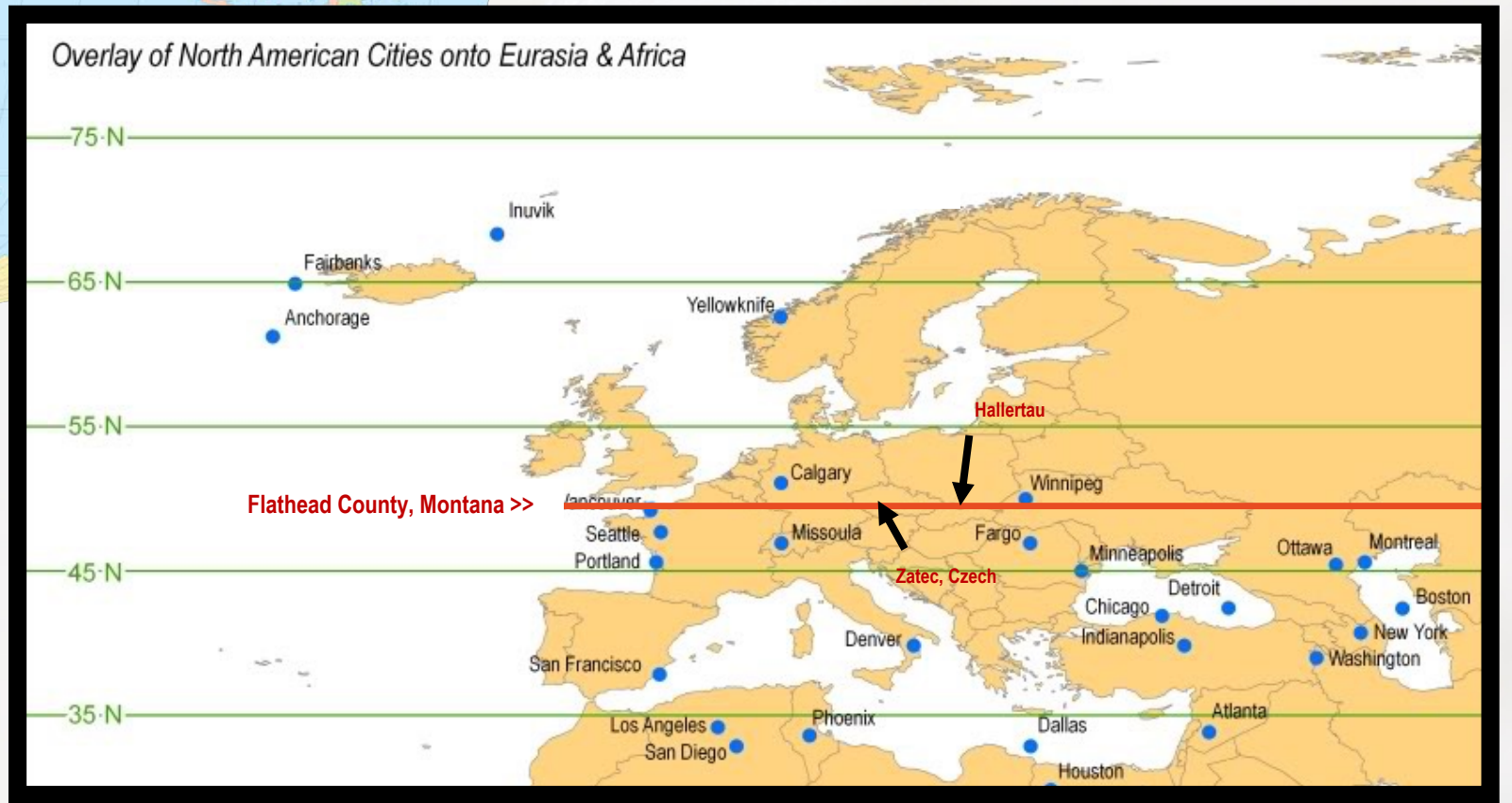
COLLAB HOUR





Where Ahhhroma™ is grown

48.2° North Latitude



Why? Daylight hours



**Formats
Available**

Formats

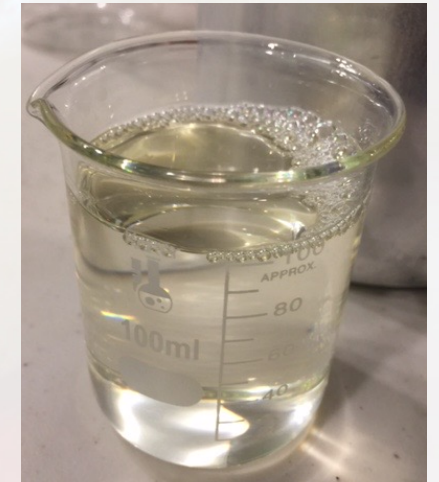
- **T-90 Pellets**
 - First time ever
- **Hopzoil®**
 - MAJIK water-soluble
 - HAZY water-soluble

Pellet Packaging

- **Samples (1 oz)**
- **Pilot Pack (1 lb or ½ KG)**
- **11 lb foil**
- **4 x 11 lb foils / 44 lb boxes**



Hop Extracts: See the format differences



CO2 Extract v. Hopzoil

Where did it come from?



Origins

- Original GHR Research Hopyard
- Was growing 44+ varieties
- A “Found” variety (not unlike Amarillo® or Idaho Gem™)
- We liked it, we planted more
- Only grown in Montana
 - Montana “terroir”
- Agronomics are excellent
- Was only available in Hopzoil
- Finally enough acreage - pellets



Brewer's Reviews



18 Ahhhroma™ Single Hop IPA

The latest in our Oneness single-hop series, Ahhhroma Extra Pale Ale features traditional pellets and new HopZoil extract from Glacier Hops Ranch in Whitefish, Montana. Enjoy the cannabisy aroma and lingering layer of hop oil resin in this river runs through it flavor bomb!

The Incentive Offer

AHHHROMA BOUNTY

Win a medal at select Beer Competitions:

1. Great American Beer Festival (GABF)
2. World Beer Cup
3. Best of Craft Beer Awards

FINE PRINT:

- Offer good for 2022-23- 24
- Any beer category
- Must pre-register with us
- No cost to pre-register



Gold Medal: \$1,000

Silver Medal: \$500

Bronze Medal: \$250

**Where can
you get it?**

**Where is it
being used?**



- Australia
- Brazil
- Canada
- Chile
- China
- Finland / Scandinavia
- Ireland
- Mexico
- Poland
- South Africa
- South Korea
- UK
- USA
 - Glacier Hops Ranch
 - Yakima Quality Hops
 - Alpha Hop Sales

How to get Samples:

- ✓ Pellets: 1 oz samples **FREE**
- ✓ Hopzoil: 2.5 mL samples **FREE**
- ✓ Pilot Pack: 1 lb or .5 KG \$

Also available in “Pilot 6-Pack”

Ahhhroma
Zappa
Triumph

Vista
El Dorado mid-season
El Dorado late-season

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THANKS!

