

An industry in transformation



BIESALSKI & COMPANY

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Since 1988, HPA has been part of the global BarthHaas Group, alongside Haas in the US and BarthHaas in Europe. Together, we are the world's largest supplier of hop products and services, built on a family-owned legacy spanning more than 230 years.

As the market evolves, we see an exciting opportunity to align our separate regional brands under one global brand: **BarthHaas**. This change is intended to strengthen our market position, improve collaboration across partners, and position us for growth.

It's important to note, this is not a change of ownership and your day-to-day work will largely continue as normal. This transformation will be phased over 12–24 months, with careful consideration and planning.

Guiding Principle in a nutshell



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Where do we see BarthHaas in the future?



Vision

We are the world's leading partner for innovative hop solutions

We are the specialist hop supplier of choice by impacting beer through Aussie hops

Which value do we create for society?



Purpose

Serving communities through the joy of flavor

Creating impactful flavors to delight beer lovers

What motivates us everyday?



Mission

Cultivating success through flavors that delight

???

How do engage with one another?



Values

Passionate

Reliable

Innovative

Knowledgeable

Pride

Integrity

Innovation

Respect

Teamwork

Safety

What brings us forward?



How we will win

Customer Experience

Products & Solutions

Competitiveness

Talent & Culture