



EUPHORICS™

FAQ

Q: Why is it better than other extract products?

A: It is purpose-built to integrate with beer flavour, with the flexibility to tweak available flavours to stay on-trend.

Q: How does this compare to Abstrax' extract products?

A: It is 10x more potent and competitive on a price per hectolitre basis.

Q: How much will it cost?

A: ~\$3.60 per hectolitre, depending on dosing rate.

Q: What pack formats are available?

A: 5mL (samples), 50mL, 500mL, 1L and 5L.

Q: How many flavours are there?

A: 4 – Peachy Keen, Cosmic Guava, Pineapple Paradise, & Pomelo Daydream.

Q: Can I blend the flavours?

A: Yes, using the 4 flavours you can create a number of different flavour outcomes. Consider approaching blending like you would your hop bill. We recommend 1 Pineapple Paradise + 1/2 Cosmic Guava, 1 Pomelo Daydream + 1/2 Pineapple Paradise, 1 Cosmic Guava + 1/2 Peachy Keen, or 1 Pineapple Paradise + 1/2 Peachy Keen.

Q: What hop combinations would you recommend?

A: KRUSH™ and Cosmic Guava, Citra®/Mosaic® and Pineapple Paradise, Ella™ and Pomelo Daydream, Eclipse® and Peachy Keen

Q: When will new flavours be available?

A: 3 new flavours being launched in April 2025.

Q: Can I get custom product created / tweaked?

A: Yes, for purchases of 100 litres or more.

Q: How many hops will this replace?

A: This product is designed to complement you hop bill, but 0.003% v/v adds overall hop aroma intensity (OHAI) of ~1kg of hops.



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Q: Can it be added earlier in the brewing process?

A: This is not recommended. Flavour utilisation decreases upon contact with yeast.

Q: Do I need to use specialised dosing equipment?

A: No, it can be added directly to a FV or BBT. However, it is pump friendly.

Q: Will it taint brewhouse lines or equipment?

A: In-house testing indicates no carryover of product following a standard CIP process.

Q: How does it impact foam?

A: In-house testing showed foam was 5% more stable when using this product.

Q: What is the shelf life?

A: 12 months when stored in refrigerated conditions of 2-8°C, away from sunlight or heat sources. Blanket headspace of open containers with nitrogen gas before resealing, keep refrigerated, and use within 1 month. Do not freeze

Q: Does it have an emulsifier?

A: Yes, it's a natural gum-based emulsifier.

Q: Are these flavors Alcohol Tax & Trade Bureau (ATTB) approved?

A: Yes, Flavour Ingredient Data Sheets (FIDS) can be provided upon request.

Q: What declaration will be needed on a beer or spirits label?

A: With Other Natural Flavours (WONF).

We are pleased to offer support for the many uses and applications of Euphorics and can be contacted at brewing.solutions@johnihaas.com.