

# EUPHORICS™

## HOP OIL LAYERED WITH BOTANICALS

A DIFFERENT KIND OF  
DUAL-PURPOSE ADVANCED  
HOP PRODUCT



### WHY USE EUPHORICS

#### SAVE \$\$\$

- › Super concentrated: lower cost per use than the competition
- › Reduce cost of inputs by playing with your hop bill
- › 100% utilization

#### DRIVE INNOVATION

- › Experiment with hop and flavor layering
- › Low-risk innovation: bench test easily
- › Amplified flavor spectrum

#### IMPROVE QUALITY & CONSISTENCY

- › Consistent, flexible flavor & aroma
- › Standardize your dose rate
- › Improve shelf stability
- › No refermentation, no effect to ABV
- › TTB approved

### HOW TO USE EUPHORICS



Engineered for cold-side  
additions



Water-soluble &  
ready to add



Euphorics dosed at 3-6 mL  
represents 1-2 pounds of hops



**3 mL/BBL**



**6 mL+/BBL**



Gain back your volume and control your expression.

**HAAS**®

**Intrepid**  
BEVERAGES

509-469-4000 | [JOHNHAAS.COM](http://JOHNHAAS.COM) | [SHOP.JOHNHAAS.COM](http://SHOP.JOHNHAAS.COM)

# LAYER AFTER LAYER OF FLAVOR

# EUPHORICS™

## FLAVOR LINEUP

### COSMIC GUAVA

Ripe Guava, Cannabis, Bubble Gum, Tangerine | Contrast with: *Ella™, added hot-side to bring in a layer of spice* | Complements: *IPA, Hazy IPA*

### PEACHY KEEN

Ripe Peach, Passion Fruit, Berry | Complement with: *Galaxy®, Eclipse®* | Complements: *Wheat Beer, Radler*

### PINEAPPLE PARADISE

Ripe Pineapple, Passion Fruit, Citrus Zest, Stone Fruit | Complement with: *Galaxy®, Vic Secret™* | Complements: *Pale Ale, IPA, Fruited Sour*

### POMELO DAYDREAM

Sweet Pomelo, Grapefruit Pith, Overripe Tropical Fruit | Complement with: *Ella™, Topaz™* | Complements: *Pale Ale, IPA*

### CLOUD LIME (NEW!)

Fresh Key Lime, Lime Zest | Complement: *Vic Secret™* | Complements: *Lager, Radler, Shandy*

### HYPNOTROPIC (NEW!)

Tropical Fruit, Cantaloupe, Tart Berry, Bubblegum | Complement with: *Enigma®* | Complements: *Pale Ale, IPA, Hazy IPA*

### MANGO MIRAGE (NEW!)

Juicy Overripe Mango, Candied Orange Peel, Guava Nectar | Complement with: *Galaxy®, Eclipse®* | Complements: *IPA, Radler, Wheat Beer, Fruited Sour*

### MOONLIT DARK BERRY (NEW!)

Mixed Berry Jam, Grape Soda, Sweet Diesel | Complement with: *Enigma®* | Complements: *IPA, Hazy IPA, Wheat Beer*

### STRAWBERRY SURCE (NEW!)

Sweet Strawberry, Cherry Juice, Hibiscus, Raspberry Jam, Tangerine Zest | Complement with: *Enigma®* | Complements: *Fruited Sour, Wheat Beer, IPA*



## PRODUCT SIZES

**5 mL:** Sample

**50 mL:** 8-16 BBLs finished beer

**500 mL:** 83-166 BBLs finished beer

**1L:** 166-333 BBLs finished beer

## DOWNLOAD OUR USAGE GUIDE



Store refrigerated: 35–46°F (2–8°C)

Do not freeze — emulsion may lose stability

### SHelf Life

Unopened: 12 months (refrigerated)

Once opened: Flush with nitrogen, keep containers refrigerated, and use within 1 month.

