

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

TARGET HOP EXPRESSION

ENHANCE FLAVOR

BRIGHTEN AND ELEVATE

Gain back your volume and control your expression.

HAAS®

Intrepid
BEVERAGES

509-469-4000 | JOHNHAAS.COM | SHOP.JOHNHAAS.COM

FLAVOR LINEUP

COSMIC CUAVA

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 SURGE (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.

