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- MEDIA RELEASE -

Brewers blown away by Luna[®], Australia's new flavour hop.

Hop Products Australia (HPA) is excited to introduce Luna[®], a new variety from their innovative hop breeding program and the next chapter in beer flavour. Luna[®] is distinguished by its lush mango, dark berry and spicy citrus characteristics, alongside a high polyphenol content that elevates the flavour profile and mouthfeel to round out the palate. It seamlessly complements other modern hops and lends itself to many popular beer styles. From Pilsners to IPAs, Luna[®] offers brewers creative flexibility backed by agronomic reliability.

Luna[®] was created by HPA's hop breeding program in 2003, through a cross-pollination of high alpha Australian and Liberty hops. When Dr Simon Whittock, Head of Breeding and Research at HPA, took over the program in 2007, he began sorting through the experimental hops in search of lupulin gold. He selected Vic Secret[™], Eclipse[®] and Luna[®] for field trials because they were born from a triploid breeding strategy that consistently delivers climate resistance, exceptional flavour impact and cost-effective brewing performance. Luna[®] was initially identified for its early harvest window, but has always performed exceptionally well in brewing trials.

"Luna's seriously good in beer" says Ross Terlick, Head Brewer at Rocky Ridge. "It creates some beautifully complex notes of spicy citrus on the hot side, and juicy mango on the cold side. I can see Luna becoming a very popular hop. I honestly reckon it's going to rival Galaxy." Colin Lenfesty, Founder and Head Brewer at Holy Mountain agrees. "We were blown away by Luna! Using it in a West Coast Pilsner, we got big notes of tropical fruit and citrus. It has a lot of potential and we're looking forward to brewing with it again soon."

Luna[®] is currently available in limited quantities, but HPA has plenty of capacity to scale production in response to contracted demand. "This is a new beginning" says Dr Whittock. "HPA is committed to bringing new Australian hops to market more frequently, selecting for agronomic performance in a changing climate, exceptional flavour impact, and innovative product opportunities. Our goal is to give brewers a competitive edge in the market, and beer lovers a great experience that keeps them coming back time and again."



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HPA is inviting brewers to experience their new hop firsthand during this year's Australian harvest. Every brewer who makes the journey to Victoria's High Country for a farm tour will receive a limited-edition mixed pack of beers from Bridge Road, Bright Brewery, King River and Mountain Monk that will showcase the hop's character across multiple beer styles. Bright Brewery's annual hop harvest dinner has also been reimagined as the official Luna® launch party. "It's the perfect setting to celebrate our new hop" say Grace Irwin, Chief Marketing Officer at HPA. "Guests can enjoy a beer or two with our local growers, and spin the prize wheel for everything from exclusive merchandise to crop 2026 Luna. It's sure to be a fun evening that brings together innovative hops, exceptional beer, and the best of the High Country."

HPA has also partnered with other members of the BarthHaas group to introduce Luna® to international markets. Haas will pour a Luna® beer at the Craft Brewers Conference in April and US harvest in September, and BarthHaas will feature the hop in beer at Brew Asia in October and their Inspiration Range at BrauBeviale in November. Both partners will also highlight Luna® alongside HPA's other uniquely Australian hops at AusFest – a new series of guided sensory sessions and high-profile collaboration beers launching later this year to coincide with the arrival of crop 2026. Together, these initiatives will bring Luna® directly to brewers around the world.

Learn more about Luna® [here](#).

- ENDS -

Contact details and supporting imagery overleaf.



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About HPA:

HPA is the largest hop grower in Australia, backed by a team of experts in plant breeding, farm operations, customer service and brewing support. Their farms in Southern Tasmania and North-East Victoria grow 90% of Australia's hops, which is roughly 2% of hops grown around the world. HPA's breeding program has created a number of hugely successful flavour hops, including Galaxy[®], Vic Secret[™], Eclipse[®], Ella[™], Enigma[®] and Topaz[™]. As regional representatives of the global BarthHaas group, HPA also supply a huge range of consistently high-quality US and European hops and liquid hop products so brewers can make consistently high-quality beers.

Download high resolution images:

https://www.dropbox.com/scl/fo/j00ch27jbzl4qdp1kd/ANiJKzmdlbUVD5FjEift_Q?rlkey=wan3tszte2h6hgesqi9qxszo&st=wk4r5s86&dl=0



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Luna® Hop Bine



Cross-pollination



Hop Breeding Garden



Hop Seedlings



Dr Simon Whittock



Luna® Key Visual