

Tuesday 5 May 2026

- MEDIA RELEASE -

Hop Products Australia over the moon with Luna® launch.

Hop Products Australia (HPA) have successfully completed this year's harvest. They picked 519 hectares across Victoria and Tasmania, yielding 1,296 tonnes of hops. This was a 47-hectare (8.3%) or 171-tonne (11.7%) reduction across their proprietary hops – Eclipse®, Ella™, Enigma®, Galaxy®, Luna®, Topaz™ and Vic Secret™ – as well as Cascade.

“We've continued to right size production, which has positioned us well as the market begins to find its balance” said HPA's CEO Owen Johnston. “But Luna is the standout story of the year. It exceeded our expectations with unprecedented demand in its debut season. Most of crop 2026 is already contracted, and with the strength of future interest we're moving quickly to significantly increase supply from crop 2027 onwards.” The present crop year will be available in Australia from May 2026 and globally from July 2026.

An unusually cool and wet spring initially slowed plant growth. This was countered by a hot and dry summer that promoted the development of flowering sites and key metabolites. Despite HPA's Victorian crop enduring drought conditions and two heatwave events, yield and quality remain excellent. Impact in beer is expected to remain strong, with this year's oil content only slightly below the 5-year average for most proprietary hops, demonstrating their climate resilience.

“Vic Secret continues to be our workhorse, delivering reliable yields and intense aromatics that brewers depend on.” said Johnston. “Ella was equally impressive, with oil complexity that will really excite the brewing community. And Luna achieved exceptional oil content for its very first season at scale, plus a rich aromatic expression that validates everything we hoped for in this variety.”

HPA have invested heavily in new facilities and process updates to increase throughput for better harvest window management and improve quality for consistent performance in beer. “For the past four crop years, we've partnered with Haas to implement their Sensory Plus quality system.” said Head of Breeding & Research Dr Simon Whittock. “Using a combination of human sensory expertise and advanced analytics, we identify and exclude

non-true-to-type bales at intake, then apply sensory profiling in our pellet blends to deliver maximum consistency across each variety. So every lot of Galaxy tastes like Galaxy, and every lot of Vic Secret tastes like Vic Secret.”

This year’s crop was processed through Hop Central in a record time of 45 days. Within its first year of operation, HPA’s modern temperature-controlled pelleting and packaging facility achieved Food Safety System Certification (FSSC) 22000. This verifies that Hop Central follows globally recognised best practice to produce the highest quality hop pellets in a consistent and compliant manner, adding a layer of trust and assurance for brewers.

“The brewing community expects innovation, quality and consistency.” said Whittock. “And we’re committed to delivering exactly that.” This year, HPA commercialised Luna, distinguished by its lush mango, dark berry and spicy citrus characteristics with uniquely balanced aromatics and a remarkably smooth mouthfeel. Its release marks the beginning of a renewed focus on more frequent commercialisations from HPA’s breeding program. This year, HPA produced limited pellet lots of five leading experimental hops. HPA-031, HPA-050, HPA-065, HPA-3029 and HPA-4029 offer a range of flavours from delicate lemon and juicy lime to spicy ginger.

“Our focus is helping brewers succeed.” said Johnston. “That starts with reliable access to quality hops grown with the same attention to detail that brewers bring to their craft, and extends to technical support that opens new doors for differentiation in an increasingly crowded market.” As the hop industry moves toward balance, partnership and forward planning are essential to secure exceptional hops and keep beer drinkers coming back for more. This year’s increase in Eclipse and future expansion plans for Luna is evidence of HPA’s capacity and commitment to meet their brewing partners evolving needs.

- ENDS -

Contact details, supporting imagery and full crop report overleaf.



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About HPA

Hop Products Australia (HPA) is the country's largest hop grower, backed by a team of experts in plant breeding, farm operations, customer service and brewing support.

As sole custodians of their Aussie hops, and regional representatives of the global BarthHaas group, they supply a huge range of consistently high-quality Aussie, international and innovative hop products so brewers can make consistently high-quality beers.

They're committed to helping brewers become more efficient, more sustainable, and more profitable. HPA are hop growers, but brewers are at the heart of everything they do – using their hops to make awesome beers that bring people together.



Download high resolution images [here](#)



Vic Secret™ hop cones



Top cutter



Bine loading



Cleaning banks



Robotic palletiser



Luna® beers



Hops Academy



Luna® launch party

Photos by Riley Matthews



HOP PRODUCTS AUSTRALIA OVER THE MOON WITH LUNA[®] LAUNCH.

Hop Products Australia (HPA) has successfully completed this year's harvest. We picked 519 hectares across Victoria and Tasmania, yielding 1,296 tonnes of hops. This is a 47-hectare (8.3%) or 171-tonne (11.7%) reduction across our proprietary hops - Eclipse[®], Ella[™], Enigma[®], Galaxy[®], Luna[®], Topaz[™], and Vic Secret[™] - as well as Cascade. Through rightsizing production, HPA are well placed for market balance with one exciting exception. Luna exceeded all expectations with unprecedented demand in its debut season. With the majority of crop 2026 contracted and strong future interest, HPA are pursuing an expansion plan to rapidly increase supply from crop 2027 and beyond. The present crop year will be available in Australia from May 2026 and globally from July 2026.

Structural oversupply has been a dominant theme in the global hop industry, but things are gradually reaching equilibrium following acreage reductions in most major growing regions. HPA continue to leverage our idled acreage to create long-term value through targeted sustainability and innovation initiatives including soil remediation, cover cropping, cycling rootstock and scaling up leading experimental hops. These investments have enhanced our farms productivity and accelerated our breeding program, enabling us to deliver consistently high-performing hops while giving brewers greater supply security.



Photo by Riley Matthews

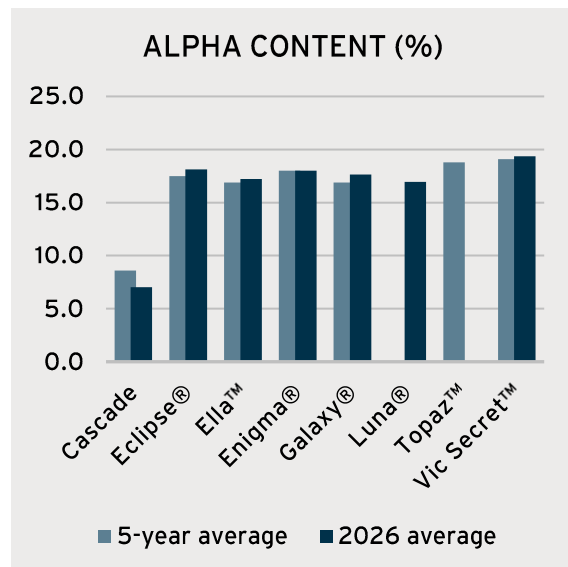
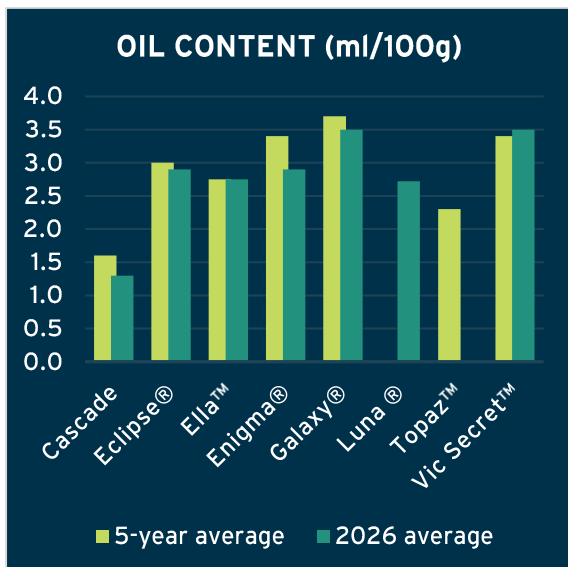
This season, an unusually cool and wet spring initially slowed plant growth, particularly among HPA’s first year deployments. This was followed by hot and dry conditions that supported the development of flowering sites. Our Tasmanian farm experienced average temperatures and solar radiation, with below average rainfall. While our Victorian farms experienced above average temperatures, average solar radiation, and below average rainfall. Despite our Victorian crop enduring drought conditions and two heatwave events, yield and quality remain excellent thanks to HPA’s three lines of defence. We have a combination of secure water rights, two huge dams for precise irrigation timing, and hops that are specifically bred to thrive in our changing climate. It is proof that resilience comes from layers: the right plants, in the right place, with the right resources.

Two hops recorded significant year-on-year growth. [Vic Secret](#) and [Eclipse](#) had 155 tonne (63.5%) and 101 tonne (107.1%) increases respectively in response to contracted demand, while the rest of the crop declined in line with acreage reductions. Production of Topaz was paused this year as HPA transition cultivation to our Victorian farm following the retirement of a long-term contract grower. We reserved sufficient crop 2025 Topaz to meet this year’s demand, with availability resuming from crop 2027.

| | Production Volume (Tonnes) | Year-on-Year Variation |
|--------------|----------------------------|------------------------|
| Galaxy® | 595 | - 37.7% |
| Vic Secret™ | 401 | + 63.5% |
| Eclipse® | 196 | + 107.1% |
| Ella™ | 68 | - 33.7% |
| Enigma® | 20 | - 43.2% |
| Cascade | 13 | - 32.5% |
| Luna® | 3 | N/A |
| Topaz™ | 0 | - 100% |
| Total | 1,296 | - 11.7% |

Note: measurements calculated on raw hop quantities.

Impact in beer is expected to remain strong, with favourable conditions through the early summer months supporting the accumulation of key metabolites. This year’s oil content is only slightly below the 5-year average for most proprietary hops, demonstrating their climate resilience. Vic Secret continues to be our workhorse. It delivers reliable yields and intense aromatics that will excel in beer. Ella was equally impressive, with oil complexity that will excite brewers. While Luna achieved exceptional oil content and a rich aromatic expression.



Note: measurements calculated on raw hop quantities. Processed hop pellets will show reduced values.

HPA have invested heavily in new facilities and process updates to increase throughput for better harvest window management and improve quality for consistent performance in beer. Improved agronomic practices, cold chain logistics, and in-house sensory have all contributed to better quality outcomes. For the past four crop years, we have been working closely with our partners at Haas to implement Sensory Plus™, a rigorous selection and validation system that blends human sensory expertise with advanced analytics. This includes identifying and excluding any bales that are not considered true-to-type, then incorporating sensory profiling into our pellet blends to deliver maximum consistency across each variety.

This year's crop was processed through [Hop Central](#) in a record time of 45 days. Within its first year of operation, our modern temperature-controlled pelleting and packaging facility achieved [Food Safety System Certification \(FSSC\) 22000](#), confirming it follows globally recognised best practice to produce the highest quality hop pellets in a consistent and compliant manner. This adds a layer of trust and assurance for our customers whilst integrating seamlessly with our existing ISO quality management system. Structured certifications like FSSC, ISO and HACCP reflect our deep commitment to regulatory compliance, operational efficiency, and continuous improvement of our practices.



Photo by Riley Matthews

HPA are always looking for ways to improve quality and traceability, which is why we have updated the way our customers access key information about their Australian hop purchase. From crop 2026, we are replacing the oil and alpha values that were previously printed on our cartons and foils with a QR code that links straight to the Certificate of Analysis (COA), giving customers direct access to internationally standard methods of measurement that can be used to verify compliance with hop specifications, facilitate traceability within their brewery, and anticipate potential recipe changes to achieve consistent brewing results.

Our product portfolio is designed to offer brewers choice and diversity. Our Australian hops are available in a range of formats including traditional pellets and innovative liquid products like [Incognito](#), [Spectrum](#) and [Prysm](#) for increased brewing consistency, efficiency and sustainability.



Photo by Riley Matthews

This year HPA commercialised [Luna](#), formerly known as HPA-033. Distinguished by its lush mango, dark berry and spicy citrus characteristics, Luna perfectly complements other modern hops including Galaxy, Vic Secret, Azacca and Mosaic, as well as many popular beer styles from Lagers and Pilsners to Pale Ales and IPAs. Luna has a high aroma intensity without the harsh edges that sometimes occur in higher alpha hops, supporting greater brewing quality at low cost-of-use relative to impact in beer. It also has a high polyphenol content that delivers well-balanced aromatics and a remarkably smooth mouthfeel.

HPA's Luna launch marks the beginning of a renewed focus on more frequent commercialisations from our breeding program. We will continue to select for climate resistance, exceptional flavour impact and cost-effective brewing performance with the goal of giving brewers a competitive edge in the market. This year, we produced limited pellet lots of five leading [experimental hops](#). HPA-031, HPA-050, HPA-065, HPA-3029 and HPA-4029 offer a range of flavours from delicate lemon and juicy lime to spicy ginger.



The commercialisation of new hops is an important part of HPA's sustainability strategy. To continue to foster innovation, reduce regulatory risks and build operational resilience, we have joined the BarthHaas Group in committing to set a near-term emissions reduction target with the Science Based Targets initiative. Together we are creating greenhouse gas inventories, calculating minimum decarbonisation requirements, and preparing an emissions reduction roadmap. Specific targets and associated metrics are yet to be developed, but the focus areas for HPA will likely relate to crop inputs, grid electricity, kiln gas, and transport. Customers will be able to track our progress by annual reporting through the Carbon Disclosure Project from 2028.

More than 150 local and international brewing customers joined us for a farm tour this harvest, with 85 attending our inaugural Hops Academy at Hop Central. Dr Christina Schönberger delivered three half-day sessions, combining foundational hop knowledge, sensory training, liquid hop applications, and benchtop trial techniques for brewing professionals of all experience levels.



Photo by Riley Matthews

Our permanent staff were supported by more than 300 casual staff over harvest. The team featured a strong contingent of returning employees, bringing valuable experience to crop 2026. Their expertise, combined with rigorous quality management and safety protocols produced an outstanding result from both a product quality and people safety perspective.

HPA are proud to be part of a global brewing community that values innovation, quality and consistency. We are committed to helping brewers succeed through reliable access to quality hops that are grown with the same care they have for their beers, and technical support to unlock new possibilities for market differentiation. As the hop industry moves toward balance, partnership and forward planning are essential to secure exceptional hops and keep beer drinkers coming back for more. This year's increase in Eclipse and future expansion plans for Luna is evidence of HPA's capacity and commitment to meet our brewing partners evolving needs.



Owen Johnston

Chief Executive Officer

May 2026

HARVEST SNAPSHOT 2026

PRODUCTION



| | VICTORIA | TASMANIA |
|---|-----------|----------|
| 519 hectares of hops | 359 | 160 |
| 16,600 bales pressed | 13,650 | 2,950 |
| 2,675,262 strings cut | 1,877,482 | 797,780 |
| 1,296,069 KG total production volume | | |



5,125 samples taken from the fields to the labs



25,685 measurements taken from samples

- Gland fill
- Moisture
- Dry matter
- Oil content
- Cone weight



280 hours runtime per tractor



17,415 kilometres of strings used

BREWER VISITS



156

Top countries brewers from:
 Australia • Japan • Singapore
 China • USA • Thailand



73,000 cartons packed

PEOPLE



72/28 male/female staff ratio
 282 male staff
 111 female staff



harvest staff from **25** countries

| | | | | | |
|-------------|-----|---------------|---|----------------|---|
| Australia | 147 | UK | 5 | Belgium | 1 |
| France | 90 | Italy | 3 | Brazil | 1 |
| Japan | 66 | Philippines | 3 | Czech Republic | 1 |
| Thailand | 36 | Chile | 2 | Estonia | 1 |
| South Korea | 8 | Finland | 2 | Iceland | 1 |
| Argentina | 6 | Indonesia | 2 | Netherlands | 1 |
| Canada | 5 | Ireland | 2 | Spain | 1 |
| Germany | 5 | New Caledonia | 2 | Taiwan | 1 |
| | | | | USA | 1 |

VICTORIA TASMANIA

| | | |
|--------------------------------|-----|-----|
| 53 permanent staff | 32 | 21 |
| 340 casual staff | 230 | 110 |
| 393 total harvest staff | 262 | 131 |

PROPRIETARY HOPS

Eclipse®
 Ella™
 Enigma®
 Topaz™
 Galaxy®
 Luna®
 Vic Secret™