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- MEDIA RELEASE -

Introducing Eclipse®: A new flavour by the breeding program at Hop Products Australia

HPA is proud to introduce the newest proprietary variety from their hop breeding program. Eclipse® is a big-hitting, fruit-forward flavour hop bursting with sweet mandarin, zesty citrus peel and fresh pine needles.



It's another exciting addition to their portfolio of uniquely Australian flavour hops that already includes world renowned varieties such as Galaxy®, Vic Secret™, Ella™ and Enigma®. Sales & Marketing Manager Owen Johnston says "the addition of Eclipse® is an important step toward even greater choice and diversity for brewers that will lead to sensational flavour outcomes for beer drinkers." Eclipse® is currently only available in commercial quantities in Australia, but will start to reach the rest of the world in commercial quantities from crop 2021. Stock will be limited for the first few years while HPA sustainably scale up production. Forward contracts are encouraged to secure your supply.

To celebrate the commercialisation of Eclipse®, HPA teamed up with Beer Cartel, Australia's #1 online craft beer store, and a bunch of local breweries to make a special mixed pack. It will include 12 tasty beers starring their latest creation from the likes of Blasta, Deeds, Hop Nation, Moo Brew, Mountain Culture, Mr Banks, Newstead and Two Birds. The Eclipse® mixed pack will be available to beer drinkers across Australia through [Beer Cartel's online store](#). Since Eclipse® sits firmly in the fruit quadrant of HPA's [Hop Flavour](#)



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Spectrum it is well suited to fruit-forward beer styles, so you can expect a bit of everything from high impact hazy NEIPAs to lighter well-balanced IPAs. Ash Hazell, Head of Brewing at Colonial Brewing Co, used Eclipse® back when it was still an experimental hop called HPA-016. He says “the best beer I ever brewed was Pioneer. It was a 7.5% IPA using a foolish amount of whole HPA-016 hops in the hop-back and dry-hopping. The full spectrum of hop character we extracted was unreal.”

Eclipse® was first developed by HPA’s **hop breeding program** in 2004, but its ancestry can be traced as far back as 1915. The subsequent generations of cross pollination featured varieties such as Fuggle, Brewer’s Gold, Comet and Pride of Ringwood in the Australian environment.

Learn more about Eclipse® [here](#).

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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 have been growing hops for more than 150 years, but they’re focused on creating new aromas and flavours that will make even more tasty beers. As regional representatives of the global BarthHaas group, HPA are able to share their Aussie hops with brewers around the world, and bring a huge range of international hops and innovative hop products to Aussie brewers.