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- MEDIA RELEASE -

Introducing Euphorics™: Layer after layer of flavour.

Hop Products Australia (HPA) are the country's largest hop grower and regional representatives of the global BarthHaas group, who are constantly pushing the boundaries of what hops can do. Research and development is at the heart of their business, from breeding new hop varieties to developing liquid hop products for greater flavour impact, consistency and efficiency.

The BarthHaas group collaborates with brewers and beverage companies from around the world to understand the nuances of new hop varieties, tackle brewing challenges, and inspire new recipes. This means their liquid hop products are made by brewers for brewers, resulting in a range that is easy-to-use, streamlines production, improves shelf stability and maximises profits.

Today, HPA is kicking off the BarthHaas Liquid Hops Roadshow where they'll share their technical expertise and insights into some powerful additions to the brewing toolkit, including a bold new flavour and aroma product from their sister company HAAS. Euphorics™ is highly concentrated, water-soluble liquid product is made with 100% natural hops and botanicals. When used on the cold side, post-fermentation Euphorics dramatically expands flavour and aroma possibilities while seamlessly integrating into beer and hop waters.

"Euphorics was intentionally designed to be a very easy way to integrate an exciting pop of high quality, natural flavour and aroma into finished beer, hop water, teas, or a malt beverage," says Caitlin Rippner, HAAS Process Scientist. "It really gives amplification and synergy to what you already have, or it can add nuance and differentiation—all at a low cost per dose."

HAAS designed Euphorics in partnership with Intrepid Brewing, a sister company and wholly owned subsidiary of True Terpenes, known for their proprietary terpene extraction and blending processes.



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“Unlike other flavour houses that depend on the variable nature of essential oils, Intrepid Brewing produces our proprietary blends using botanically-sourced terpenes because it allows us to create consistent flavours and aromas, ensuring every batch meets the highest quality standards,” says Daniel Cook, CEO of Intrepid Brewing and True Terpenes. “It also allows us a way to ensure our botanical blends are microbially stable and devoid of sugars, which enhances safety for brewers and guaranteed consistency with every batch.”

At the heart of HAAS and Intrepid Brewing’s partnership and collaboration to create Euphorics, lies a mutual passion to innovate and inspire creativity for brewers. They are excited to launch nine flavours - Cloud Lime, Cosmic Guava, Hypnotropic, Mango Mirage, Moonlit Dark Berry, Peachy Keen, Pineapple Paradise, Pomelo Daydream and Strawberry Surge – and have growth plans for a wide array of additional, mix and match flavour possibilities.

Philter were one of the first breweries in Australia to trial Euphorics Cosmic Guava and Pineapple Paradise. “It was a game-changer – the vibrant tropical aroma and clean, consistent flavour added a juicy punch that our customers absolutely loved. These additions made the beer shine in a way that was completely new to us.” said Head Brewer Max Haemmerle.

Euphorics is currently available in 50ml, with select varieties in 500ml. Sample sizes and larger quantities (1000ml, 5000ml) are available by request.

For more information, visit <https://www.hops.com.au/euphorics/> or contact your HPA Sales Representative.

- 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 NZ, 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/ttyvsu2dzsa3sequv4h51/APRZq-YCLQAoa7larba3wSg?rlkey=qy2vaoyemokhqgh0673os1xdq&st=axkn0epd&dl=0>



Euphorics™ Cosmic Guava



Euphorics™ 50ml



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Euphorics™ Pomelo Daydream



Philter Euphoric XPA