



# HOPKICK™

## OPPORTUNITY AND PURPOSE

The brewing industry continues to be a dynamic environment. Breweries are challenged more than ever with the continued blurring of category lines and are looking for creative ways to find efficiencies and/or differentiation. Traditional breweries are becoming beverage companies and beverage companies are venturing into the brewing and beverage/alcohol space. This has been driven by changing consumer preferences, interest in new flavors and flavor combinations, and an increased focus on health and well-being. There has also been an uptick in approachable flavors for products that have higher alcohol content.

Brewers and beverage makers must adjust to these consumer preferences by finding ways to appeal to new customers and extend on-premises social sessions. This has resulted in the need for development of low and non-alcoholic options.

## SOLUTION

HopKick™ is a 100% hop-derived aqueous extract that is clear, flowable, variety specific, and true-to-type. HopKick provides enhanced hop flavors and aromas while reducing and/or complementing the use of dry-hop pellets and other flavor ingredients. HopKick is designed to be a primary and/or complementary flavor and aroma ingredient in a variety of beverages including but not limited to hop teas, hop waters, flavored malt beverages (FMB), spirits and beer.

HopKick is fully water-soluble, contains no hop solids, and reduces the beverage losses associated with hop pellet liquid absorption. In a competitive beverage market with increasingly blurry lines, HopKick provides a clean label solution for beverage innovators looking for a convenient and flexible ingredient that provides great flavor and aroma.

“We found HopKick enhanced the aroma of the hop water and smoothed out some of the bitterness. The aroma enhancement is excellent. We liked that the flavor did not add perceived bitterness.”

AMY CARTWRIGHT, FOUNDER  
INDEPENDENCE BREWING CO.

## HOPKICK USAGE

To ensure optimal flavor and aroma utilization, HopKick is designed to be added to the cold side of beverage operations. Timing of addition can influence the final beverages flavor and aroma; beverage innovators discretion will dictate dosage timing and addition rate. Users should ensure the product is mixed evenly before use if any product layering is experienced.

The dosage rate of HopKick will be dictated by the type of beverage matrix being explored (e.g., Beers & Non-alcoholic, Teas & Water, FMBs & Ciders). Dosing HopKick in relation to total liquid volume is recommended for initial trials in beverages. For initial trials in different matrices, please reference the dosing recommendation table.

Matrix	Dose Rate Range (v/v)
Beer and NA Beer	0.1-1.2%
Waters and Tea	0.03-0.25%
Hard Seltzers & FMB	0.1-1.5%

HopKick can be dosed at a variety of different stages of fermentation or maturation. This can be achieved any number of ways and depends on the beverage equipment type and arrangement. For example, an in-line pump, dry hop dosing vessel, or other set-up is an ideal vehicle to solubilize the product more thoroughly as it enters the tank. Where pumping into a tank is not possible, HopKick can be added directly at the top of the tank for satisfactory results. HopKick stability is significantly enhanced when properly stored. Unopened and refrigerated HopKick has a nine (9) month shelf life. We recommend using the whole container in one use and/or within a few days once opened to ensure optimal results. Store at or below 5 °C / 41 °F.

## SENSORY OUTCOMES





## HOPKICK FEATURES AND BENEFITS

Features	Benefits
100% hop-derived, consistent, premium, natural hop flavor	HopKick is completely derived from 100% hops. Customers who require "clean labeling" on their product can confidently use this product without any concern about their hop ingredient declarations.
Soluble in cold beer/beverage	HopKick is completely soluble in aqueous solutions and can be added throughout the fermentation and/or maturation process in both alcoholic and non-alcoholic (NA) beverage applications. HopKick does not contain any emulsifying agents or carriers.
Versatile flavor solution	HopKick is designed to be a primary and/or complementary flavor and aroma ingredient in a variety of beverages.
Variety specific and true-to-type	Beverage producers can expect to achieve consistent flavor and aroma outcomes in beverages that require specific hop varietal characteristics such as Citra®.
No vegetative material	HopKick contains zero vegetative material, eliminating losses associated with pellet absorption (approximately 10 L per 1 kg T90 pellets), promoting beverage yield efficiencies and minimizing waste disposal.
Colorless pourable liquid, no emulsifiers	HopKick is an aqueous hop product that offers breweries a convenient means of dosing this product into their fermentation and/or maturation tanks. There is also no color translation or haze formation into the finished product when the product is dosed.

## AVAILABILITY AND PACKAGING

Varieties	28 fl oz Bottles
Citra® HBC 394 c.v.	✓
Mosaic® HBC 369 c.v.	✓
El Dorado®	✓
Centennial	✓

We are pleased to offer support for the many uses and applications of HopKick and can be contacted at [brewing.solutions@johnihaas.com](mailto:brewing.solutions@johnihaas.com).

To learn more, visit us: [johnihaas.com/hopkick](http://johnihaas.com/hopkick).

