

CRAFT Beer & Brewing Magazine

BREWING INDUSTRY GUIDE

WINTER 2023

HOPS INSIDER
2023 HARVEST,
ADVANCED
PRODUCTS &
HOP SYNERGY

**UNDER THE
MICROSCOPE**
DEBUNKING
FERMENTATION
MYTHS

CASE STUDY
BRAXTON
BREWING

**MARKETING
STRATEGY**
SELLING SAISON

MAKE & SELL
HOP WATER

CASE STUDY

MACHINE HOUSE

This Seattle brewery devoted to cask-conditioned ale is a rare bird in the United States, guided by the pragmatism of founder Bill Arnott and his “simple, primitive” approach to making their distinctive yet highly accessible beers.

STRENGTHEN YOUR FRONT-OF-HOUSE  **BARLEY HARVEST: FINALLY, SOME GOOD NEWS?**

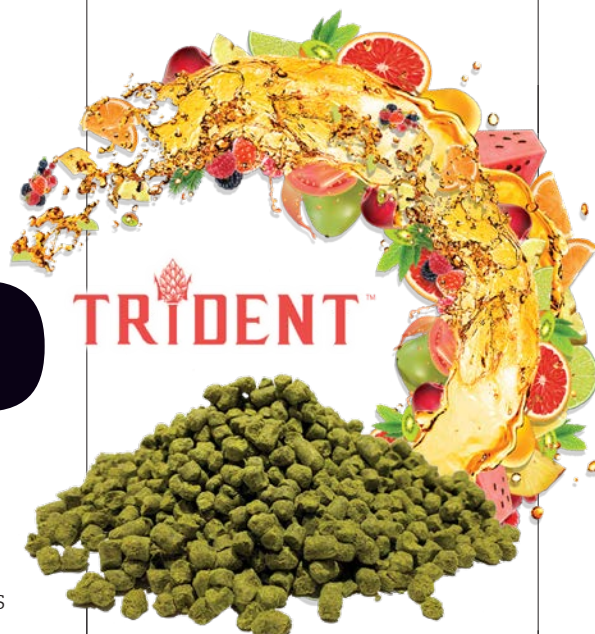
NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



PRINT DIRECTLY ON PAKTECH HANDLES WITH PAKPRINT

Introducing PakTech's new six-color digital printing for handles—a game-changer in customizing packaging. Elevate your brand presence with vivid, high-resolution designs printed directly onto PakTech's 100 percent recycled handles. Less waste and more cost effective than labels. Launching Q4.
resources.paktech-opi.com/digital-printing



TRIDENT™

ENHANCE FLAVOR WITH WYEAST BREWTAN B

Brewtan B improves shelf life and enhances the flavor and colloidal stability of your beer. This natural tannic acid is made specifically for the brewing industry and is available in 1 to 50 lb units to suit all brewhouses.

www.wyeastlab.com/supporting-fermentation-products

TRY THE TROPICAL PUNCH OF HOPSTEINER TRIDENT™

Trident™ is a specialized hop blend developed for those seeking a hop-forward punch to the nose. Fruity, citrus, tropical, passion fruit blend that offers a much wider range of aroma and flavor characteristics than any single hop variety could generate on its own.

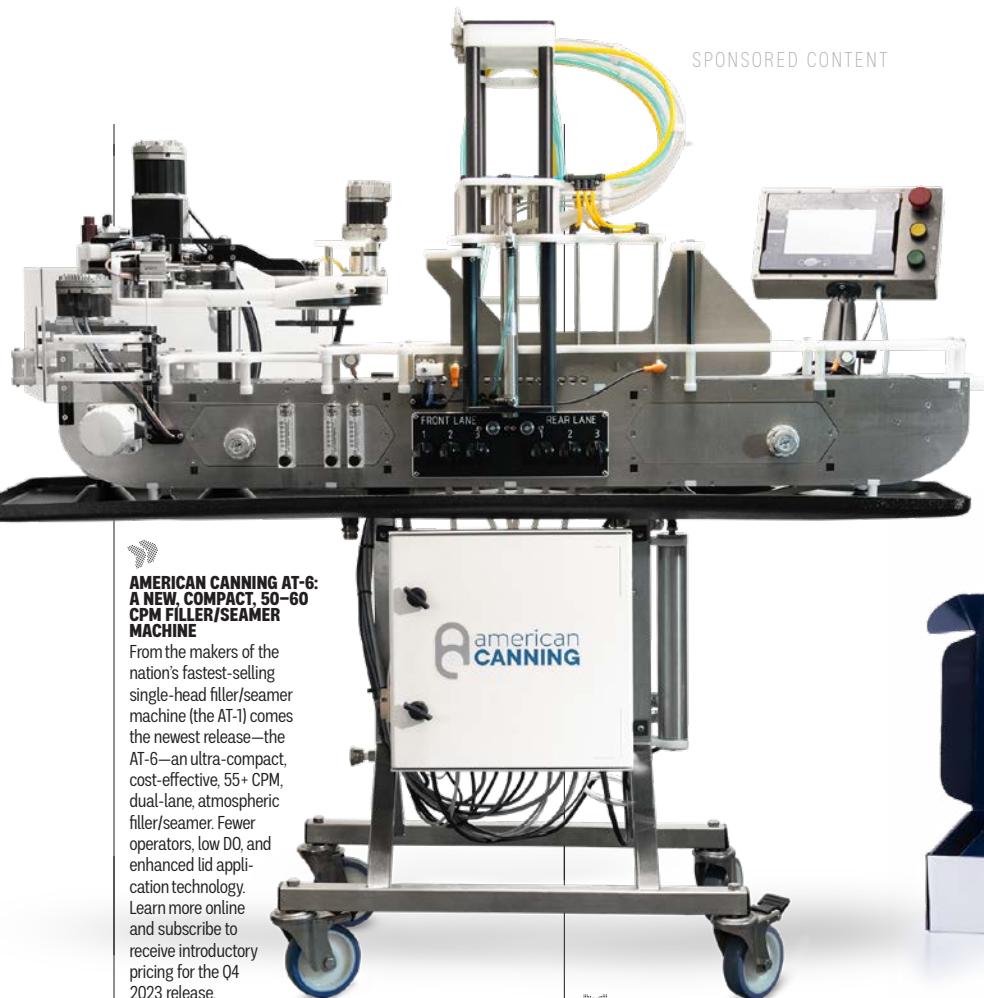
hopsteiner.com/trident



CALAMANSI PURÉE FROM COUNTRY MALT

This new seasonal flavor is available for a limited time through countrymalt.com! With notes of makrut lime, this Oregon Fruit purée offers a creamy and rich mouthfeel and a tangy explosion of lemon, lime, and tropical flavors. From lagers to sours, it's sure to add a unique twist to any refreshing beer styles.

countrymalt.com



AMERICAN CANNING AT-6: A NEW, COMPACT, 50-60 CPM FILLER/SEAMER MACHINE

From the makers of the nation's fastest-selling single-head filler/seamer machine (the AT-1) comes the newest release—the AT-6—an ultra-compact, cost-effective, 55+ CPM, dual-lane, atmospheric filler/seamer. Fewer operators, low DO, and enhanced lid application technology. Learn more online and subscribe to receive introductory pricing for the Q4 2023 release.

ecosystem.american-canning.com/at-6



INDIE HOPS STRATA® CGX™

Indie Hops is expanding options for brewers by offering Strata in a cryogenic lupulin pellet—Strata® CGX™. Containing roughly twice the concentration of hop resins, CGX can improve efficiency and boost intensity, especially in aggressively hopped beers. For high fidelity flavor, use a foundation of T90s, then augment with CGX.

indiehops.com/hops/strata-cgx



SUPERDELIC, AVAILABLE THROUGH BSG

A versatile new variety from NZ Hops bursting with tropical, citrus, and candy character plus great biotransformation properties. Ideal for hazy IPAs and other hop-forward styles. Available through BSG!

bsgcraftbrewing.com/superdelic



CHR. HANSEN SMARTBEV™ NEER®: INTRODUCING POLY & PUNCH

Craft your perfect alcohol-free (~0.05 percent ABV) or nonalcoholic (~0.5 percent ABV) beer with SmartBev™ NEER®, now spotlighting our new NEER strains—Poly and Punch. By fine-tuning conditions, master NEER's capabilities to produce a diverse range of flavor profiles and alcohol content, even as low as 0.0 percent. Elevate your brewing process with NEER®, promising faster fermentation and a remarkable 30-65 percent reduction in raw malt usage.

chr-hansen.com/en/food-cultures-and-enzymes/fermented-beverages/cards/product-cards/neer



BELGOMALT CREATIVE SERIES: GINGERBREAD COOKIE INFUSION MALT

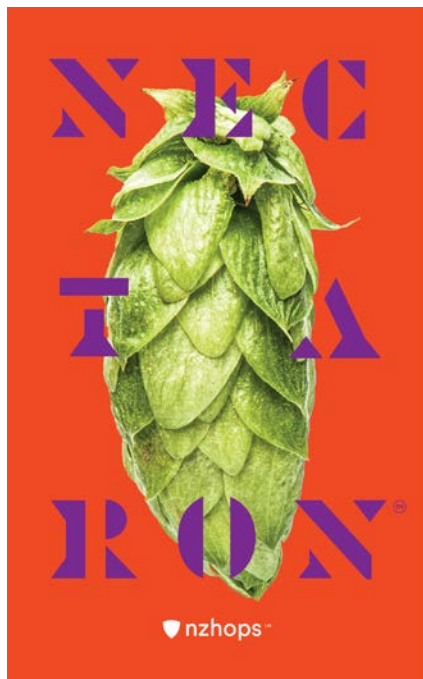
The Creative Series Infusion malts from Belgomalt impart aromatic and flavorful compounds not often found in specialty malt. The Gingerbread Cookie Malt is infused with generous additions of cinnamon and ginger, coupled with additions of nutmeg, allspice, and cloves that harmoniously present a complex medley of depth, spice, and festivity in your beer.

prairiemalt.com/products/belgomalt-creative-series-gingerbread-cookie-infusion-malt



» **NECTARON®. ALL THE WAY FROM ITS HOME IN STUNNING NELSON, NZ**
Evoking the unmistakable aromas of the tropics, Nectaron® captures the senses and tantalizes the tastebuds with crafted notes of pineapple, passion fruit, peach, and grapefruit and continues to wow anyone who brews with it.
nzhops.co.nz

» **OLD ORCHARD BLOOD ORANGE CRAFT CONCENTRATE BLEND**
For citrus flavor and moody color, try Old Orchard's latest release: the Blood Orange craft concentrate blend. It's a great addition to seasonal beer menus, whether brewed with warm spices or heightened in a gose. Request your free sample:
oldorchard.com/brewer



» **THE OMNI CANNER FROM LOTUS BEVERAGE**

Start small, grow big with The Omni, the first canning machine combining the best technologies from two top canning-line manufacturers: Alpha Brewing Operations and Twin Monkeys Beverage Systems. Compact, affordable, expandable, and full of top-quality features, this machine can accommodate slim, sleek, and standard cans. Learn more:
lotusbevalliance.com/canning-systems

» **ONYX 1-2 BBL ELECTRIC BREWING SYSTEMS FROM RUBY STREET**

ONYX brewing systems are designed to bridge the gap between pro level and affordability with all of our most popular features built in. All models include grain-out manway, heat exchanger, whirlpool, and heavy-duty welded frame on 5" casters. A 1 BBL HERMS electric system is just \$8,499, delivered (in the contiguous USA).
rubystreetbrewing.com/onyx-1-bbl-brewing-system

