

CRAFT **Beer & Brewing** Magazine®
**BREWING
INDUSTRY
GUIDE** // **FALL
2026**

HOPS INSIDER
TRIMMING YOUR
HOP PORTFOLIO,
FRESH HOPS &
STRATEGIES FOR
A STABILIZING
MARKET

CASE STUDY
FIDENS ADDS
HOSPITALITY
TO HOPS

TAP HANDLES
AS SALES LEVER

CREATING A
CULTURE OF
COOPERATION

**BREWERY
SUCCESSION
PLANNING**



MAP

This Bozeman brewery is finding growth in packaged beer by living its values and making beer not just in but for Montana

PRICING STRATEGIES THAT DRIVE TAPROOM TRAFFIC



HARD TEA



WATER CHEMISTRY

NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



NEXT-GENERATION ALPHA HOPS

TerraSurge™ HBC 1325 c.v., the latest commercialized variety from the Hop Breeding Company, represents the next generation of U.S.-grown alpha hops, combining breakthrough agronomics—including reduced water and fertilizer requirements, higher yields, strong pest and disease tolerance, and a late harvest window—with clean, efficient bittering performance. Crop year 2026 available soon from John I. Haas. johnihaas.com/terra-alpha-hops/

LEGENDARY LIQUID YEAST

This quarter's Private Culture Collection from Wyeast brings two standout strains to the spotlight: 2035-PC American Lager, a complex, aromatic choice perfect for pre-Prohibition lagers; and 2575-PC Kölsch II, an authentic German strain with a clean malt finish and low diacetyl. Available for a limited seasonal release. weastlab.com/private-culture-collection/

FLUID-DRIVEN TANK CLEANER

Cloud-Sellers® 360 is the industry standard for brewery-tank cleaning, delivering high-impact, fluid-driven spray to remove tough residues fast. It helps reduce manual cleaning time and improve sanitation consistency in fermentors, bright tanks, totes, and trucks. spray.com/applications/tank-cleaning

MODULAR TOOLKIT FOR NA BREWING

Every brewery has its own way of brewing without alcohol. Each process brings its own strengths and challenges, from body and balance to flavor and finish. HopZero® is a modular toolkit designed to address these challenges with targeted hop-derived solutions, enabling brewers to fine-tune each element precisely. It is a versatile toolkit, adaptable to any NA brewing process. totallynaturalsolutions.com

FUNCTIONAL BLENDS

Tap into the growing wellness market with easy-to-use formulations for energy, focus, recovery, immunity, gut health, and more. Supplied in powder form, these specialized Pathfinder Functional Blends can be mixed with water or incorporated into existing recipes, creating innovative functional beverages with ease. Available from RahrBSG. rahrbsg.com/category/functional-beverage-ingredients

PREMIUM GERMAN TWO-ROW MALT

BEST NP Ultra-Pale Malt is a premium German two-row malt crafted through a gentle malting process to minimize color while preserving enzymatic strength. Its clean, crisp malt profile, excellent extract potential, and consistent brewhouse performance make it ideal for pilsners, pale lagers, Kölsch-style ales, and other light beer styles. countrymalt.com/p/bestmalz-ultra-pale-malt-PM_BZ-UPAL

