

## Press Release

### BarthHaas Hops Academy

### Next Hop Flavorist Course begins in September

**Nuremberg, June 15 2023.** The Hop Flavorist Course offered by international hop services provider BarthHaas is a globally unique and comprehensive qualification course for hop experts. With one group having just completed the five-part training course successfully, the Hops Academy is offering new courses again – with a choice of in-person or online attendance – from the end of September.

The central focus of the Hop Flavorist Course is hop sensory analysis; it is open to all those who are professionally concerned with beer – beer sommeliers and brewers, but also other brewery personnel who are interested, such as those in sensory analysis or quality control. The participants are immersed deeply into the world of hops. With the aid of smelling, beer, and hop samples, the participants are trained by the Hops Academy's certified experts to evaluate and distinguish between hop varieties, and they learn the terminology surrounding the tasting of this unique flavor ingredient.

In the theoretical part, the participants are given extensive insights into topics such as hop analysis, hop addition in the brewing process, hop breeding, and the effects of climate and terroir on hop aroma. The fifth and final part concludes with a theoretical and practical examination. "The course level is very high. Those taking part and ideally passing the final examination for Hop Flavorist Master are undoubtedly among the established experts in hop sensory analysis", points out Dr. Christina Schönberger, director of the BarthHaas Hops Academy.

In the meantime, word of the outstanding quality of the training course has spread throughout the industry. Schönberger is pleased to report that there has been an enormous show of interest and that participants are highly diverse in terms of regional origin and of the type and size of their breweries. "The last course was attended both by employees of big international brewing groups and by specialists from small craft breweries."

Anyone wishing to take the examination for Hop Flavorist Master has to complete all five levels – each lasting two days. The introductory course Hop Flavorist 1 is compulsory for everyone, while levels 2 to 4 can be booked individually according to preference. Depending on the participants, the courses are offered in German or English. And now, due to strong demand, they are also being conducted in Italian. The accompanying course documentation is available in all three languages.

The next introductory course, Hop Flavorist Level 1, which is the next opportunity for newcomers to start, is scheduled for September 26/27, 2023. The course is now open for registrations at <https://www.barthhaas.com/academy/hop-flavorist-course>. The web page also contains further information on all Hops Academy events.

The BarthHaas Hops Academy offers an extensive range of training courses covering all aspects of hops. In the meantime, many of the courses have become an established part of the training and further education of brewers, beer sommeliers, and other industry experts.

Please note the photo credit: BarthHaas

### **About BarthHaas**

BarthHaas is one of the world's leading suppliers of hop products and hop-related services. The family-owned company specialises in the creative and efficient use of hops and hop products. As visionaries, instigators and implementers of ideas, BarthHaas has been shaping the market surrounding a unique raw material for over 225 years.

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