



HOP BREEDING COMPANY

YAKIMA CHIEF RANCHES, L.L.C. · JOHN I. HAAS INC.

Hop Breeding Company Announces Commercial Release of Krush™ HBC 586

Yakima, WA – August 13, 2024 – Hop Breeding Company, LLC (HBC) is thrilled to announce the official release of Krush™ brand HBC 586 c.v., a new hop that has been eagerly anticipated by brewers and beer enthusiasts alike. After more than five years of use as an experimental hop, Krush is now ready to make its mark on the broader craft beer market.

"Introducing a new hop variety to a wider craft market is always a thrill," said Michael Ferguson, Director of Hop Breeding at John I. Haas. "Krush is incredibly versatile and has the immediate potential to inspire brewers with its robust citrus and tropical fruit profile. The hop has performed exceptionally well during years of rigorous trials, and I look forward to more brewers utilizing Krush in their recipes for years to come."

Jason Perrault, CEO and breeder at Yakima Chief Ranches, echoed this enthusiasm. "Some hops you have to experience to understand. Krush is one of them. It delivers a big tropical and fruit punchiness without being overpowering. As a breeder, I consider this hop a rarity, and I think the response from beer drinkers will be overwhelmingly positive. About the commercial release, many of my brewing friends are simply saying 'it's about damn time!'"

Created in 2007 using traditional breeding methods and HBC's proprietary breeding stock, Krush offers good storage stability, high yields, and robust resistance to pests and diseases, all of which are an important part of HBC's commitment to sustainability. And the hop performs just as well in the brewhouse as in the field.

"Not every variety translates so clearly from raw hop aroma to finished beer, but Krush bursts with peach, mango, citrus, and tropical notes at harvest and adds a pop of these same flavors to every Krush beer I've tasted," said Tiffany Pitra, Senior Sensory Manager at Yakima Chief Hops. "While it already has a loyal following, I hope the official release of Krush inspires even more beers built around this juicy hop!"

Krush joins an impressive portfolio of branded HBC hops, including Citra® HBC 394, Mosaic® 369, Sabro® HBC 438, and Talus® HBC 692.

For more information about Krush™ HBC 586 and to place orders, contact your John I. Haas or Yakima Chief Hops hop sales representative, or email info@hopbreeding.com.



Krush™ HBC 586 is a versatile, flavor-forward hop with a robust citrus and tropical fruit profile that translates clearly from the raw hop to the finished beer.

About Hop Breeding Company, LLC

Hop Breeding Company, LLC is a leader in hop breeding and research, dedicated to developing innovative hop varieties that meet the evolving needs of the brewing industry. Through rigorous testing and collaboration with brewers worldwide, HBC continues to push the boundaries of hop cultivation and quality.

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