

CRAFT **Beer & Brewing** Magazine

BREWING INDUSTRY GUIDE // WINTER 2024

INGREDIENT TRENDS
NA BEER YEAST, NOVEL MALTS, BOTANICALS & MORE

HOPS INSIDER
NEW CULTIVARS, DIALING IN BITTERNESS & THE FUTURE OF HOPS

WINTER LULL
SURVIVAL STRATEGIES

ENGINEERING
VALUE INTO **IPA**



STRANGEBIRD

In Rochester, New York, a dream team of beer and hospitality pros has formed a brewpub Voltron that's thrilling locals while rapidly earning state and national attention.

PROBIOTIC POTENTIAL |||| **MANAGING LABOR COSTS** |||| **NAVIGATING WHOLESALER TURNOVER**

NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



RAHRBSG FONIO

Fonio has been a staple in West Africa for more than 5,000 years. Flavorful, sustainable, and fair-trade certified, fonio also holds great promise for brewing. When used as an adjunct at 10–20 percent of the grist, it's remarkably easy to brew with, requiring no milling or special handling. For a unique tropical character in a range of styles, get to know fonio from RahrBSG. rahrbsg.com/product/fonio-50-lb/



FERMENTIS SAFLAGER™ E-30

The optimal yeast to reveal the esters in lager beers. Lager yeast selected for crafting more aromatic and fruit-forward beers. This lager strain produces high levels of esters, especially fruity esters with banana character. Versatile across a broad range of lager and fruit-oriented styles, it features medium sedimentation, forming a powdery haze when resuspended in the beer, with no clumping. fermentis.com/en/product/saflager-e%2%80%9130/



MALTEUROP POT STILL MALT

Malteurop's Pot Still Malt is produced with zero glycosidic nitrile (GNO) barley varieties. This malt is crafted for all-malt or high-malt distillation whiskeys to deliver consistent performance and exceptional results for today's generation of distillers. malteuropmaltingco.us/



WYEAST 2025 PRIVATE COLLECTION PREVIEW

Wyeast's Private Collection release calendar is available to preview. These heirloom yeast strains are selected for their suitability to seasonal craft-brewing trends and brewer preferences, and they are always produced on premium American-grown malt in Hood River, Oregon. wyeastlab.com/resource/2025-private-collection-preview/



HOPSTEINER EREBUS™

Erebus™ is Hopsteiner's latest aroma-hop variety with high geraniol, sustainable agronomics, and stacked disease resistance. Offering notes of blueberry, citrus, and candied fruit, Erebus™ is a flavor-packed powerhouse that reveals its true splendor in finished beer, promising an experience that's as captivating as it is unique. shop.hopsteiner.com/96558680.html





OLD ORCHARD GUAVA CRAFT JUICE CONCENTRATE BLEND

In case you missed it: Old Orchard's most-requested bulk flavor is now a reality. Get your free guava-blend sample (plus more flavors!) for year-round application in beer, cider, seltzer, tea, mead, and more. Tangy, tropical, unforgettable.
oldorchard.com/bulksales/bulk-category/guava



YAKIMA CHIEF HOPS HYPERBOOST™

A game-changing concentrated hop oil, HyperBoost™ was designed to pour effortlessly into the fermenter as a dry-hop addition—although it can be used anywhere pellets are used. Brewers also report a noteworthy increase in yield while delivering amplified aromas to finished beer.
yakimachief.com/commercial-hyperboost



BRIESS HERITAGE GOLD™ MALT

Heritage Gold™ is a new base malt done in the style of an English-ale malt. It's made in the United States using a traditional malting process, including five-day germination. Expect complex bread character, with notes of honey, biscuit, and floral. Ask for a sample today.
brewingwithbriess.com/blog/heritage-gold-a-proper-name-for-a-proper-malt/



KVEIK YEASTERY MULTI-STRAIN YEAST

These multi-strain yeasts are the first original blends of Norwegian kveik in dry format. They ensure fast fermentation, complex flavor profiles, and great versatility across beer styles, making them an ideal choice for beer brewers. Four yeast types will be available in January 2025.
kveikyeastery.com



DURST MALZ FROM COUNTRY MALT GROUP

Your reliable source for premium, authentic German malt is now available through Country Malt Group! As one of Germany's most renowned maltsters, Durst Malz guarantees consistent, dependable, and quality malt to local and international customers. Contact CMG to try Durst Malz in your next recipe!
countrymalt.com/new-products



ANGEL YEAST AMERICAN ALE YEAST A01

Angel Yeast A01 is a classic American-ale yeast known for its clean, neutral, and crisp flavor. It produces low fruity esters and is highly adaptable for various American beer styles, enhancing the malt and hop characteristics and style.
en.angelyeast.com/products/distilled-spirits-and-biofuels/american-ale-yeast-a01.html



YEARS OF QUALITY