

CRAFT **Beer & Brewing** Magazine

BREWING INDUSTRY GUIDE // SPRING 2025

YIELD & EFFICIENCY
GET MORE JUICE FROM THE SQUEEZE

HOPS INSIDER
WHAT TO ASK YOUR SUPPLIER

SALES VELOCITY
ADVICE FROM DISTRIBUTORS

ENTICE THEM OUT
HAPPY HOURS & EVENTS THAT CAN FILL TAPROOMS

CASE STUDY
SUNRIVER

THE SEED

Amid the attractions of Atlantic City, Amanda Cardinali's farmhouse-inspired Living Beer Project has taken root, embracing New Jersey ingredients, an open-ended creative process, and passion projects that intrigue customers.



NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



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PROpane CHILLER

The Elite 290 Propane Chiller delivers top-tier, energy-efficient cooling with near-zero global warming potential. Designed for breweries, it ensures precise temperature control for fermentation, brite tanks, and crash cooling. Also available in G&D's Microseries line of chillers, it's the sustainable, reliable choice.

gdchillers.com/products/elite-290/?productRequest=ELITE%20290

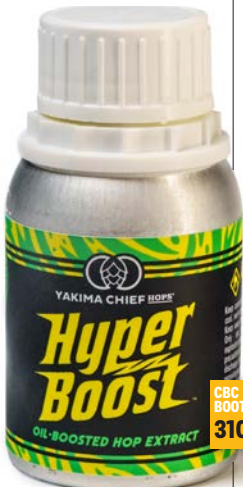
ULTIMATE CRAFT BEER TRUCK

The Isuzu NRR and the Summit refrigerated body are the perfect combination for delivering your product, whether kegs, bottles, or cans. With eight beer taps, it's a weekend party machine, as it provides ample shade with its electric awning in the daytime, and it keeps the party going into the night with its LED lighting.

isuzucv.com/en/ultimate_craft_beer_truck



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MALTA 2-ROW

At Malteurop, we are proud to be growing and producing malt in Mexico. We work hand in hand with Mexican farmers to ensure the best barley, which is then processed in our local Mexico Malthouse to create this exceptional Malta 2-row, a superior-quality 2-row base malt that provides consistent quality. Designed to satisfy your desire to brew a true Mexican lager.

malteuropmaltingco.com/en/mmc malt/import-malts/malta-2-row



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HYPERBOOST™

A game-changing concentrated hop oil, Yakima Chief Hops' HyperBoost™ was designed to pour effortlessly into the fermentor 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



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REGENERATIVE MALT

ReGenMalt from Proximity Malt connects craft-beer consumers with U.S. barley growers who are reducing greenhouse gas emissions, improving soil health, and expanding biodiversity with regenerative farming. Every pound of ReGenMalt supports your ESG goals and comes with third-party verified data.

proximitymalt.com/regenmalt/



CZECH MALTS

New to Country Malt Group—authentic, premium Czech malts from Tchecomalt! Crafted using the finest barley from the Bohemian-Moravian region, renowned for its rich terroir, Tchecomalt combines traditional techniques such as floor malting with modern innovations to deliver unmatched quality and flavor.

countrymalt.com/new-products

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CORE STRAINS

White Labs' 40 most popular yeast strains are locked, loaded, and ready to ship same day! Get the freshest liquid yeast with zero hassle. Order at your convenience on our website or chat with our awesome customer service team—we've got you covered!

yeastman.com



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AUTOMATIC CAN SEAMER

The Oktober Model 8 Automatic Can Seamer seams cans at the push of a button. With simplified tooling changes for easy swapping among can sizes, the Model 8 is built for ease of use and long-term dependability. As always, Oktober upholds their reputation for creating the simplest, most reliable automatic can and Crowler™ seamer on the market.

oktoberdesign.com/collections/model-8-can-seamer

DIGITALLY PRINTED HANDLES

PakTech's new six-color digital printing for handles is 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.

resources.paktech-opi.com/digital-printing

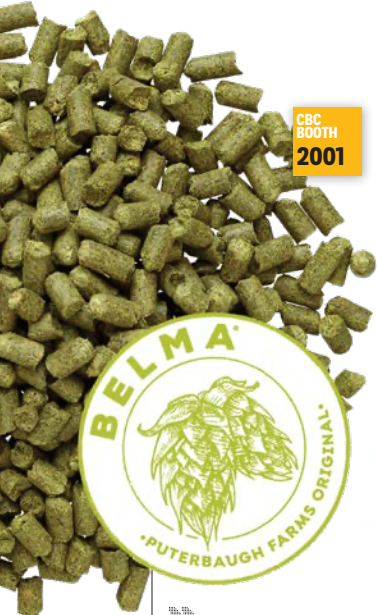


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STEAM BOILER

Miura's LX-Series steam boilers, available in 50–300 HP, deliver on-demand steam for precision brewing, faster startups, and greater energy efficiency. Their compact, modular design lets breweries expand while cutting fuel costs. Achieve consistent steam quality for brewing, sterilization, and cleaning—all with emissions as low as 5 ppm NOx.

miuraboiler.com/industries/breweries-distilleries/



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BELMA™

Beloved by beer enthusiasts near and far, Hops Direct's Belma® hop is a true Puterbaugh Original. Fall in love with Belma's sweet strawberry aroma and robust nature. With an alpha acid between 8.5 percent and 11.3 percent, Belma makes a great late-addition hop for pale ales and IPAs. hopsdirect.com/pages/the-origins-of-belma



ANKLE DECK BOOT

XTRATUF's Legacy Ankle Deck Boot has the iconic look and feel of our original 15" Legacy Boot now in a 6" style. Slip-resistant and non-marking, the Legacy ADB is also oil-, acid-, and chemical-resistant, making it perfect for life on the water or in the brewery. xtratuf.com/ankle-boots/mens-6-in-legacy-ankle-deck-boot/LDB900.html



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CITRUS-FLAVOR EXTRACT

Hopsteiner's LLZ™ is a proprietary citrus-flavor extract that captures the essence of fresh lemon and crisp lime as a clear, water-soluble addition that elevates any beverage experience. hopsteiner-20681636.hs-sites.com/llz



CBC BOOTH 1641



WALKABLE RETAIL NEIGHBORHOODS

Paster Properties is passionate about creating or expanding upon walkable retail neighborhoods. We work to develop creative and ambitious projects that blend retail and housing opportunities that align with community demands. Are you a new or in-planning brewery looking for a vibrant place to call home? Please reach out so that we can help find your perfect location. pasterprop.com/



STEEL CHILL-CUPS

Put your brand on every pour! Steel Chill-Cups are the perfect giveaway for your brand. Available in four colors—red, blue, green, and gray—they are ready for your full-color logo or design. Frosty to the touch, they keep beer cold. 100 percent recyclable steel and made in the USA. SteelChillCups.com



FLUID-DRIVEN TANK CLEANER

The Cloud-Sellers® 360 Fluid-Driven Tank Cleaner delivers powerful, consistent cleaning for brewery fermentation tanks, brite tanks, and other vessels. Designed for efficiency, it eliminates residual buildup, reduces water and chemical usage, and operates with minimal maintenance. spray.com/industries/food-and-beverage/brewery-spray-technology



EUPHORICS™

Euphorics™ from John I. Haas is a highly concentrated, water-soluble flavor and aroma liquid product made with 100 percent natural hops and botanicals. Made by brewers for brewers, Euphorics dramatically expands flavor and aroma possibilities while seamlessly integrating into beer and hop waters. This all-natural flavor solution brings out the best in all your beverages. johnihaas.com/euphorics



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COMMERCIAL GLYCOL CHILLERS

JC Younger offers sales, service, and rentals of durable, high-efficiency industrial chillers. We provide both short- and long-term rental options and are currently offering a CBC discount of 5 percent or one free rental month on 12-month chiller contracts. jcyounger.com



LIGHTHOUSE™ MUNICH MALT

Briggs' Lighthouse™ Munich is a premium European-style Light Munich malt that brings a clean, bready flavor profile to your brews. Complemented by subtle hints of nuttiness, pretzel, and honey. Expect dark yellow to orange hues. Perfect for a range of beer styles, from lagers and amber ales to Belgians. brewingwithbriggs.com/

CBC BOOTH 2009



BREWER'S INFUSION VESSEL

Designed to optimize large-scale dry hopping (for incorporating flavorings, adjuncts, or syrups), this system makes the infusion process safer, easier, and more efficient. Consisting of a single-walled 5-barrel mixing tank with hard-piped 5hp pumps, VFD-controlled mixing impeller, CO₂ manifold, and other unique features. deutscheequipment.com/product/brewers-infusion-vessel/



CBC BOOTH 325