

CRAFT **Beer & Brewing** Magazine
BREWING
INDUSTRY
GUIDE // **SUMMER**
2025

SEE THE DATA:
MAXIMIZE YOUR
MOST VALUABLE
BY-PRODUCT

**ADDITIONAL
TAPROOMS:**
STRATEGIES
THAT WORK

HOPS INSIDER
NEW AROMA
PRODUCTS,
YEAR-ROUND
FRESH HOPS &
BREWER'S GOLD

**A FRESH LOOK AT
PASTEURIZATION**

**Q&A: NBWA'S
LESTER JONES ON
ECONOMIC VIBES
VERSUS REALITY**



BREWLIHAN

This South Florida meadery's pursuit of flavor is fueled by demand for sessionable sparkling meads and informed by a feedback loop where customers have a real say.

BETTER LAUTERING **MANAGING YOUR KEG FLEET** **FLAVOR DESCRIPTIONS THAT RESONATE**

NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



HOPSTEINER TETRA ISO-EXTRACT

Tetra Iso-Extract is a homogeneous, pure aqueous solution of potassium salts that greatly enhances foam retention, lacing, and cling in beer.
shop.hopsteiner.com/all-products/advanced-products/tetra-iso-extract-10/37442836.html



LOW COLOR WHEAT MALT

Brighten your brews without deepening color! Great Western Malting's new Low Color Wheat Malt delivers a smooth, creamy mouthfeel and excellent head retention—perfect for hazy IPAs, American wheats, and sessionable styles. Grown in the Pacific Northwest. Under 2 SRM. Now available through CMG! countrymalt.com/new-products



STEEL CHILL-CUPS

Put your brand on every pour, with custom-printed Steel Chill-Cups! Your full-color logo on our 100 percent recyclable steel cup makes for a timeless taproom keepsake your customers will appreciate. Available in blue, red, green, or gray, and made in the USA. SteelChillCups.com



WYEAST CUSTOM SEASONAL RELEASES

Wyeast releases two coveted strains: 2023-PC American Lager and 3942-PC Belgian Wheat. Propagated on premium American-grown malt in Hood River, Oregon. Always fresh, 100 percent custom, and ready to ship. Propagator reservations are waived through June 30. wyeastlab.com



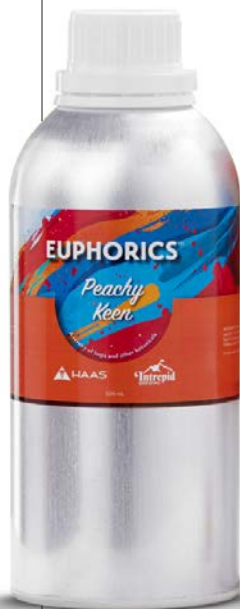
CRYO FRESH™



YAKIMA CHIEF HOPS CRYO FRESH™

Combining the innovation of Cryo Hops® with the Frozen Fresh Hop concept of YCH Trials 301 and 302, Cryo Fresh™ from Yakima Chief Hops delivers vibrant, expressive fresh-hop characters in an easy-to-use pelletized form. It's everything you love about fresh hops, reimagined with flexibility and performance.

yakimachief.com/commercial/hop-wire/cryo-fresh-blog



EUPHORICS™

Euphorics™ 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



FLUID-DRIVEN TANK CLEANER

Revolutionize your brewery cleaning operations with the Cloud-Sellers® 360 Fluid-Driven Tank Cleaner from Spraying Systems Co. Remove even the toughest residues quickly and efficiently with our high-impact tank cleaner. Spraying Systems also offers exceptional service and a range of maintenance solutions to keep your equipment operating at peak performance.

spray.com/brewery



PROXIMITY FLAVA-MALT

Flava-malt is a clean-label flavor alternative that is pasteurized and easy to add, cleans up fast, amplifies aroma, and doesn't need refrigeration. Bold, all-natural flavor is in the malt, so you can skip the added expense and mess of purees. Flava-malt is available in a rainbow of fruit flavors and chocolate.

proximitymalt.com/flava-malt



CRAFT PACKAGING WITH PURPOSE

Package your craft with purpose. The Pak Tech Craft Carrier is made from 100 percent recycled plastic, built for strength, designed for shelf appeal, and fully recyclable. Proudly made in the USA, it's the sustainable packaging solution for breweries who want to reduce waste and stand out.

paktech-opi.com

