



HAAS®

| BarthHaas®



INTRODUCING INCOGNITO®

Maximum hop flavor. Minimum process loss.



No vegetative material

Flowable at ambient temperature

Less shipping and storage costs than pellets



Available in Centennial, Chinook, Citra®, El Dorado®, Ekuanot®, Mosaic®, Sabro® and HBC 472, with more choices coming soon!

INCOGNITO® is a 100% all-natural hop product crafted to deliver highly concentrated flavor while maximizing brewing efficiency and reducing process loss.

LEARN MORE AT JOHNIHAAS.COM



HAAS®

BarthHaas®



Making it easier than ever to brew hop-forward beers.

The love of hop-forward beers is driving brewers to use more hops than ever before.

The more pellets you use, the more beer you lose in the process. Now there's INCOGNITO®, an all-natural hop flavor product specifically designed to be used in the whirlpool. It delivers the impactful, variety-specific flavor outcomes brewers want—without the process loss.

- **100% HOPS, ZERO VEGETATIVE MATERIAL**
Get all the flavor compounds of hops without the vegetative material, for maximized efficiency and greater yield.
- **FLOWABLE AT AMBIENT TEMPERATURE**
There's no need to pre-heat or to use special equipment. It's easy to pour and offers great solubility in hot wort, so it's easy to use.
- **VARIETY SPECIFIC, TRUE-TO-TYPE**
Each INCOGNITO variety delivers the same consistent flavor profiles as pellets.
- **REDUCED SHIPPING AND STORAGE COSTS**
INCOGNITO comes in 2 and 10-kg recyclable plastic bottles that are up to 75% cheaper to ship and store, compared to pellets.
- **PLAYS WELL WITH PELLETS AND WHOLE HOPS**
INCOGNITO is pure hops, so it blends perfectly with pellets, whole hops and other INCOGNITO varieties for wonderfully complex flavors.
- **LESS CLEAN UP AND LESS WASTE**
INCOGNITO's flowability and solubility makes clean-up a breeze, with less solid materials to dispose of in your waste stream.



“I THINK INCOGNITO IS GOING TO CHANGE THE WAY PEOPLE BREW.”

– **Dave Colt**, Co-Founder & Head Brewer, Sun King Brewing Co.

BREW A BATCH AND TASTE FOR YOURSELF. CONTACT YOUR HAAS SALES REPRESENTATIVE OR HAAS DISTRIBUTION PARTNER TODAY. GET THE SPECS, WATCH THE VIDEO—AND LEARN MORE AT JOHNIHAAS.COM