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YCHâ??S new launch will bring aromatic beers to a new level

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Yakima Chief Hops yet again taking aromatic beers to a new level with their latest product launch – Cryo Pop™ Original Blend. Celebrating four years since the release of their advanced product line, Cryo Hops®, this hop blend uses groundbreaking research to solve the common brewing problem of how to carry raw hop aroma into finished beers.

In 2017, YCH launched a line of innovative hop products known as Cryo Hops® using a cryogenic hop-processing technology that separates whole cones into two components—concentrated lupulin and bract. These concentrated lupulin pellets provide brewers with maximum aroma impact while reducing the negative effects experienced with brewing hoppy beers. The Cryo Hops® brand has since been recognized on beer labels worldwide.

YCH has combined this novel process with cutting-edge hop lab analysis techniques to create Cryo Pop™ Original Blend, formerly known as trial blend TRI 2304CR. The YCH R&D facility houses one of the only labs in the world with the capability to analyze hops via GC-QTOF and GC-SCD technology and study previously undetectable aromatic components.