

Yakima Chief Hops announces FWD, a new hop innovation program

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Yakima Chief Hops (YCH), a 100 per cent grower-owned global hop supplier, has partnered with Yakima Chief Ranches to launch FWD, a new hop innovation program focused on data-driven decisions and community involvement. Participating brewers will be granted access to the newest, not-yet-commercialised HBC varieties and products in Yakima Chief Hop's innovation pipeline. Application registration is open for breweries interested in trialling cutting-edge hop products and promising experimental hop varieties. In its inaugural year, FWD will be welcoming a limited number of enthusiastic participants. Through brewing trials, questionnaires, conversation and sensory analysis, brewers will have the opportunity to guide these products through their final stage of development, assuring YCH is working on the most useful and exciting products in the industry.

FWD was created as a two-way innovation channel, where products are trialled by the intended users and feedback is collected and utilised, which safeguards the investment of farmer partners and provides brewers with tools to expand and

evolve their products.

"At Yakima Chief Hops, we believe that true innovation in brewing comes from a symbiosis between the grower's fields and the brewer's creativity. With FWD, we're not just introducing new hop varieties and products; we're inviting brewers into the heart of our development process. This program is our commitment to craft a future where every sip of beer is a testament to our shared passion for excellence and exploration," says Tessa Schilaty, Yakima Chief Hops Sensory and Brewing Research Manager.