



HAAS® | BARTH-HAAS GROUP

INTRODUCING INCOGNITO™

Maximum hop flavor. Minimum process loss.



No vegetative material

Flowable at ambient temperature

**Less shipping and storage
costs than pellets**

**Available in Citra®, Mosaic®
and Ekuanot™ varieties**

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®

BARTH-HAAS GROUP

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.

- **VARIETY SPECIFIC, TRUE-TO-TYPE**

INCOGNITO Citra®, INCOGNITO Mosaic®, and INCOGNITO Ekuanot™ deliver the same, consistent flavor profiles as pellets.

- **PLAYS WELL WITH PELLETS AND WHOLE HOPS**

INCOGNITO is pure hops, so it blends perfectly with pellets, whole hops and other or INCOGNITO varieties for wonderfully complex flavors.

- **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.

- **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.

- **LESS CLEAN UP AND LESS WASTE**

INCOGNITO's flowability and solubility makes clean-up a breeze, with less wastewater effluent for lower Biological Oxygen Demand (BOD), and Chemical Oxygen Demand (COD).



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

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

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INCOGNITO™

General Description & Application Resource



PRODUCT DESCRIPTION

JOHN I. HAAS, INC. AND THE BARTH-HAAS GROUP introduce INCOGNITO™, a new flowable variety-specific concentration of hops that provides enhanced hop flavor to beer while reducing kettle or whirlpool hop pellet use. Incognito is designed for addition to the brewhouse whirlpool to achieve the greatest impact of flavor and aroma. It may also reduce the need for dry hopping to achieve a robust hop aroma. The product contains no hop solids and eliminates wort losses associated with hop pellet liquid absorption. Incognito is a patent pending product derived from a CO₂ hop extraction process and contains only hop-derived components.

DOSING

It is recommended that Incognito™ be dosed directly to the brewhouse whirlpool to ensure optimal flavor and aroma utilization. Timing of addition can influence final beer flavor and aroma; brewer's discretion will dictate dosage timing and addition rate. As a guideline, dosing Incognito at a rate of 50-200 grams per hL (59-235g per bbl) of beer is recommended for initial trials, then adjusted to achieve desired results. To ensure optimal flowability, product may need to be warmed to room temperature from cold storage conditions. Contents may naturally separate, shake before use.

Maximum benefit is achieved with mixing INCOGNITO™ in hot wort immediately prior to dosing in the whirlpool. This can be achieved any number of ways and depends on each brewer's equipment type and arrangement. For example, a hop-doser prior to the whirlpool is an ideal vehicle to more thoroughly solubilize the product as it enters the whirlpool. Where mixing prior to the whirlpool is not practical, INCOGNITO™ can be added directly to the whirlpool with satisfactory results.

SPECIFICATIONS

Appearance: Dark amber to yellow. Some variations in coloring can be expected, an effect of hop variety.

Viscosity: Approximately 2000-30000 cPs at 20 °C; flowable hop extract; varietal differences will determine the level of viscosity.

Alpha acids: 40-55% (w/w HPLC)

STORAGE AND BEST-BY RECOMMENDATION

INCOGNITO™ stability is significantly enhanced when properly stored. It should be cold stored at 0-5 °C. The product performs best if used within 2 years from processing. Preliminary shelf life of the raw material indicates product is stable at 12 months at 20 °C. Once the container is opened, the product should be used within two weeks if the package is re-closed and refrigerated*.

*Additional shelf life trials in process to substantiate above recommendations.