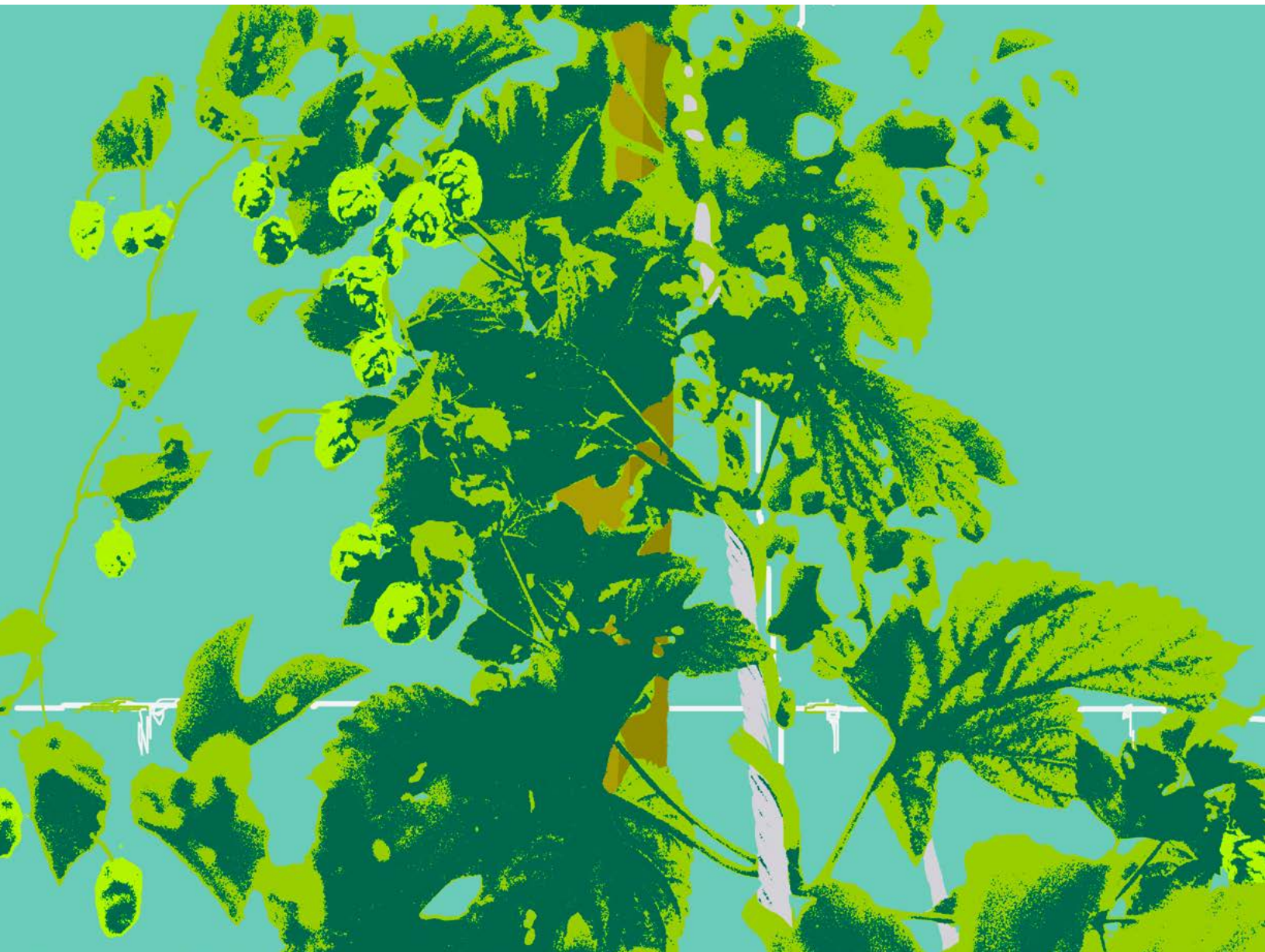




CROSBY HOPS™

Hop Variety Showcase

10 NEW-WAVE, FRUIT-FORWARD HOPS FOR YOUR NEXT BREW



Hops with fruity, tropical notes have exploded on the market in recent years. Beer lovers are clamoring for brews that highlight these unique flavors.

However, demand for those flavors has made it increasingly difficult to consistently source high-quality lots of the most popular fruit-forward hops. It's also oversaturated the market with beers that reuse the same flavor combinations. Brewers are looking for new-wave hops featuring those citrusy, tropical, and fruit-forward flavors that beer drinkers love, but that offer a new take on a familiar flavor profile.

Here are 10 new-wave, fruit-forward hops that are fairly accessible. Use them on their own to spotlight their unique flavor, or combine them with other hops to create new flavors. You can also pair them with harder-to-source hops, like Citra® or Galaxy®, to stretch your supply and put a fresh spin on your creations.



1 | **AZACCA®**

Boasting tropical aromas of mango, papaya, orange, grapefruit, and pineapple with notes of resinous pine, Azacca is great for creating the juicy IPAs and pale ales consumers love. Ideal for blending with other new-wave hops – it pairs exceptionally well with Strata® – Azacca can be used to fill in the gaps of using Citra in dry hop applications.

SIMILAR TO: *Chinook, Cascade, El Dorado®, Idaho 7®*

PAIRS WELL WITH: *Strata, El Dorado, Cashmere, Belma®, Pacific Sunrise™*



WHY CROSBY

The majority of our Azacca is sourced from one farm, Green Acre Farms in Toppenish, WA, resulting in extremely consistent lots year after year. Higher-acreage varieties are grown by many farms, leading to a wide range of aromas and quality, especially for those brewers sourcing from the spot market.





2 | BELMA®

This versatile, dual-purpose hop boasts uncommon strawberry characteristics complemented by notes of citrus, melon, and grapefruit. A favorite in pale ales, Belma's unique berry profile makes it a standout option for brewers who want to craft fruit-forward beers with an interesting spin that stand apart from the crowd.



SIMILAR TO: *Barbe Rouge, Meridian®*

PAIRS WELL WITH: *Idaho 7, Strata, Cashmere, Mosaic, Chinook*

WHY CROSBY

As a licensed grower of Belma starting in 2021, Crosby Hops is able to apply our uncompromising standards every step of the way – from growing practices and pick window to processing and packaging – to ensure the highest quality. Next to other Belma in the market, the quality of our pellets is without peer.



3 | CASHMERE

Featuring a SunnyD® and Tropicana®-like aroma, Cashmere is the embodiment of juicy. Evoking tangerine, coconut, and melon with spicy notes and a smooth bitterness, it's a dual-purpose hop that translates well in beer: What you smell is what you get. Typically used as a blending hop in whirlpool and dry hop applications, Cashmere is still under the radar, making it innovative to consumers' palates and readily available for brewers.



SIMILAR TO: *Sabro™, Pacific Sunrise, Centennial*

PAIRS WELL WITH: *Idaho 7, Azacca, El Dorado, Amarillo®, Chinook, Strata*

WHY CROSBY

A challenging variety to grow with a very narrow pick window, Cashmere has to be harvested in just a couple of days to capture its ideal flavors and aroma. We work closely with several growers and employ strict processes and standards to maximize its flavor and ensure you get the highest quality Cashmere.





4 | COMET

Featuring a high-impact profile similar to Citra, Comet boasts tropical fruit and citrus notes with floral and herbal undertones. An old-school hop deemed too aromatic by the 1980s beer market, picked at the right time Comet is a strong alternative to intense proprietary varieties. It also makes incredible fresh hop beer when used appropriately. Although similar, there are distinct differences between Comet grown in Oregon and Washington, with the former leaning more tropical.



SIMILAR TO: *Citra, Cascade*

PAIRS WELL WITH: *Cashmere, Cascade, Centennial, Strata*

WHY CROSBY

The Comet you buy from Crosby will be different than the Comet you find elsewhere. The first to commercially grow Comet in Oregon, we pick it toward the end of its pick window to capture the most desirable flavors. We also source Comet from growers in Yakima who pick in specific windows to maximize its ideal flavor and aroma.



5 | EL DORADO®

Known as “the Tropical Hop,” this dual-purpose hop offers notes of fruity candy like pineapple, lemon, watermelon, and pear with a breezy hit of stone fruit. Extremely high total oil maximizes the punch in hazy IPAs, delivering huge flavor without a resinous aftertaste. The combination of big tropical flavor and accessibility makes El Dorado a great alternative to other in-demand varieties.



SIMILAR TO: *Azacca, Idaho 7*

PAIRS WELL WITH: *Citra, Strata, Azacca, Idaho 7, Pacific Sunrise*

WHY CROSBY

The first licensed grower of El Dorado in Oregon, we’re also the only merchant to offer access to it from growers in both Oregon and Washington – including CLS Farms, the developer of El Dorado – allowing you to focus on the exact profile you want.





6 | IDAHO 7®

Showcasing HEAVY tropical aromas of citrus, pineapple, apricot, stone fruit, and papaya, Idaho 7 is an accessible hop that is similar to popular hazy varieties. Like Citra, it has an assertive impact, but it offers some Mosaic-like complexity and depth. A flexible dual-purpose hop with proven potency for hot-side saturation in the whirlpool, it can be added to almost any combination or be used in single-hop beers.



SIMILAR TO: *Citra, Comet, Azacca*

PAIRS WELL WITH: *El Dorado, Mosaic, Azacca, Crystal, Cashmere, Amarillo, Belma, Zappa®*

WHY CROSBY

We helped Jackson Hop launch the variety into the market. When selecting lots, we zero in on pick windows that have the most expressive aromas and are true to type. As processors, we source the majority of our Idaho 7 from Jackson Hop and immediately process bales into T-90 pellets to seal in aroma and flavor.



7 | PACIFIC SUNRISE™

Newly introduced to the market, Pacific Sunrise packs a punch of tropical flavor and aromas. Citrus notes of lemon and clementine mingle with hints of melon, mango, and stone fruit, perfect for hazy IPAs. Potent enough to be used in a single hop application, it can also be used in a supporting role with other fruit-forward varieties.



SIMILAR TO: *Motueka™, Cashmere*

PAIRS WELL WITH: *Amarillo, Citra, Motueka, Nelson Sauvin™*

WHY CROSBY

We exclusively source our Pacific Sunrise directly from Hop Revolution in New Zealand, the only commercial grower of the variety. Our uncompromising commitment to quality ensures that from bale receipt to processing and packaging, we maximize and maintain its incredible aroma and flavor.





8 | STRATA® (from cultivar OR91331)

The next big variety, Strata is a high-impact, upper-echelon hop with a pungent aroma that suggests tropical fruit, citrus, and wafting cannabis. More lead singer than backup vocalist, it can shine in a single hop format or be paired with others. Strata can also be stretched, imparting big flavors even when not the majority hop in use. Amazing in whirlpool and dry hop applications, its flavors change as you work through a pint.



SIMILAR TO: *Amarillo, Azacca, Idaho 7, Mosaic, Nelson Sauvin*

PAIRS WELL WITH: *Amarillo, El Dorado, Azacca, Centennial, Idaho 7, Chinook, Cashmere*

WHY CROSBY

A leading grower, processor, and merchant for Strata, we have a close relationship with Indie Hops, which developed the variety. Strata's pick window, just after Centennial and right before Amarillo, fits perfectly into our capacity planning, allowing us to harvest at the ideal time to maximize flavor and yield.



9 | TRIUMPH

Named for the motorcycle, Triumph bursts with intense aromas of tropical fruit and Bazooka® bubblegum followed by notes of stone fruit described as "a cup of Dole® peaches." In higher dosages, it imparts lime, orange, and peach. Featuring slightly higher bittering characteristics, Triumph offers a juicy and distinct profile while maintaining a mild presence, making it ideal for lagers and pale ales.



SIMILAR TO: *Callista, Cashmere*

PAIRS WELL WITH: *Meridian, Cashmere, Cascade, Idaho 7, Nugget*

WHY CROSBY

Released in 2019 from the USDA public breeding program, we source Triumph from select growers committed to principles and practices that deliver bales of the highest quality. We then process and package our T-90s to exacting standards to ensure you get consistently great pellets every time.





10 | ZAPPA®

Named after Frank Zappa, this hop is as unique and colorful as the man. Just like Frank, Zappa defies easy characterization. Spicy and tropical with notes of passionfruit, mango, and citrus, it has a Fruity Pebbles™-like quality and “smells like purple.” Great in whirlpool and dry hop applications, Zappa shines in hazy IPAs, fruited sours, and wild or mixed fermentation beers.



SIMILAR TO: *Zappa is in a league of its own – there’s nothing quite like it.*

PAIRS WELL WITH: *El Dorado, Centennial, Mosaic, Strata, Belma*

WHY CROSBY

Our Zappa is grown and sourced exclusively from CLS Farms in Moxee, Washington and Crosby Hop Farm in Woodburn, Oregon. Inspected and tested upon receipt, every bale must meet our exacting standards before being carefully processed into pellets that capture Zappa’s unique character.

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