

14th August 2015



PRESS INFORMATION: BRITISH HOP HARVEST 2015

When: September

The British Hop harvest is dramatic, noisy, frenetic and does not last very long. In just a few weeks British hop farms will have completed the harvest of one of our oldest, most romantic, most fabulously aromatic British crops. British Hops are grown in Herefordshire & Worcestershire and in Kent, Surrey, Sussex & Hampshire.

During harvest the whole hop bines are taken out of the hopyards to a “picking” machine which strips the hop bine, separates the hop from the leaf and conveys the hops into the kilns where they are dried before being conditioned and baled for brewers all over the world.

It’s an old process: British Hops have been grown by farmers for over 500 years and were harvested by hand until the 1960’s. Since then the process has been mechanised. It’s a romantic process full of wonderful hop aromas: mango, lychee, orange, lemon, spice, mint, grass, molasses, blackcurrant, tangerine, summer fruits, pear, summer flowers, apricot and black pepper. It’s noisy, dramatic and unforgettable.

This year’s weather

The two biggest hop growing regions in the world (Washington State in the USA and Bavaria in Germany) have suffered from prolonged heat-waves and drought this summer which suggests yields may be lower than usual. And it has been dry in the UK too, especially in the South East. We are forecasting an average hop crop from the UK this year.

What’s so special about British Hops?

British craft brewers often rave about new world American and New Zealand hops. In return American and New Zealand craft brewers rave about British Hops. These overseas brewers are seeking delicate, complex hop aromas to create drinkable session beers.

All British Hops share a wonderful terroir*– great soils and a unique mild maritime climate with fairly even rainfall throughout the year. British Hops use the natural resources available, which means they are very sustainable and the complex aromas make them perfect for brewing the best session beers in the world.

Brewers seeking intense flavours from British Hops, should consider:

- Jester hops – aromas of mango, lychee, tropical fruits
- Admiral hops – cooked marmalade, orangey citrus aromas
- Bramling Cross hops – blackcurrant, spicy lemon flavour
- UK Cascade hops – lychees, floral, grapefruit aromas
- Endeavour hops (a British daughter of Cascade) – aromas of citrus and summer fruits

British Hop Association

Registered Address: c/o Larkings LLP, Cornwallis House, Pudding Lane, Maidstone, Kent ME14 1NH
VAT Registration Number: GB 683 3890 95



On farm trial, we have some very exciting new varieties coming through that are hitting the high notes too. For a full list of British Hop varieties: <http://www.britishhops.org.uk/british-hop-varieties/>

The facts about British Hops:

- There are over 27 commercially grown British Aroma Hop varieties in the UK
- British Hops represent 1.5% of world hop production (to put that in context, British wheat represents about 1% of world wheat production)
- Over 50% of British Hops are exported, in the main to the USA

Note to Editors:

To visit a farm during the British Hop harvest or to create a story about British Hops and Beer or simply for more information: Ali Capper, British Hop Association: 01886 884202, 07973 562139 or alicapper@mac.com www.britishhops.org.uk

*Terroir: The factors that affect terroir are the soil, geography, geology, topography and climate. The term is derived from the French "terre" meaning "land" and the concept of terroir has come from the French wine industry.

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