



# What is it?

# Market Positioning

Positioning this ingredient correctly is important to help customers understand it.

## Talking Points: What is Hopzoil™?

### KEY BULLET POINTS:

- It's made from fresh hops, not dried or processed hops
- It's a pure "essential oil". No solvents, only pure steam-distillation
- Glacier Hops Ranch is the only producer of Hopzoil™ in the world

*First and foremost...unlike other liquid hop extracts it uses a different ingredient...FRESH HOPS (not dried or processed hops). Fresh hops are steam-distilled in a distillery formerly used for producing mint oil, right on the farm, here in Montana, near the gateway to Glacier National Park.*

*A different raw ingredient, which captures the "harvest-fresh essence" of aromatic hops. None of the natural, essential oils are lost to heat and drying. If it's in the field, it's captured in Hopzoil™. The result is like having a complex, highly aromatic freshly-hopped beer, on a year-round basis.*

**WHAT ARE HOPS?** traditionally used to flavor beer, they have a wide variety of aromas and flavors (*think of the many different varieties of apples, tomatoes or other vegetables*).

**HOPS ARE A FLOWER.** FRESH HOPS, have to be dried within hours of harvest to preserve them. Hops contain various compounds, including essential oils. The most aromatic of these oils are prized by Craft brewers, but are highly volatile. When you dry and process hops, a portion of the "fresh" aroma and flavors found out in the field are lost.

Brewers primarily use DRIED, PROCESSED hops, (with a few seasonal exceptions if/when they can get fresh hops at harvest for a seasonal fresh hopped beer).

**THIS IS DIFFERENT.** Glacier Hops Ranch captures the essence of this fresh aroma in the field at harvest and the experienced brewer adds it into the beer right before packaging. The result is refreshingly aromatic. Very different than using dried hops. Decidedly complex.

**AN ANALOGY:** *Think of the difference between FRESH BASIL and DRIED BASIL. FRESH IS ALWAYS BETTER, but it's sometimes impractical to achieve.*

### SUGGESTED CORRECT POSITIONING:

*"When hops are the most aromatic in the field, Glacier Hops Ranch, takes freshly harvested hops and within hours, captures all of the fresh, aromatic oils through a proprietary steam-distillation process.*

*These aromatic fresh oils are set aside, and after the beer is fermented those freshly captured hop oils right back into the brewing vessels, just before packaging. It's fresh. It's natural."*

**DO...stress the freshness that was captured at harvest, on the farm DO...refer to it as pure, natural and harvest-fresh.** (*Because it is*)

**DON'T...don't refer to it as merely an "oil additive".** Consumers can misconstrue the type of oil, without some background.

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