



Indie Hops, LLC
2505 SE 11th Avenue; Suite 311
Portland, Oregon 97202
t 503.452.4677
f 503.452.6005
www.indiehops.com



Strata FAQ Sheet:

Q- Where did Strata come from?

A- It's the first hop launched out of the Indie Hops Research and Breeding Program.

Q- What is the Indie Hops Research & Breeding Program?

A- More than ten years ago, we had a vision of investing in Oregon hops, with an eye on the future of craft beer. At that time, there were no breeding programs geared toward craft. So we established one! We fund & manage the program, which is comprised of various activities. Dr. Shaun Townsend oversees genetics and agronomy which takes place at Oregon State University, and the continuation of this process happens with our farm partners through commercial farm trials. Indie Hops staff conduct sensory evaluation of all hops for brewing and market potential, and we engage some of our current brewery customers to help us in this process.

Q- Who is Indie Hops?

A- Launched in 2009 with the intention of servicing the blossoming craft industry, Indie Hops combines the expertise of century farms, the "coolest" pelleting technology, and a research and breeding program to provide brewers with flavors craft beer drinkers love.

Q- Do you process the hops yourselves?

A- Yes, at our mill located in the Willamette Valley. We built the first post-farm hop processing facility in Oregon, with the priorities of craft brewers in mind. We designed our mill for rapid, low-temperature processing to preserve the qualities of the hops at harvest. The result—our pellets come out loaded with hop character. Stored at 28°F these packages bring just-harvested freshness to brewers for years.

Q- Are you a farm?

A- We are not a farm. We contract with farms that have multiple generations of experience to grow our hops. We work closely with these farms to apply "best practices" in sustainable agriculture, and to determine optimal harvest times and character development for each variety.

Q- Where is Strata grown?

A- Strata was launched from the Oregon hop-growing region, starting with our long-time partners Coleman Agriculture and Goschie Farms. We have since expanded to more growers in Oregon since Strata excels in this location. Growing trials are also being conducted in other growing regions.

Q- Where can I get Strata?

A- Primarily from Indie Hops. Due to the developing demand however, it became clear to us that we'd want to branch out to help supply the marketplace, both in the USA and abroad. Accordingly, we are supplying some of our inventory to other hop suppliers for servicing their key customers, and are developing distribution partnerships in Canada, Europe, Australia and Japan.

Q- Do you have any other new hops from your breeding program?

A- To date, Strata is the only hop to be officially launched into the market from the Indie Hops Research and Breeding Program. However, our eye is on the future with the aim of providing new and exciting hop flavors for our customers. To that end, we have a full pipeline of experimental hops that are under evaluation for market potential, some of which are certain to create excitement in the near future.

Q- Are there any other note-worthy talking points about Strata, other than its captivating brewing character?

A- Yes! Glad you asked!! One goal of our breeding program is to launch new hop varieties with natural disease and pest resistance in order to reduce chemical inputs at the farm level. Strata is an excellent example of success in this area. Secondly, our two primary farm partners are both 100% certified Salmon Safe, a respected watershed preservation program. Learn more at salmonsafe.org

Q- Can we use your logos on beer packaging and brewery communications?

A- Yes, please do! We'd like to facilitate your use of the Strata trademark, Indie Hops trademark and supporting logos, and feel free to follow and mention us [@indiehops](https://twitter.com/indiehops). Please contact us to find out what logos and formats are available.

Q- What are the characteristics of Strata?

A- Strata brings many layers of character to beer, hence the name Strata. In general, the primary character is a blend of soft, round fruits (tropical/melon) and bright, tangy fruits (citrus/berry), complemented by an aroma of "rock-concert cannabis" and dried chilis. Late hot side additions bring out the fruit, dry hopping yields more fresh grapefruit and cannabis. Strata flavors are smooth, clean, and intoxicating to a wide range of palates.

CHEMISTRY

Alpha Acid 11 - 12.5%

Beta Acid 5 - 6%

Cohumulone 21%

Total Oil 2.3 - 3.5mls/100g

Myrcene 52 - 65%

Humulene 22 - 30%

Caryophyllene 5 - 12.5%

Farnesene <1%