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Hill Farmstead Brewery

**hillfarmstead** Hello Everyone!

Fresh cans of our new Citra Single Hop IPA will be available TODAY (Wednesday) in the retail shop! This is the first release in an ongoing series of single hop IPAs using hops that I sourced and selected throughout the 2017 harvest. As the brewing industry has grown rapidly, we have noticed variability across lot selections and harvest characteristics from our hop suppliers. In an effort to make our beer more consistent and precise, I knew that I would need to build relationships with our hop growers and, ultimately, I wanted to know which farmers and which fields possessed the micro-climate necessary for us to achieve the archetype of each hop variety with which we work.



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Citra has changed drastically since I first brewed with it in 2010—and I have been chasing the ideal of those early batches of Citra Pale Ale. As the popularity of this hop has grown, farmers have increased their acreage to meet demand and the 'original nature' had, to me, been lost in growth. Following many conversations, much analysis, and hours rubbing flowers between my hands, I believe that I may have found a candidate for our ideal Citra in Washington's Yakima Valley.

This week will also see the return of Society & Solitude #2, our RateBeer #1 rated Imperial Black IPA. In the spirit of James, this robust, dark ale is hopped with Simcoe and Columbus—highlighted by subtle roasty notes and soft, pleasurable carbonation.

I hope that you all will enjoy



6,694 likes

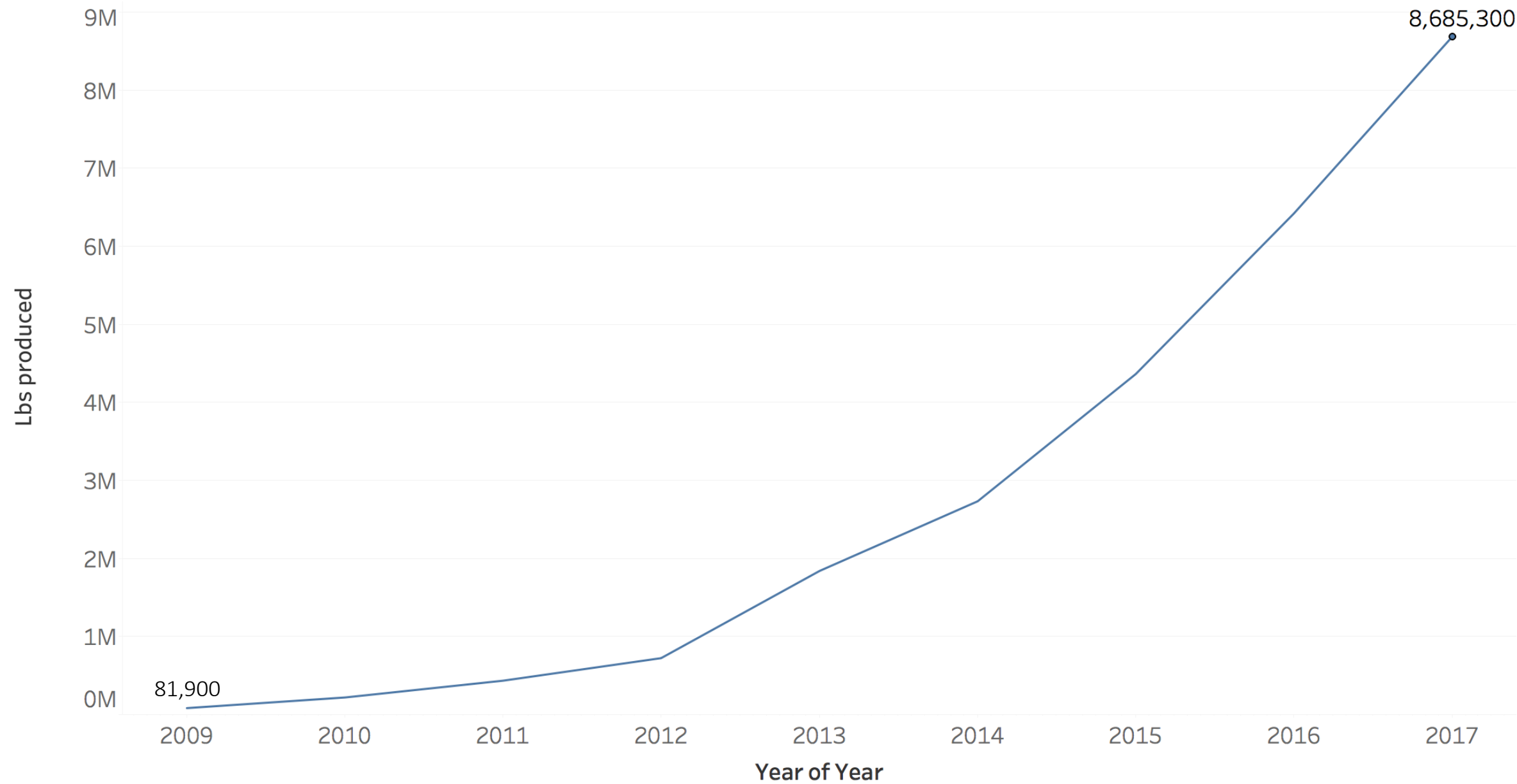
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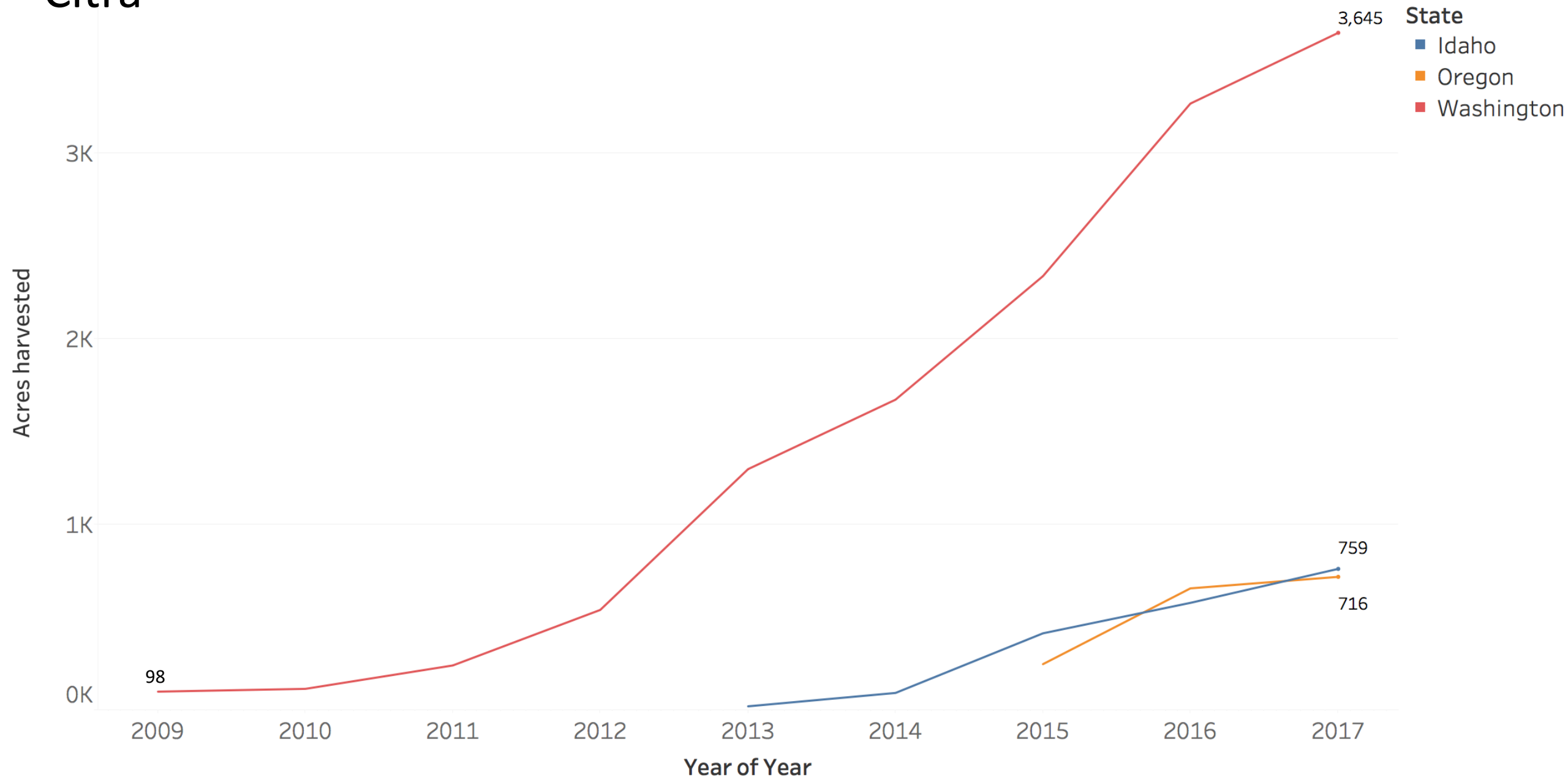
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# Citra

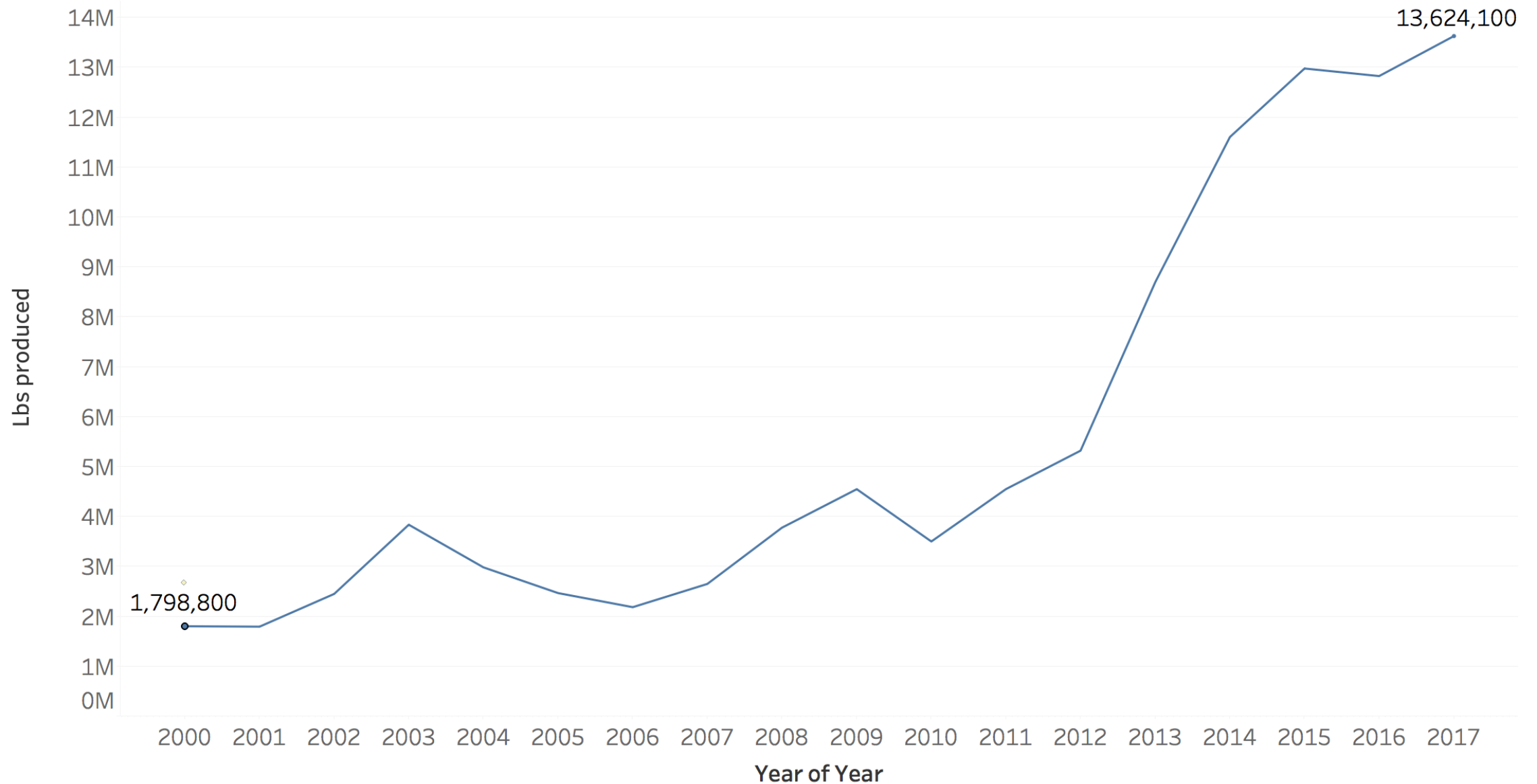
#4 in total U.S. lbs produced and #6 in lbs used by U.S. craft brewers



# Citra



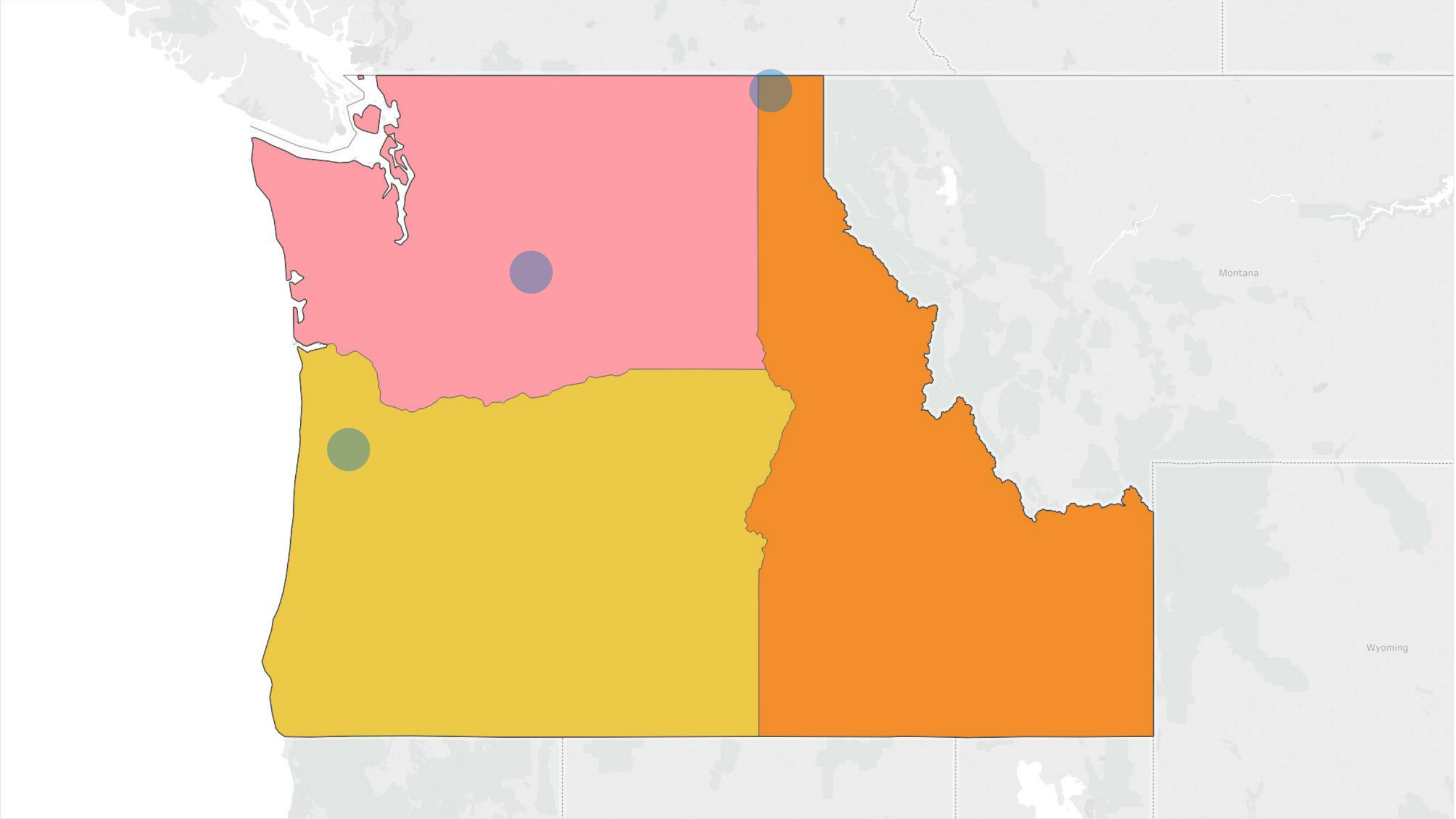
Cascade experienced similar growth, is known to be variable.  
It has been the #1 hop used by craft brewers for the past 8 years



# Why does variability increase?

- Generally, the industry grows high quality hops
- Hop growing regions have “terroir”, as acreage expands, this becomes more pronounced



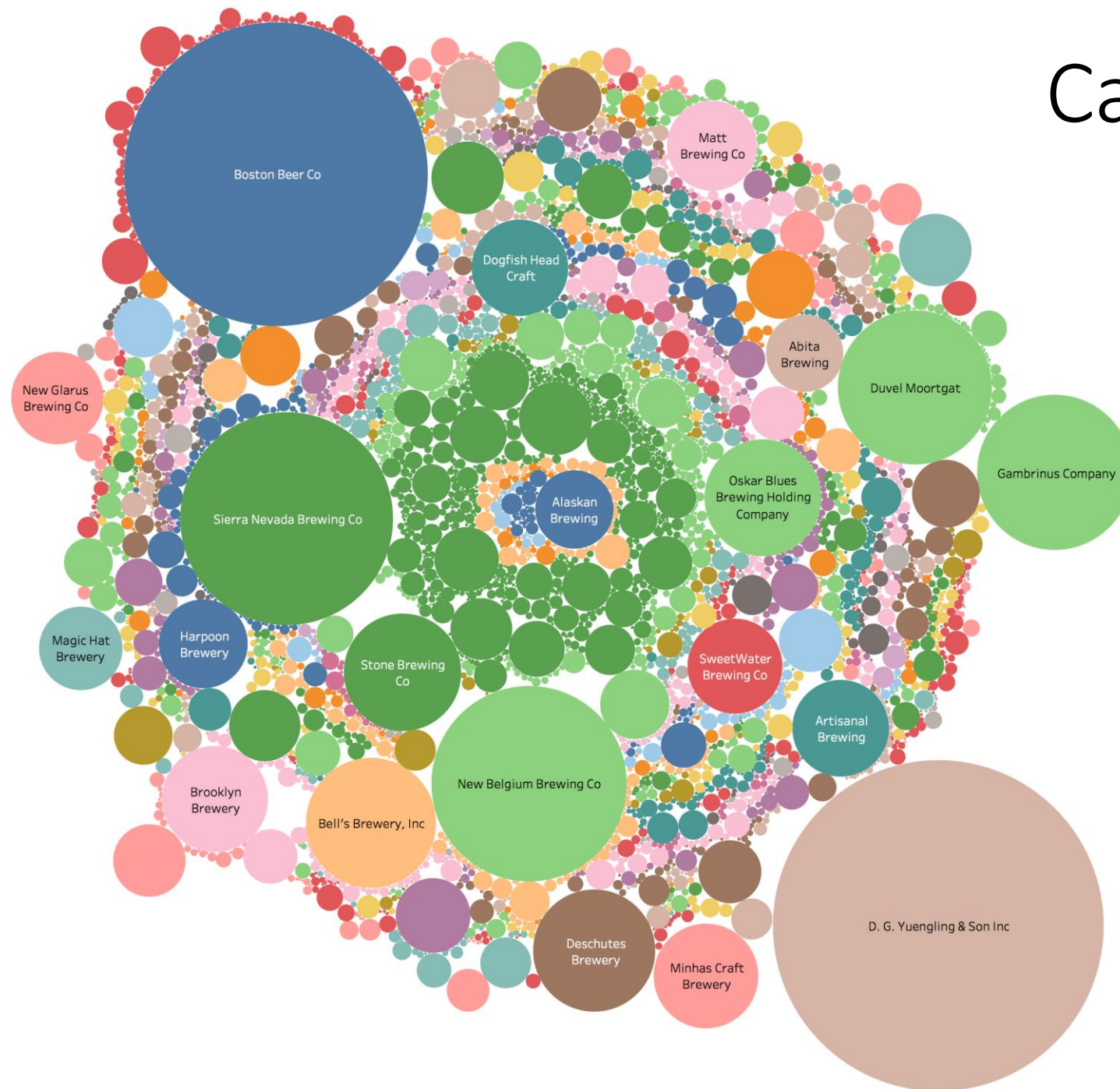




Is it bad to have different variations on a variety?

- No way!

# Case in point

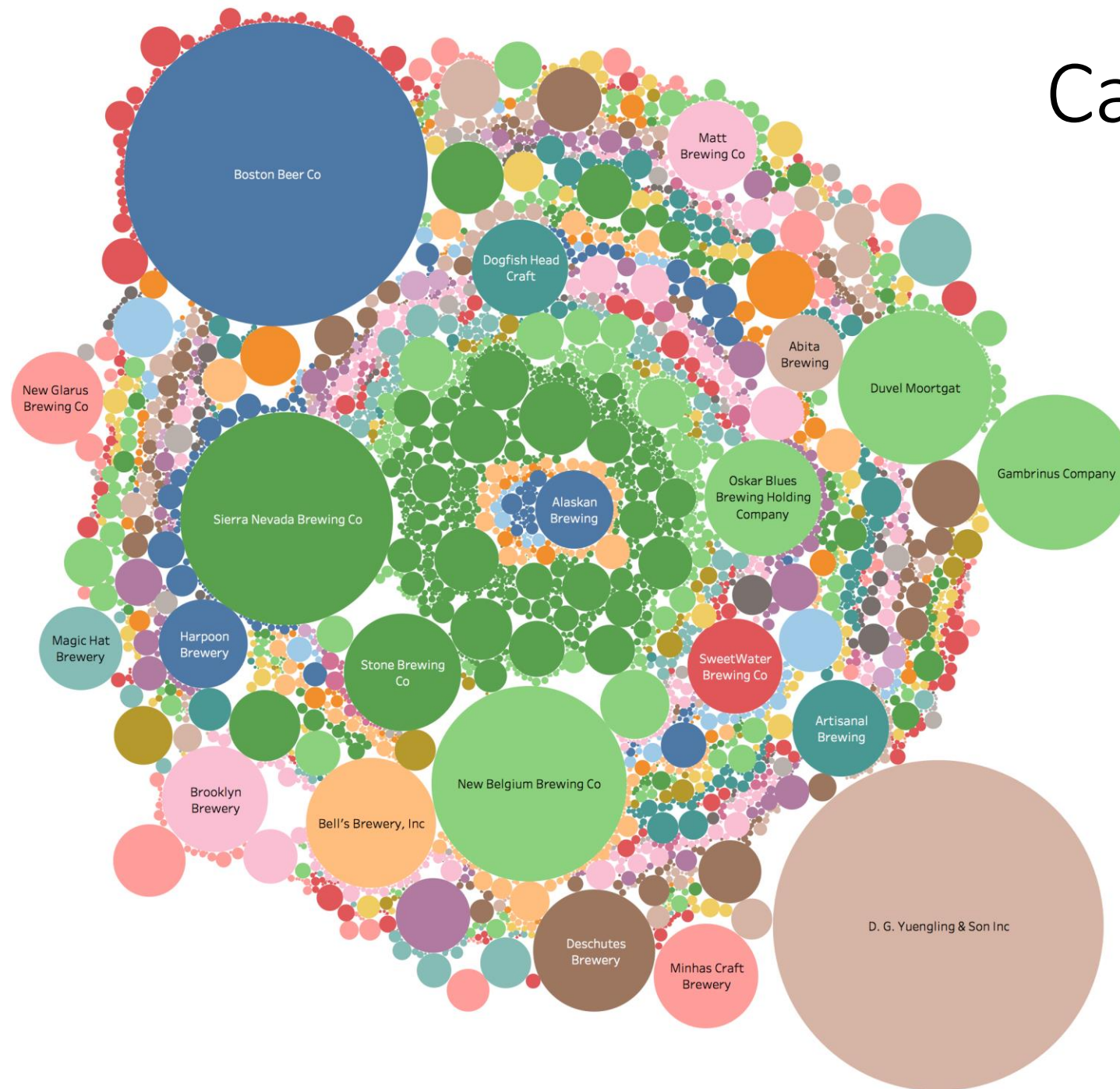


1988: 199 breweries

2016: 5,301 breweries

# Case in point

craft fans visit the bar  
and pick a beer they  
like – they don't order  
a mystery beverage



1988: 199 breweries  
2016: 5,301 breweries



# Direct sales

- The customer (brewer) will benefit from choices
- Many brewers in Vermont don't make it to the PNW for selection
- Vermont growers can provide direct sales

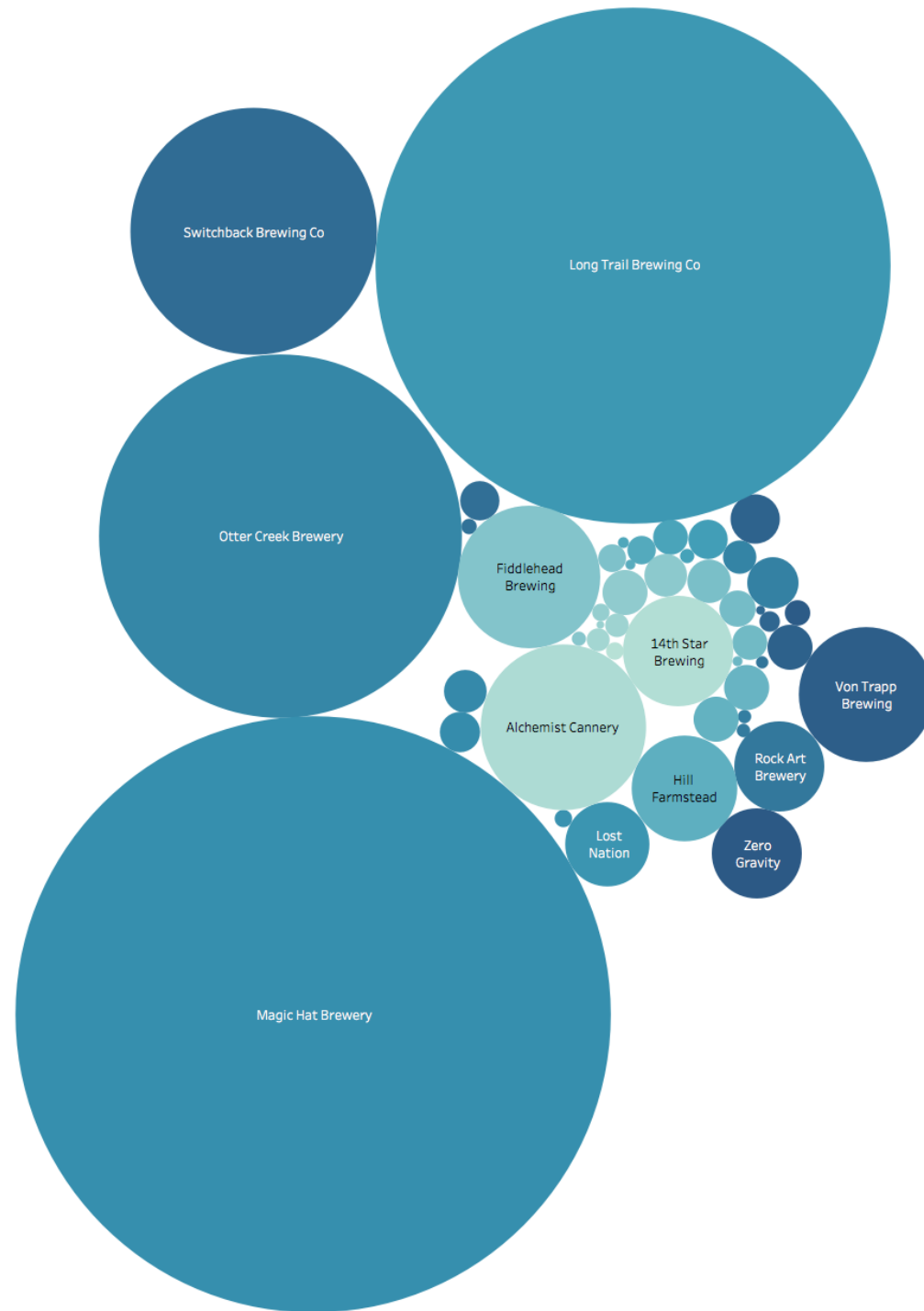
# New Resolution:

Spend more time talking with brewers

- Because we can!
- Not the basics of quality – if you need more info there, work with UVM and other growers, talks this afternoon
- What varieties are they interested in?
- What type and size of packaging do they prefer?
- Are they happy with the density of their pellets?
- Would they like to play a role in our harvest process?







- Craft Brewer Name
- 1st Republic Brewing Co
  - 14th Star Brewing
  - Alchemist Cannery
  - Bent Hill Brewery
  - Bobcat Brewery & Cafe
  - Brewster River Pub & Brewery
  - Brocklebank Craft Brewing
  - Burlington Beer Company
  - Drop In Brewing
  - Farnham Ale and Lager
  - Fiddlehead Brewing
  - Foam Brewers
  - Foley Brothers Brewing Co
  - Four Quarters Brewing Co
  - Frost Beer Works
  - Good Measure Brewing Co
  - GoodWater Brewery
  - Hermit Thrush Brewery, LLC
  - Hill Farmstead Brewery
  - Hogback Mountain Brewery
  - Hop N' Moose Brewing Co
  - House of Fermentology
  - Idletyme Brewing Company
  - J'ville Brewery
  - Kingdom Brewing
  - Long Trail Brewing Co
  - Lost Nation Brewing
  - Madison Brewing Co, Pub and Restaurant
  - Magic Hat Brewery
  - McNeills Brewery
  - Northshire Brewery, Inc
  - Otter Creek Brewery
  - Prohibition Pig
  - Queen City Brewery, LLC
  - Red Barn Brewing
  - River Roost Brewery
  - Rock Art Brewery
  - Saint J Brewery
  - Simple Roots Brewing Co
  - Stone Corral Brewery
  - Switchback Brewing Co
  - Ten Bends Beer
  - The Norwich Inn - Jasper Murdock's Alehouse
  - Trout River Brewing
  - Vermont Pub and Brewery
  - Von Trapp Brewing
  - Whetstone Station Restaurant and Brewery
  - Zero Gravity Craft Brewery