

Quality hops for the finest craft brewers



BROOK HOUSE HOPS

HEREFORDSHIRE



Introduction

Brook House Hops – a fresh way to purchase your hops for brewing

We combine the best quality hop products and an exceptional, personalised service in order to support breweries in creating their unique, crafted products.

Our passion for hops drives us into new territories. By cutting out the middleman and selling direct to breweries, we can listen more closely to trends in the brewing world.

We offer beautiful UK grown hops and a range of imported specialities from The United States, New Zealand and across Europe. We also sell malted barley.

Our passion for hops drives us into new territories





Rural, hand-picked and cared for

We currently farm 120 hectares of hops across two sites in Herefordshire and Worcestershire. Brook House Farm is where it all started - we took a family farm on the banks of the fertile river Frome and planted it back up with hops after a 40-year gap. We have been selling our hops directly to craft brewers in the US and UK since 2018 and the feedback we have had is that they make great beer.

More recently we were asked by the owner to take over the management of Newnham Farm - the largest contiguous hop farm in Europe. We combine a rigorous and scientific approach to hop farming at scale, with the art and attention-to-detail cultivating perfect English hop aromas.

We encourage our customers to visit the farm. The team at Brook House Hops is passionate about getting a high-quality product into the hands of brewers and getting feedback on how customers want the hops grown is critical. After harvest, many of our brewers choose the lots which suit their beer best.

Cold Storage: We are the only hop farm in the UK with on-farm hop-specific cold storage: meaning we get from the bale to the fridge in under 24 hours preserving the maximum aroma.

Cold Pelletising: In 2019 we took the plunge and installed a state-of-the-art dedicated pellet mill; this preserves delicate hop aromas for modern brewers looking for T90s and advanced products.

Indirect Kilning We have the UK's only indirect hop kiln. Rather than blowing fossil fuel diesel or gas exhaust through our hops, we use a heat exchanger to avoid any taint. Another example of our commitment to quality and aroma.



Our story



Our story

Brook House Hops are a young, ambitious team with a unique story to tell

Our farm has a long history of successful hop cultivation and we wanted to rebuild that tradition on the farm and take it to the next level. In 2018, we invested in extremely modern facilities and started to produce some stunning hops, so we decided to launch Brook House Hops.

We wanted to be different, so we decided to sell our hops directly to brewers, instead of through the merchants.

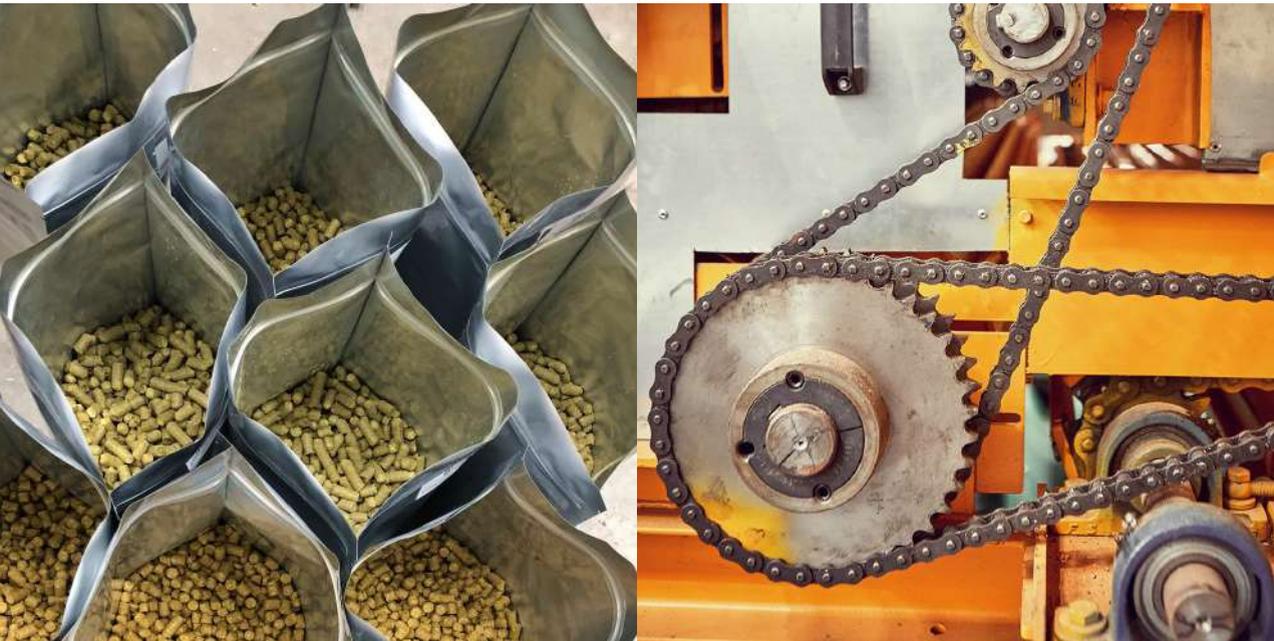
Our main goal is to serve the needs of craft brewers and help them perfect their artisan products with the use of unique and special hop products. We have worked hard to build relationships with our customers and trade in ways that benefit both parties.

By cutting out the middleman we can listen more closely to trends in the brewing world and we can provide a more tailored and valuable service to our customers.

The way we are doing things is informing our decisions around hop growing, as well as the farm-partnerships we are building domestically and abroad.

Our passion for hops drives us into new territories and our business model is that we offer the freshest hops grown in our own English soil, as well as sought after varieties from the US, Germany and New Zealand.

We combine the best quality hop products and exceptional, personalised service in order to support breweries across the world in creating their unique, crafted products.



By cutting out the middleman we can listen more closely to trends in the brewing world



Meet the team



Sebastian Nielsen Business Manager

Sebastian used to work in Enterprise Software and has had a variety of sales and business development roles in the last 10 years. It only took a few visits to the farm during the 2018 harvest to convince him that a move into the world of hops was exactly what he was looking for.

As a keen homebrewer and beer drinker, Sebastian says he has found a business and industry he can truly feel passionate about.

Will Kirby Owner and Farmer

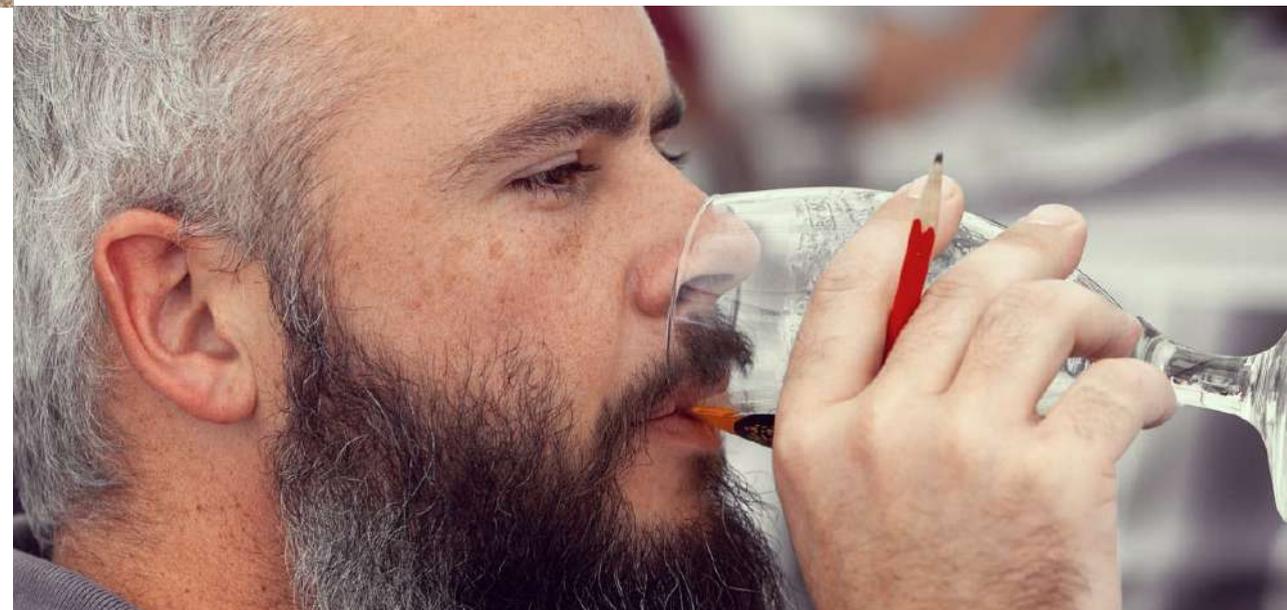
Will used to work in finance: firstly, buying and selling shares, then investing in tech-focused start-up businesses. He decided on a change and moved with his family to Brook House Farm in Herefordshire - a thriving fruit farm - in 2015. This is where he started growing hops, alongside farm manager Henry.

After success with the hops, Will and associate Sebastian Nielsen founded Brook House Hops in 2018 with a strong intention to supply craft brewers independently with the unique hops being grown at the farm, as well as hops from other farmers he knew around the world.

Will's main responsibility at Brook House Hops is to manage the finances, as well as organise hiring, plant health and look after key relationships with our biggest customers and suppliers. During hop harvest, Will can usually be found covered in hop resin in the kiln!

Will's favourite hop is Challenger

“For the spicy smell of a fresh hop straight off the bine on a cool September morning.”



As Business Manager, Sebastian is responsible for all aspects of the hop trading business, from sales and marketing to logistics and accounting. What he enjoys the most is visiting brewers and sharing his passion for hops. When he is not in the farm office, you will find him driving across the country from brewery to brewery and beer festival to beer festival.

Sebastian's favourite hop is Fuggle

“Because of the beautiful and intense flavour it imparts on stouts and porters.”



Henry Smith Farm Manager

Henry grew up on the biggest hop farm in the UK and spent his childhood involved in aspects of growing hops.

After university, Henry became head of marketing for an educational software company. After a few years, he soon realised that farming - specifically hop farming - was completely ingrained into who he was and he longed to return to the countryside.

Henry left the city and began managing a few hop farms in Herefordshire and Worcestershire. In November 2015, Will Kirby offered him a job managing Brook House Farm. It came with exciting plans to transfer a cider apple and arable crop farm into an ambitious hop enterprise.

Using the newest technologies and modern processing and drying facilities, Henry quickly built an efficient team. Nearly 4 years later, Henry manages hops on 3 different sites and is proud to support the growth of a substantial percentage of all hops grown in the UK, with multiple teams of staff. He is still as ambitious and motivated as the day he started.

Henry's favourite hop is UK Chinook

“For the citrusy fresh aroma that fills hop shed & kiln in harvesting time!”

Meet the team



The wider team

The Brook House Hops team are hard-working and resourceful, working long hours during the harvest season to make sure all the hops are cultivated efficiently and packaged quickly to maintain their freshness.

Each member of the team has core responsibilities which align with Brook House Hop's determination to make sure the hops

stay in perfect condition and go into making beautiful, hand crafted beer.

A number of staff including owner and farmer Will and his family live on site, meaning that the working of the farm and running of the business is a lifestyle, not just a business. The passion shines through in everything they do.

Don't just take our word for it!

Nick Davis, founder of Hobsons Brewery, an early customer of Brook House Hops says: "I was instantly impressed with the Brook House Hops team and their story. Not only do they grow their own hops in local, Herefordshire soil, but they work directly with breweries which offers us more flexibility when purchasing. It's great having a positive, friendly, relationship between grower and brewer."



The range varies each harvest year but Challenger, Goldings and Fuggle are always available.

Lovingly grown, UK hops

At Brook House Hops, we have long believed that UK hops are hugely underrated.

With the intense hop flavours that have dominated the craft beer industry in recent years often being sourced from hop farms in the USA and the New World - UK hops have been overlooked and at Brook House Hops we want to change that.

Our UK hops are lovingly grown in our fields of rich soil at our farm in Herefordshire, and they pack a complex and delightful flavour profile.

Why are UK hops different?

- The British soil and climate mean that UK hops are lower in myrcene compared to hops grown almost everywhere else in the world. Hops that are low in myrcene content typically have a more moderate aroma intensity, which actually delivers far more delicate and complex aromas to the beer.

- The low alpha acid levels in English hops provide an earthy and slightly spicy flavour, which is why they get used in pale ales/India pale ales as well as stouts and porters. Versatile and complicated, they give more than some might expect.

Our range varies each harvest year but we always have Challenger, Goldings and Fuggles available.

The combination of Goldings and Fuggle hops is renowned globally, with many US breweries starting to really get on board with brewing using UK hops. If you want to produce a complex yet drinkable beer, it is hard to go wrong with a mix of these two classics.

The combination of Goldings and Fuggle hops is renowned globally



US Hops

Unique, exclusive and most excitingly, everchanging

Here at Brook House, alongside growing hops in the rich soils of Herefordshire, we also have relationships with farms across the world.

Americans have been proudly growing hops since early colonial times. The Pacific coastal states of Washington, Oregon, and California produced most US hop crops in the early 1900s, with the end of Prohibition in 1933 resulting in a considerable increase in hop acreage for these states. In 2019, the Pacific Northwest dominates hop production with over 95% of the total share of US production.

The US hop industry has been thrust into the limelight in recent years and US hops are often acknowledged as the catalyst of the craft beer movement. We regularly visit all of our suppliers to make sure the hops we provide are exceptionally fresh, thrillingly aromatic and perfect for brewing high-quality craft ales and beers.

Our range changes throughout the year but you can always expect the premium varieties such as Citra and Mosaic alongside the classics Amarillo, Chinook and Cascade. Newer varieties can be found too, like Cashmere and El Dorado and other powerful, aromatic strains.

The Northwest's favourable climate, fertile soils and plentiful water for irrigation have resulted in excellent quality and yields for US hops. These factors all give American hops a unique and strong aroma and flavour profiles are often exceptional.

Special aromas and unique flavour profiles

The first-ever documented hop cultivation was in 736, in the Hallertau region of present-day Germany, and the first mention of the use of hops in brewing was in 1079. It stands to reason therefore that European hops are the most prevalent and well known in the world.

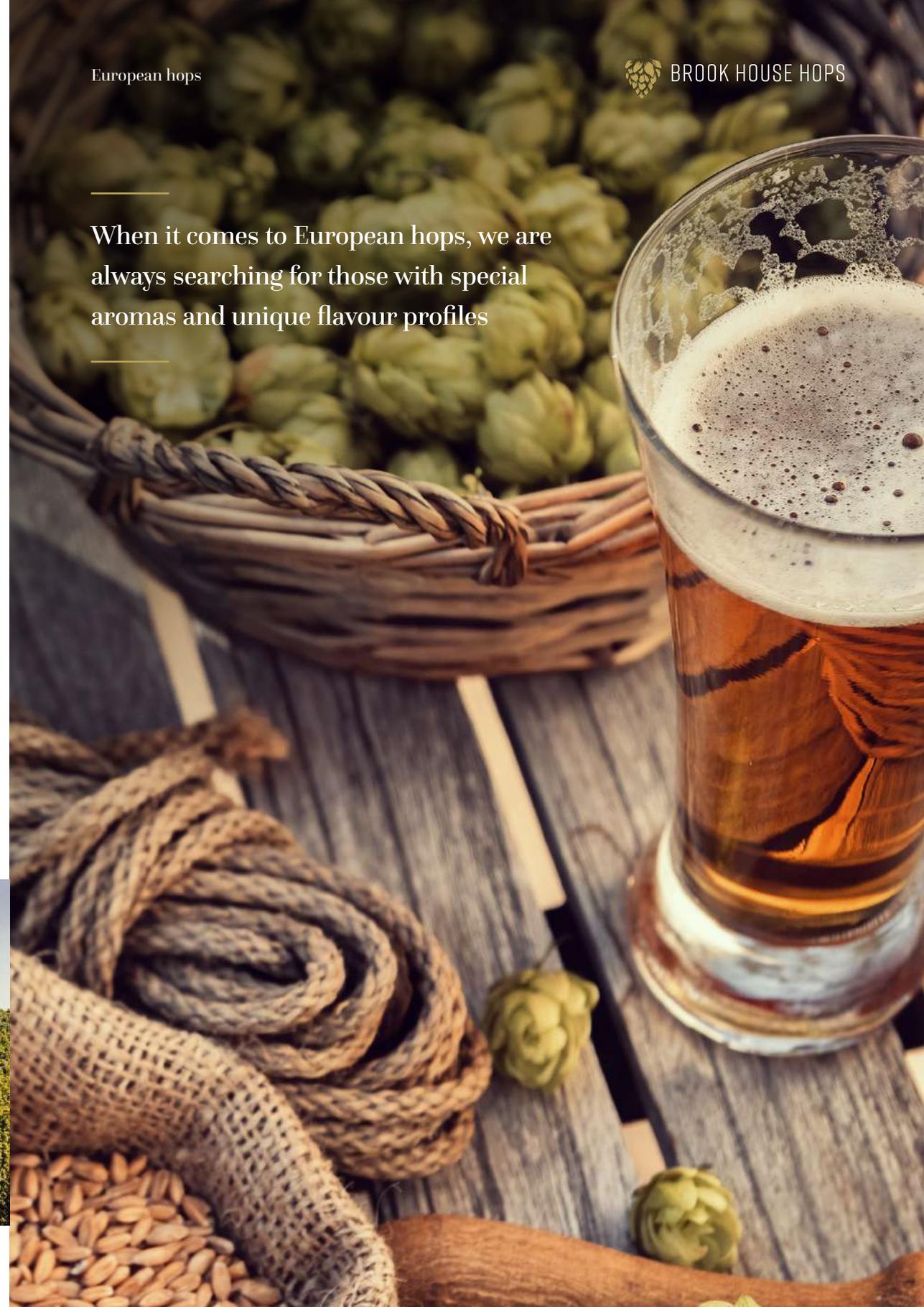
Hop plants prefer the same soils as potatoes and hop production is concentrated in moist temperate climates, with much of Europe's production occurring near the 48th parallel north (a circle of latitude that is 48 degrees north of the Earth's equatorial plane). Important European hop production centres today are the Hallertau in Germany, the Žatec (Saaz) in the Czech Republic and more recently areas in Poland and Slovenia.

When it comes to European hops, we are always searching for those with special aromas

and unique flavour profiles as the European region offers a lot of variety. German hops such as Ariana, which is great for dry hopping, imparting a most intense, fruity flavour to brews. We also love Mandarina, which has a beautiful, citrus heavy profile; Huell Melon and Hallertau Blanc which has wine-like qualities similar to Sauvignon Blanc grapes from the New World.

We are constantly looking for the most popular and exciting hops that brewers want. Brewers are always welcome to ask for hops we may not have in stock yet - we import based on demand. Get in touch today if you have something in mind or want to source a real unique hop strain for your next brew.

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New Zealand hops

Well known for their citrusy, floral notes and persistent fresh tropical fruit flavours



New Zealand hops



Hops were first grown in New Zealand in 1842 and by the 1850s breweries had established large hop gardens. Hops are associated with the Nelson region of New Zealand, especially around Motueka. Nelson's warm, sunny climate suits the crop very well, creating hops well known for their citrusy, floral notes and persistent fresh tropical fruit flavours, which span most varieties.

The original varieties cultivated in NZ were Fuggle, Bumford and Goldings from England, and Halletauer from Germany. Due to the shorter daylight hours of the New Zealand summer, yields were lower than in Europe so in the early 1900s, Californian varieties were also imported, which were more suited to the New Zealand climate.

We have a partnership with New Zealand based Battery Hill Hops, who grow their beautiful crops less than 50 miles from

Motueka in the region famed for those unique New Zealand hop flavour profiles. A family business, they have farming in their blood and are passionate about the environmental well-being of their farm, as well as constantly striving to produce the highest quality hops.

We often offer dual-purpose hop Motueka, known for its lemon and lime notes; Pacifica, which gives spice and floral aromas; Rakau, offering high-quality bitterness and stone fruit flavours; Riwaka, with hints of grapefruit and kumquat and Taiheke, the 'NZ Cascade', well known and popular for the bittering, finishing and dry hopping of pale ales and IPAs.

We are always looking for more to add to our range, so expect to see premium hop varieties soon such as Nelson Sauvín.



We have a partnership with New Zealand based Battery Hill Hops, who grow their beautiful crops less than 50 miles from Motueka

Malt

Excellent quality crushed malt for your brewing requirements

You will struggle to make great beer without malted barley so we also supply the finest malt to go alongside your hop order, saving you time on ordering and giving you it back for the brewing process.

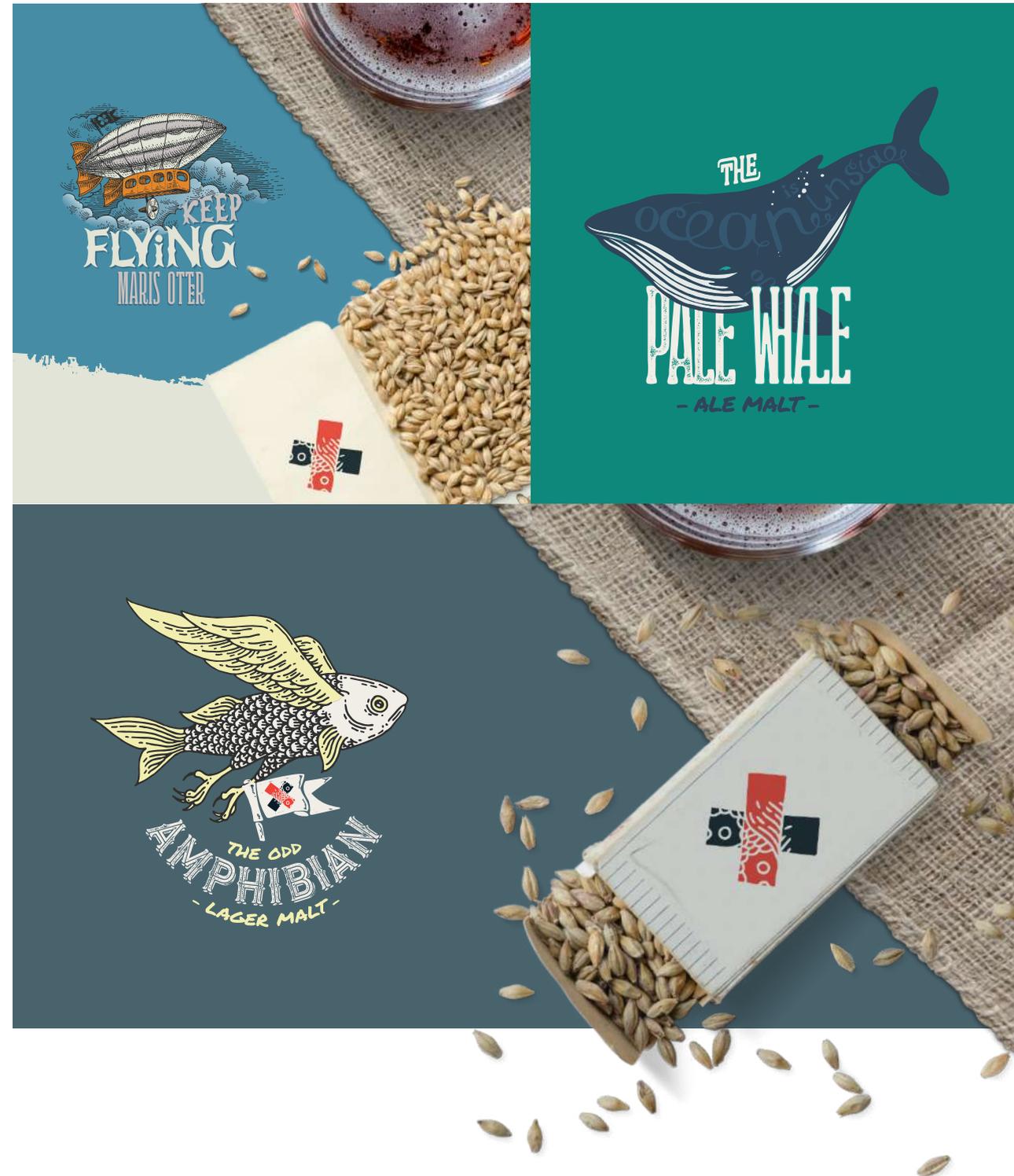
We've formed a partnership with Paul's Malt of Bury St Edmunds, Suffolk meaning we can supply a variety of excellent quality crushed malt for your brewing requirements. We offer Maris Otter, Pale, Extra Pale and Lager Malts as well as a long list of speciality malts and wheat.

Paul's Malt is a family run business and one of the oldest malting families in the UK, who have been malting barley since the 19th century. They are the go-to supplier of malted barley for craft brewers and will do whatever it takes to make their malted barley the best.

With a team passionate about barley, beer and whisky, they want to help brewers craft delicious new tipples for everyone to enjoy and believe us, they can do that. Brook House customers have been brewing with the malt and speak very highly of the quality! Get in touch today to place an order.



We offer Maris Otter, Pale, Extra Pale and Lager Malt as well as a long list of speciality malts and wheat



How to order

Contact us today for a chat about hops
or to place an order.



Phone: 01885 562462

Office Hours: Monday - Friday, 8.00am - 5.00pm

Address: Brook House Hops, Brook House Farm, Avenbury Lane,
Bromyard, HR7 4LB, United Kingdom.

E-mail: hops@brookhousehops.com

Website: brookhousehops.com

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