

**EARTH  
SUN  
WATER  
HOPS  
CRAFT™**

**CLAYTON  
HOPS™**

# HELLO, AND WELCOME TO CLAYTON HOPS.

We have created this booklet for you – our partners in craft – in the pursuit of great beer. It showcases our hops, but also covers a bit about our company; who we are, what we do and why we do it.



Here are three big things we want you to know about our company.

**01.** We are family-owned and operated, based in the sunny and beautiful Tasman region of New Zealand.

**02.** We're proud to be New Zealand's largest hop grower, with a reputation for excellence that extends all around the globe.

**03.** Collaboration is what we do best (aside from growing great hops!). We share your passion for the industry, and want to work closely with you to explore ideas, create opportunities and personalise the 'bine to brewer' process so that you get the results you want.

Extraordinary hops make for award-winning beer, and it all starts here.

Cheers!

**BRIAN CLAYTON,  
CEO - CLAYTON HOPS**

# CLAYTON HOPS AT A GLANCE.



<b>LOCATION:</b>	Tasman region, the hop-growing heartland of New Zealand
<b>HOP FARMS:</b>	Battery Hill / Blue Rock / Mt Arthur / Korere (a maximum of 1,250 acres of hop garden)
<b>HOP VARIETIES:</b>	Motueka™ / Nelson Sauvín™ / Pacifica™ / Rakau™ / Riwaka™ / Taiheke®
<b>CAPABILITY:</b>	Development, planting, growing, picking, cleaning, kiln-drying, pelletising, packaging, cool storage, sales, and delivery to customers throughout New Zealand and internationally
<b>PARTNERS:</b>	A wide range of discerning craft brewers and distributors around the globe

# GOOD PEOPLE, GREAT HOPS.



## Before we get into the hero of the story – our hops – here's some background on our family.

We are three brothers, Brian, Glen and Andrew, and we are joined by our respective partners, Sarah, Sara and Rebecca, in the running of Clayton Hops.

**Ours is the largest hop-growing operation in New Zealand,** with four farms spread over 1,250 acres (think clean soil, fertile fields, secluded valleys and clear mountain streams) in the Tasman region of New Zealand.

**We know this land well;** the Clayton family has a long-standing history of farming in New Zealand. And while we spent our younger years chasing adventure and pursuing professional careers around the globe, the decision to return home was an easy one. This is the lifestyle we love. The perfect place to settle, raise kids, flex our entrepreneurial edge and realise our dream of **perfecting the art of growing world-class hops.**

**What we stand by:** a shared philosophy of guardianship and respect for the land, backed by a strong commitment to the craft, and the love of good beer.

# CRAFTED FROM BINE TO BREWER.



All that we do is aimed at getting it 100% right for you. Here's what you can count on, with Clayton Hops as your partner in craft.

## Trust in our product.

When we say our bespoke New Zealand hops are among the finest you'll find, we mean it. Our varieties are chosen for their clean, distinctive characters, depth of flavour and aroma, and their versatility, popularity and consistency. And our gardens are set in one of the most pristine places on earth – with pure air, fertile soil, clean water and no need for pesticides. So natural, and so good.

## Trust in our process.

Knowing that the best craft beer starts in the garden, everything we do – from planting and growing to processing and packing – is precision-managed with quality in mind. Our processing facilities include new Dauenhauer hop harvesting systems (less leaf and stem, more hoppy goodness),

new flat-bed drying kilns (fume-free) and proven pelletising, packaging and cool store facilities. All of which enables us to maximise the magic in our hops; locking in the freshness, and bringing flavour and aroma to the fore.

## Trust in our know-how.

Hop selection plays a huge part in the crafting process, and this is our area of expertise. If you want to know more about the complexities of our different hop varieties – how they are best grown and harvested, their flavours and aromas and the styles they are suited to – all you have to do is ask.

**Trust in our service.** So you get exactly what you want (i.e. the best ingredients to make the best craft beer), we can custom-supply our hops to order. We also offer lot selection, which means we can build a deeper understanding of what your preferences are. Share your vision, we'll share our insight – and let's raise a glass to something good!



# THE COMPANY WE KEEP

One of the best things about being in this business is working with people who share our same passion for excellence and love of craft beer.



The quality has been some of our best experienced with using NZ grown hops. The flavours are bright and punchy, making for better Pale Ales and IPAs. Their customer service goes above and beyond - from quick shipping, to welcoming you to the hop farms, to selecting hop varieties. I wholeheartedly recommend Clayton Hops.

Andrew Childs, Behemoth Brewing, New Zealand

We are creative, independent thinkers, and we see these qualities in our friends at Clayton Hops. They go out of their way to provide unique hops that produce superb beer. Our brewers love choosing which block the hops come from, on the farm or from samples, so we can choose what goes best in our beer. We have a lot of faith and trust in Clayton Hops. We know they want to look after us. It's an excellent partnership.

Mike Sutherland, Sawmill Brewery, New Zealand

We strive to make Pale Ales and IPAs that highlight the full expression of the hops while retaining low bitterness and excellent drinkability. It's been a real pleasure to team up with Clayton Hops who provide us with really nice punchy and flavorsome hops. They're informative and accommodating, which makes life easier for us. We really do look forward to continuing our partnership with Clayton Hops!

Rodger Davis, Faction Brewing, USA

We are loving the hops that Clayton Hops are supplying us. They go to great lengths in order to make sure we get hops that truly excite us - hops that help us increase the quality of our beers.

Jason Bathgate, McLeod's Brewery, New Zealand

At DEYA we have a significant focus on NZ hops and deepening our connection with the product, the process and the talented farms that bring our beers to life. Clayton Hops make excellent products but are also an excellent, forward-thinking, responsive team to work with. We love having them as a valued supplier!

Theo Freyne, DEYA Brewing, England

The Clayton brother's enthusiasm for beer and hop farming is both refreshing and contagious. It was the catalyst for what has blossomed into a terrific and valued relationship between craft brewer and hop grower. The hops supplied have been phenomenal and showcased well in our collaboration 'Weight of the Planets' Gold Top DIPA. Showcasing Nelson Sauvin™ and Rakau™ hops, it was a terrific drop, which our customers enjoyed greatly and is set to return.

Matt Dutton, Track Brewing, England

We met the Clayton brothers when they stopped by our Ballard taproom in 2019. That was the start of a great relationship and we have since really enjoyed working with their delicious New Zealand hops. They impart a lot of punchy aroma and flavor into our beers. And they make it easy by taking great care of us. After harvest, the hops arrive in great condition and with no fuss. We're really looking forward to hosting the Clayton team when they make it back to town.

Brad Benson, Stoup Brewing, USA

**CREATIVELY CONCEIVED.  
AUTHENTICALLY CRAFTED.  
BESOKE NZ HOPS. FULL OF  
FLAVOUR. FINEST QUALITY.  
UNIQUE TO YOU.**

**WE'RE YOUR PARTNERS  
IN CRAFT.**



The rise of craft brewing has meant an epic period of growth for Clayton Hops. We've been scaling up big time in the past few years; converting farmland into gardens, investing in infrastructure and boosting our production capability to keep up with demand.

**At the centre of this buzz is you, our international community of brewers and distributors.**

You're the spark that drives our business. We love being a part of your crafting journey. And we want to continue by your side – exploring new ground, discovering new taste territories, getting creative – with the hops you need to make the beer you love.

THE VARIETIES WE GROW

Our six carefully selected, globally sought-after varieties. Hops of exceptional quality, flavour and aroma.



**MOTUEKA™**

**NELSON SAUVIN™**

**PACIFICA™**

**RAKAU™**

**RIWAKA™**

**TAIHEKE®**



# MOTUEKA™



**A HOP WITH A DISTINCTIVE FRESH CRUSHED CITRUS 'MOJITO' LIME CHARACTER.**

## AROMA PROFILE



FRESH LIME

LEMON ZEST

MOJITO

ORANGE SPICE

JUICY

TROPICAL

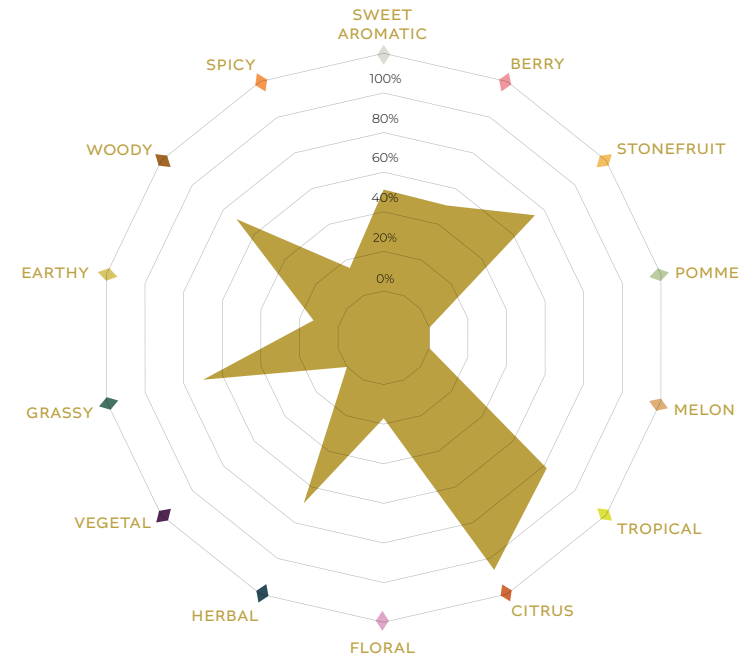
## ANCESTRY

Developed in New Zealand by what is now known as Plant & Food Research (Brand 87.14-20). It is a cross between a New Zealand breeding selection and Saaz.

## BREWING NOTES

A hop with a unique aroma and flavour profile that is extremely versatile.

## SENSORY NOTES



## BITTER COMPONENTS

Alpha acids %	6.0-9.5
Beta acids %	5.0-6.0
Cohumulone as % of alpha acids	28-32

## AROMA COMPONENTS

Total oil (ml/100g)	1.5-2.1
Total polyphenols %	5.0-10.0

## OIL BREAKDOWN (% OF TOTAL OIL)

Farnesene %	4.5-15
Humulene %	0.3-0.8
Linalool %	0.1-1.0
Myrcene %	45-80

1. Motueka pronunciation tip: Mor-too-eh-kah.

2. These technical values are from tested lots. Actual product may vary.

3. Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.



# NELSON SAUVIN™



**A HOP WITH A DISTINCTIVE FRESH CRUSHED GOOSEBERRY AND 'NEW WORLD' WHITE WINE CHARACTER.**

## AROMA PROFILE



GOOSEBERRY

LYCHEE

WHITE WINE

PASSIONFRUIT

TROPICAL

SPICY

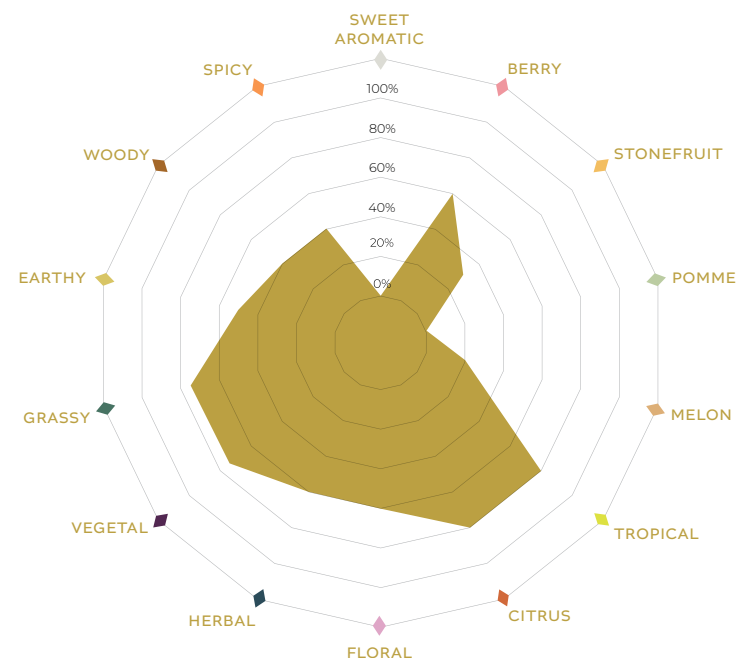
## BREWING NOTES

It is known for being one of the most unique hop varieties, displaying strong fruit and 'new world' white wine aroma characteristics. It also has a reputation for unleashing the potential of other brewing ingredients.

## ANCESTRY

Developed in New Zealand by what is now known as Plant & Food Research (Brand 85-03-06). Bred from the New Zealand variety Smoothcone and a selected New Zealand male. Its character – fresh crushed gooseberry and 'new world' white wine – is similar to the descriptor for the grape variety Sauvignon Blanc, which gives rise to the variety's name.

## SENSORY NOTES



## BITTER COMPONENTS

Alpha acids %	9.0-13.0
Beta acids %	5.0-8.0
Cohumulone as % of alpha acids	20-30

## AROMA COMPONENTS

Total oil (ml/100g)	1.2-2.0
Total polyphenols %	4.0-6.0

## OIL BREAKDOWN (% OF TOTAL OIL)

Farnesene %	0.1-1.0
Humulene %	20-35
Linalool %	0.2-0.6
Myrcene %	35-60

1. These technical values are from tested lots. Actual product may vary.
2. Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.

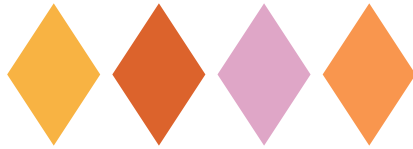


# PACIFICA™



**A HOP WITH A BEAUTIFUL BLEND OF 'OLD WORLD' FLORAL AND SPICE AND BRIGHT CITRUS OF THE 'NEW WORLD'.**

## AROMA PROFILE



ORANGE

TANGERINE

CLEMENTINE

STONE FRUIT

BLACKBERRY CANNABIS

FLORAL

SPICE

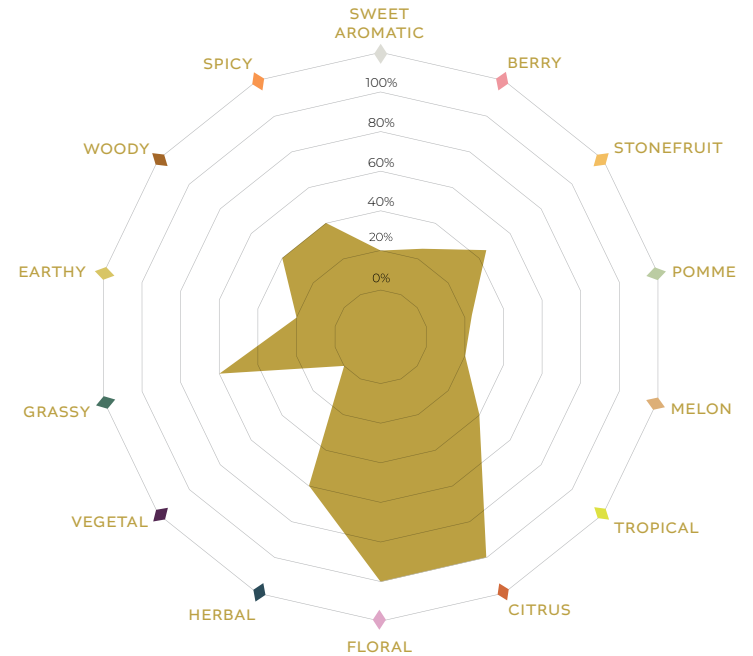
## ANCESTRY

Developed in New Zealand by what is now known as Plant & Food Research (Brand 77-01). Bred through the open pollination of the highly regarded Hallertauer Mittelfrüher variety.

## BREWING NOTES

It displays classic Hallertau character – floral, earthy and with a little spice – but brings in a 'new world' citrus dimension.

## SENSORY NOTES



## BITTER COMPONENTS

Alpha acids %	4.0-6.0
Beta acids %	5.0-7.0
Cohumulone as % of alpha acids	22-28

## AROMA COMPONENTS

Total oil (ml/100g)	0.5-2.0
Total polyphenols %	7.0-10.0

## OIL BREAKDOWN (% OF TOTAL OIL)

Farnesene %	0.1-1.0
Humulene %	30-45
Linalool %	0.6-1.0
Myrcene %	25-50

1. These technical values are from tested lots. Actual product may vary.
2. Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.



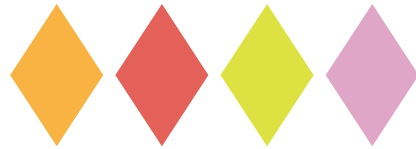


# RAKAU™



**A HOP THAT IS BURSTING WITH A BIG FRESH FRUIT-FORWARD CHARACTER. A 'BIG BOWL OF TROPICAL FRUIT'.**

## AROMA PROFILE



APRICOT

PEACH

MANDARIN

TANGERINE

GRAPEFRUIT

PINEAPPLE

FLORAL

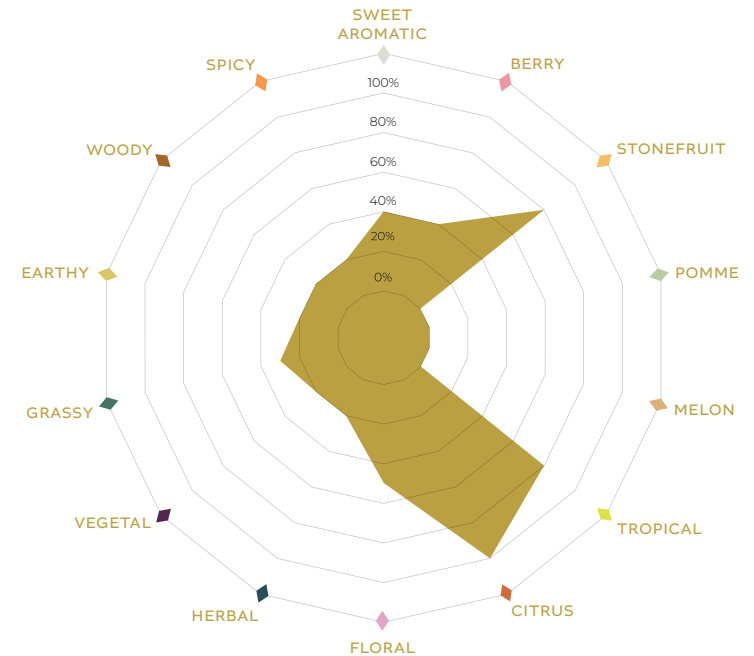
## ANCESTRY

Developed in New Zealand by what is now known as Plant & Food Research (Brand 70-4-9). It was purpose bred and selected for its unique dual purpose (aroma and bittering) brewing qualities and characteristics.

## BREWING NOTES

A true dual purpose hop with bitterness qualities coupled with unique fruity flavours and aromas.

## SENSORY NOTES



## BITTER COMPONENTS

Alpha acids %	9.0-13.0
Beta acids %	4.0-6.0
Cohumulone as % of alpha acids	22-30

## AROMA COMPONENTS

Total oil (ml/100g)	1.2-2.5
Total polyphenols %	7.0-9.0

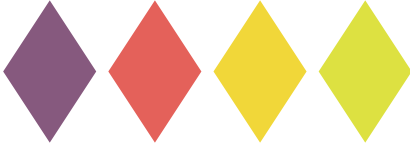
## OIL BREAKDOWN (% OF TOTAL OIL)

Farnesene %	4.5-9.0
Humulene %	13-25
Linalool %	0.4-0.8
Myrcene %	45-60

1. Rakau pronunciation tip: Rah-koh.
2. These technical values are from tested lots. Actual product may vary.
3. Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.

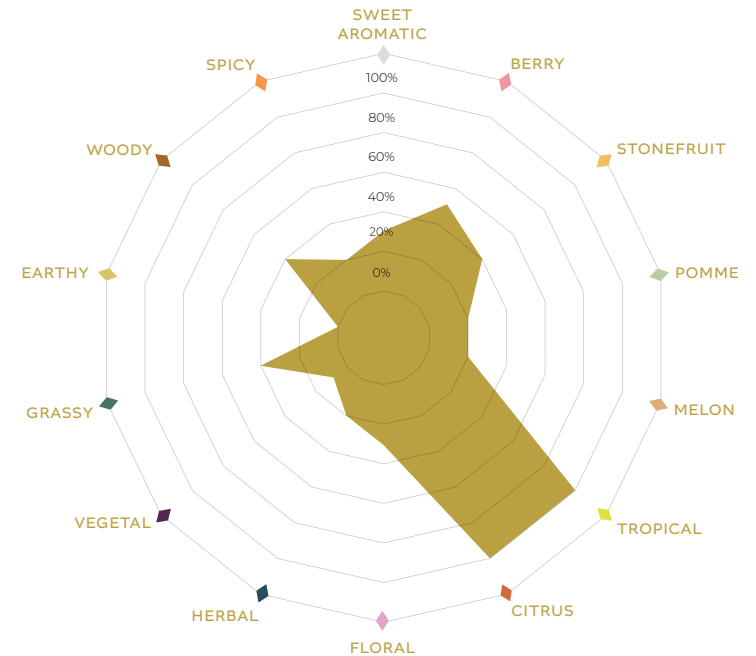


# RIWAKA™

	<p><b>A HOP WITH A POWERFUL PASSIONFRUIT ‘CITRUSSY’ CHARACTER.</b></p>
	<p><b>AROMA PROFILE</b></p> 
	PASSIONFRUIT
	GRAPEFRUIT
	PINEAPPLE
	CITRUS
BLACKBERRY CANDY	
<p><b>ANCESTRY</b> Developed in New Zealand by what is now known as Plant &amp; Food Research (Brand 85.6-23). Bred through crossing ‘old line’ Saazer with specially developed New Zealand breeding selections.</p>	<p><b>BREWING NOTES</b> Its powerful passionfruit ‘citruassy’ character is often described as breathtaking.</p>

1. Riwaka pronunciation tip: Ree-wah-kah.

## SENSORY NOTES



### BITTER COMPONENTS

Alpha acids %	4.5-6.5
Beta acids %	3.5-6.0
Cohumulone as % of alpha acids	32-36

### AROMA COMPONENTS

Total oil (ml/100g)	1.2-2.0
Total polyphenols %	5.0-8.0

### OIL BREAKDOWN (% OF TOTAL OIL)



Farnesene %	0.2-1.8
Humulene %	4.0-10.0
Linalool %	0.4-0.8
Myrcene %	60-75

2. These technical values are from tested lots. Actual product may vary.

3. Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.

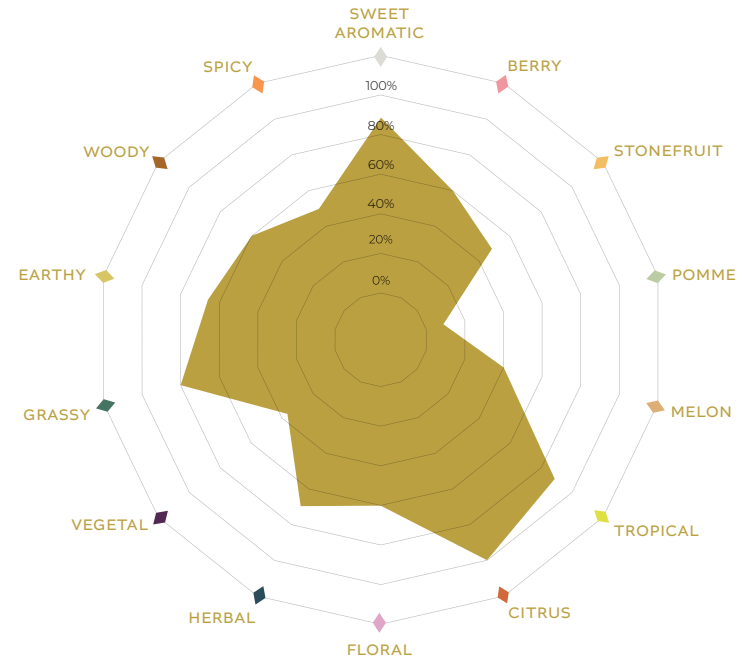


# TAIHEKE®

	<p><b>A HOP WITH REMARKABLE CITRUS AND TROPICAL FRUIT CHARACTERISTICS.</b></p>
	<p><b>AROMA PROFILE</b></p> 
	LIME
	GRAPEFRUIT
	PEACH / STONEFRUIT
FRUIT SALAD / PINEAPPLE	
<p><b>ANCESTRY</b> Originates from an early US breeding program (circa 1956). It was bred from crossing an English Fuggle with a male selection believed to have been a crossing of Fuggle and the Russian variety Serebrianka. Through New Zealand selection, agronomics and 'terroir' the flavour and aroma characteristics have altered markedly from the original cultivar to no longer be considered the same variety.</p>	<p>PASSIONFRUIT</p> <p>HINT OF PINE</p> <p><b>BREWING NOTES</b> A fruit-forward aroma and oil profile makes this hop stand out when used as a single variety throughout multiple kettle additions, or when thrown in as a late addition or for dry hopping.</p>

1. Taiheke pronunciation tip: Tie-heh-keh.

## SENSORY NOTES



### BITTER COMPONENTS

Alpha acids %	6.0-9.0
Beta acids %	4.0-6.5
Cohumulone as % of alpha acids	35-39

### AROMA COMPONENTS







Total oil (ml/100g)	0.9-2.0
Total polyphenols %	7.0-10.0

### OIL BREAKDOWN (% OF TOTAL OIL)

Farnesene %	12-15
Humulene %	25-35
Linalool %	0.4-1.0
Myrcene %	18-25

- These technical values are from tested lots. Actual product may vary.
- Sensory notes were determined by averaging the % of assessors who reported the presence of each aroma category in dry hop cones on a Check All That Apply (CATA) ballot. Actual product may vary.



VARIETY	DESCRIPTION	AROMA PROFILE	BEER STYLES
<b>MOTUEKA™</b> 	A hop with a distinctive fresh crushed citrus 'mojito' lime character.	Fresh lime, lemon zest, mojito, orange spice, juicy, tropical.	Lagers; pilsners; English, Belgium and European ales; pale ales; APAs; IPAs; Hazy IPAs.
<b>NELSON SAUVIN™</b> 	A hop with a distinctive fresh crushed gooseberry and 'new world' white wine character.	Gooseberry, lychee, white wine, passionfruit, tropical and some spicy notes.	Lagers, pilsners, pale ales, APAs, IPAs, Hazy IPAs.
<b>PACIFICA™</b> 	A hop with a beautiful blend of 'old world' floral and spice and bright citrus of the 'new world'.	Orange, tangerine, clementine, stone fruit, blackberry cannabis, floral, spice.	Lagers, pilsners, pale ales, APAs, IPAs, Hazy IPAs.
<b>RAKAU™</b> 	A hop that is bursting with a big fresh fruit-forward character. A 'big bowl of tropical fruit'.	Apricot, peach, mandarin, tangerine, grapefruit, pineapple, floral. Some lighter notes of lime and pine.	Lagers, pilsners, pale ales, APAs, IPAs, Hazy IPAs.
<b>RIWAKA™</b> 	A hop with a powerful passionfruit 'citrusy' character.	Passionfruit, grapefruit, pineapple, citrus, blackberry candy.	Pilsners, pale ales, APAs, IPAs, Hazy IPAs.
<b>TAIHEKE®</b> 	A hop with remarkable citrus and tropical fruit characteristics.	Lime, grapefruit, peach / stonefruit, fruit salad / pineapple, passionfruit, with a hint of pine.	Lagers, pilsners, pale ales, APAs, IPAs, Hazy IPAs.

## LET'S GET BREWING.

**TO FIND OUT MORE ABOUT OUR WORLD-CLASS HOPS, GROWN, NURTURED AND HARVESTED IN TASMAN, NEW ZEALAND, TALK TO OUR TEAM TODAY. WE'D LOVE TO BE A PART OF YOUR CRAFTING JOURNEY.**

Contact our European distribution partners for more information:

**Baltic Brewing Supplies**  
[www.balticbrewing.eu](http://www.balticbrewing.eu)

**Morten Virkus**  
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**Baltic Brewing Supplies**  
Let's brew a future together

