



**CLAYTON
HOPS™**

**HOP PRODUCTION REDUCED IN LINE WITH GLOBAL TREND.
AROMA HOP MARKET REBALANCING AHEAD.**

HOP HARVEST 2025 REPORT NEW ZEALAND

11 April 2025

WELCOME FROM THE CEO



Welcome to our inaugural hop harvest report.

As well as covering harvest outcomes, this report aims to give readers visibility on new season product processing and market arrival, new hop variety development, sustainability and more.

We hope you find it insightful and interesting.



Brian Clayton
CEO

**CLAYTON
HOPS**





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SNAPSHOT FROM THE CEO



HARVEST PERIOD

The 2025 New Zealand hop harvest commenced in earnest in late February and concluded in early April. For those unfamiliar with the New Zealand hop industry, it is heavily weighted towards producing aroma hop varieties.



WEATHER CONDITIONS

The Tasman region, where over 95% of hops are grown in New Zealand, enjoyed, for the most part, very good growing conditions this season.



PRODUCTION AND QUALITY

The Clayton farms – 1,000 acres being circa 40% of the total New Zealand harvested acreage in 2025 – returned solid yields and we are very pleased with the quality of the hops.



SIGNIFICANTLY REDUCED HOP GARDEN ACREAGE AND PRODUCTION

This year will be remembered as a year in which significant hop garden acreage was idled throughout the Tasman region. Indeed, our farms would typically sit at around 33% of the total New Zealand harvested acreage, instead of 40% as above.

This idling, along with drastic aroma hop acreage reductions/idling in other parts of the world, such as the US and Australia, is part of a trend that will rebalance the aroma hop market.



SNAPSHOT FROM THE CEO



MARKET CONDITIONS

The aroma hop market has been challenging for the last 2-3 years for growers, with global oversupply and Covid related inventory build-up.

As fresh new season hops come to market at significantly reduced volumes, growers and buyers alike will be starting to anticipate and plan for a more balanced market in the near-term.



HEIGHTENED INTEREST IN NZ HOP PRODUCTS

There was huge international interest in New Zealand hop products this season, which culminated in record numbers of visitors from around the world.

It was evident that hop products from New Zealand are garnering increased interest, given scale, processing and product advancements and for geopolitical reasons.



INCREDIBLE PROCESSING SPEED

Clayton Hops has already finished processing ALL of its new season T90 hop pellets. To our knowledge this is world-leading processing speed, certainly at scale.

This quality initiative is testament to Clayton Hops' tremendous new processing facility.



THANKS TO OUR PEOPLE

I wish to recognise and thank our people – from the farms to processing and from logistics to sales – for their hard work in making harvest 2025 a terrific success.

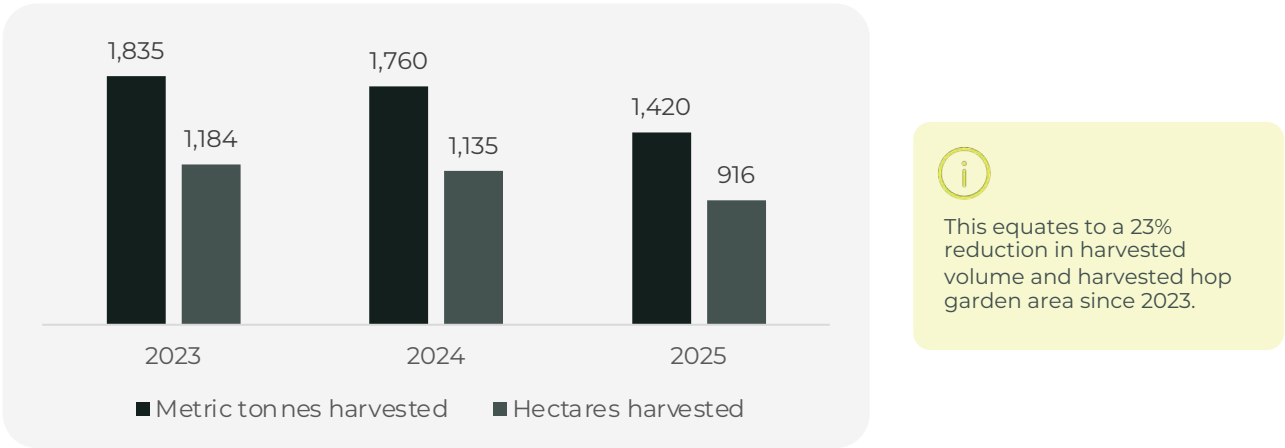


NEW ZEALAND 2025 PRODUCTION ESTIMATE

New Zealand hop industry participants do not publish annual hop production data.

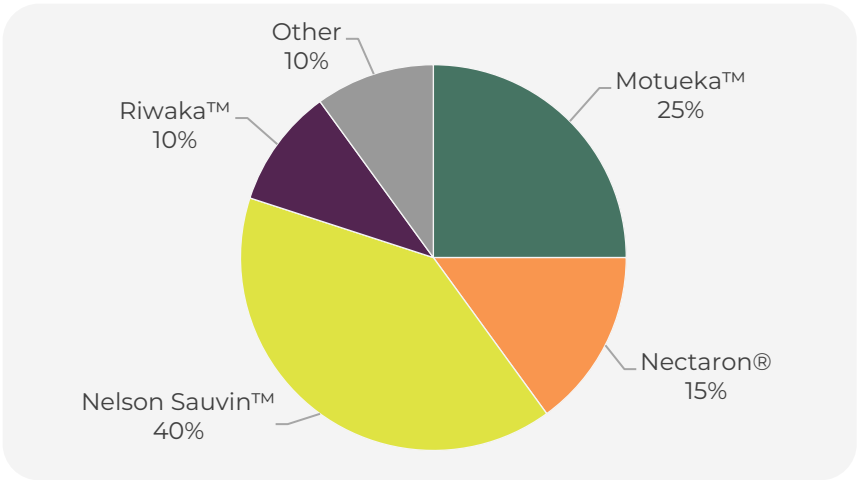
We can, however, provide an estimate in this regard to at least give those interested a general feel for production and variety mix in New Zealand.

Our New Zealand-wide estimates (we believe +/- 15%) are as follows:

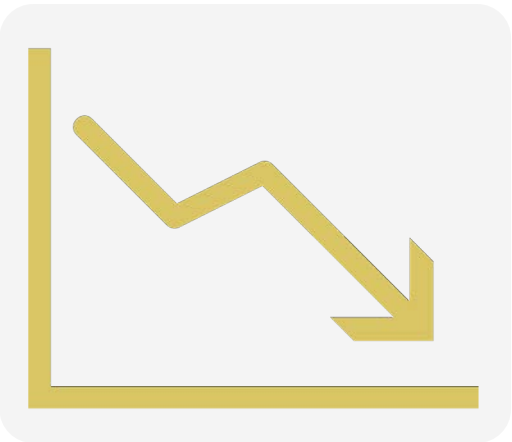


- Pounds: 3,130,560 (2025), down from 3,880,131 (2024), down from 4,045,478 (2023)
- Acres: 2,264 (2025), down from 2,806 (2024), down from 2,925 (2023)

In terms of the New Zealand-wide variety mix, we estimate that the 'big four' hop varieties (Motueka™, Nectaron®, Nelson Sauvin™ and Riwaka™), comprise the following % of the total volumes produced from CY25:



KEY OBSERVATIONS FROM 2025 HARVEST



PRODUCTION DECLINE

The estimated reduction in production for 2025 is primarily due to significant acreage idling.

VARIETY DECLINE

The most significant reductions in production are anticipated for three of the 'big four' hop varieties, being Motueka™, Nectarone® and Nelson Sauvin™.



SENSORY OBSERVATIONS FROM 2025 HARVEST

OVERVIEW

This year across Clayton Hops' three big varieties – Motueka™, Nelson Sauvin™ and Riwaka™ – we found a consistent range of sensory attributes within each variety across harvest windows. 2025 harvest has been a very 'true to type' year.

This is confirmed by the analytical data as well, seeing a relatively tighter range of oil content across the harvest windows and farms, and generally true to type alpha acid contents as well.

The following relates to Clayton Hops.



MOTUEKA™

In earlier harvested lots of Motueka™ a distinctly floral orange blossom character matched with pretty zesty lime aromas. As we moved into mid harvest Motueka™ the aromas developed into a sweeter, bright lemon lime. Late harvested Motueka™ developed more stone fruit characters with touches of crunchy white peach and an ever-prevailing lime aroma.



NELSON SAUVIN™

A crop year where Nelson Sauvin™ proves its namesake as the hop version of New Zealand Sauvignon Blanc. Ripe gooseberry, passionfruit, a subtle crunchy green capsicum, white peach and sticky piney resin show up in aroma profiles across lots and farms. Nelson Sauvin™ showed up in 2025 with its quintessential aroma profile and for most lots its profile has prevailed across the harvest window. There are some later harvested lots showing the really ripe passionfruit and a lean into the dank realm that many craft brewers chase.



RIWAKA™

Riwaka's harvest window is often short and sharp and this year was no exception. Across our farms (within similar aged plantings) the crop came on and was harvested within four days. Most of the 2025 Riwaka™ crop has a 'true to type' consistency of aroma profiles, with ranging intensity but minimal aromatic outliers. In some crop years, Riwaka™ shows less of its Saazer heritage, leaning instead into ripe grapefruit and sharp passionfruit undertones. This season nicely showcases its Saazer heritage with various lots having a nice balance of citrus, tropical fruits and a woody, resinous pine undertone. It's a great crop year to select Riwaka™ for your new world lager styles.



SENSORY OBSERVATIONS FROM 2025 HARVEST



GREEN BULLET™

A typically bittering hop variety, Green Bullet™ is also showing its potential as an aroma hop variety with its pleasant bouquet of mixed flower aromatics and subtle woody notes.



NZ CASCADE™

This season's NZ Cascade™ is a combination of citrus fruits bringing ripe orange, lemon and grapefruit along with subtle hints of zesty lime and a nice note of resinous pine.



PACIFICA™

Pacifica™ is always a crowd favorite for those who get the chance to put their nose across this variety. All lots of Pacifica™ this harvest showcase its pretty floral character and typical citrus notes, while some lots this season have expressed a lovely herbal tea character.



RAKAU™

With subtle differences across the Clayton farms, the summary of Rakau™ this year is its throughline of layered citrus characters: deeply ripe orange, warm jammy orange marmalade and a bright touch of floral orange blossom.



SOUTHERN CROSS™

Southern Cross™ is always a sticky punchy variety and this harvest year has been no exception as it showcases its characteristic bright punch of lemon pith and lime peel aromas.

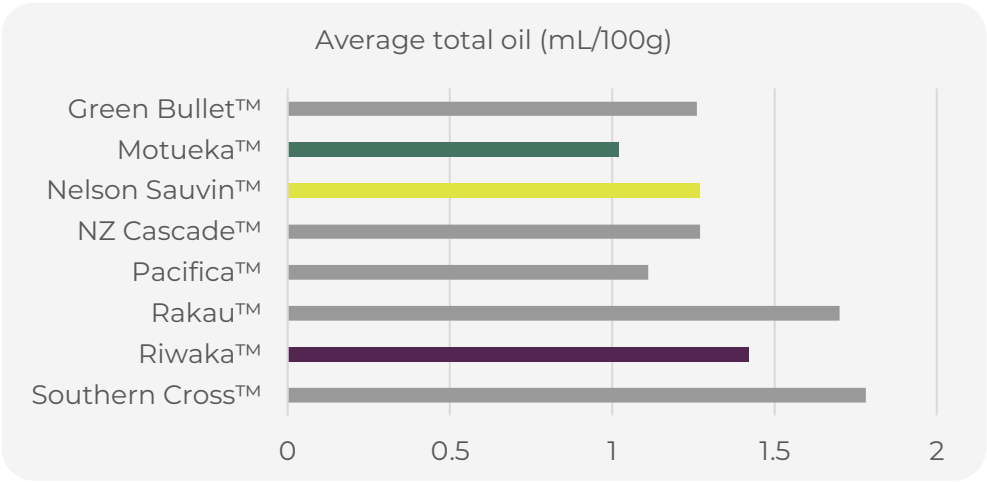


BREWING VALUES FROM 2025 HARVEST

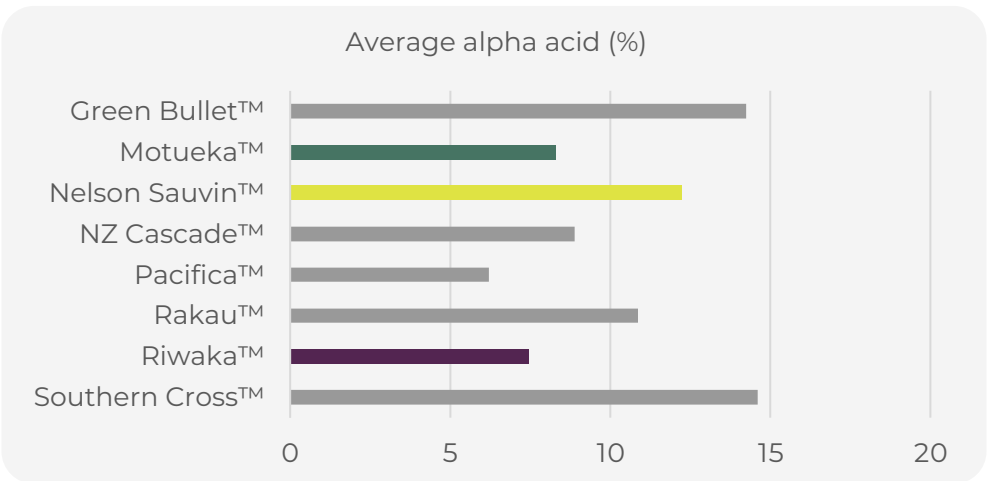
OVERVIEW

The following relates to Clayton Hops. As alluded to earlier, the brewing values from this season's hops are generally reflective of a 'true to type' year.

TOTAL OIL



ALPHA ACIDS



NOTES

Measurements in the above tables were obtained from dry hop cones. Hop pellet measurements may differ. For clarity, there is less than 0.1% alpha acids in Amplifire™ fresh hop oil.



PROCESSING TURN-AROUND

The following relates to Clayton Hops.

T90 HOP PELLETS

All of our T90 hop pellets were processed and packaged by 7 April 2025. This is exceptionally fast – it is a product quality initiative that we call **Fresher, Faster, Better** or **FFB** – and is made possible by our new world-class and high-capacity processing line.



AMPLIFIRE™ FRESH HOP OIL

The production of our Amplifire™ fresh hop oil was complete in late March.

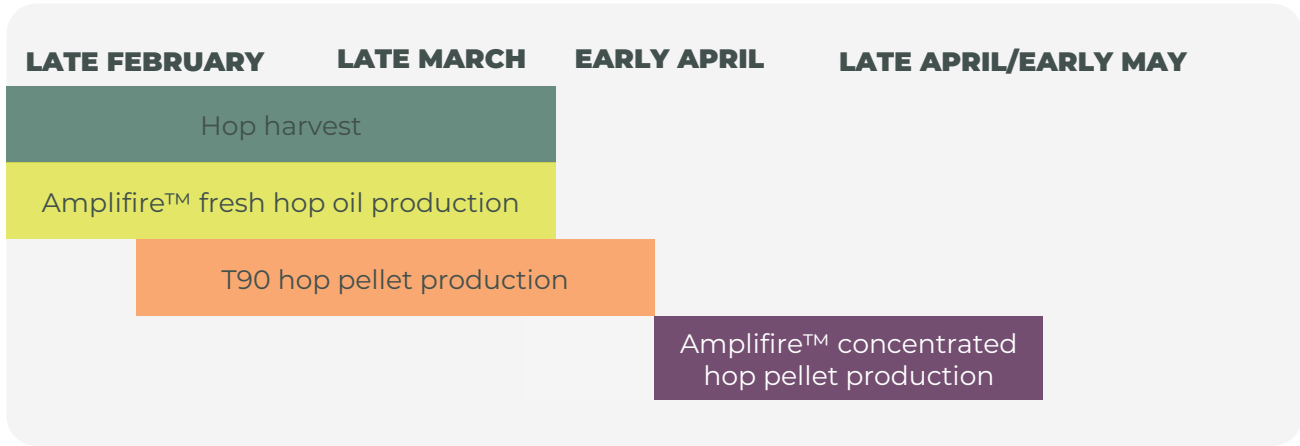


AMPLIFIRE™ CONCENTRATED HOP PELLETS

Our new season Amplifire™ cryogenically-made concentrated hop pellets will all be processed and packaged by late April/early May.



TIMELINE



NEW SEASON PRODUCT ARRIVAL IN MARKET



For selected markets only, currently scheduled as follows:
(assumes sea freight delivery for overseas countries
and schedules may change)

MARKET	T90 HOP PELLETS IN COUNTRY	AMPLIFIRE™ FRESH HOP OIL IN COUNTRY	AMPLIFIRE™ ENRICHED HOP PELLETS IN COUNTRY
New Zealand	Now	Now	Late April
Australia	Depart NZ: Mid May Arrive: Early June	Depart NZ: Mid May Arrive: Early June	Depart NZ: Mid May Arrive: Early June
USA	Depart NZ: Mid April Arrive: Late May	Depart NZ: Mid April Arrive: Late May	Depart NZ: Mid May Arrive: Early July
UK	Depart NZ: Early May Arrive: Late July	Depart NZ: Early May Arrive: Late July	Depart NZ: Early May Arrive: Late July
EU	Depart NZ: Mid May Arrive: Mid August	Depart NZ: Mid May Arrive: Mid August	Depart NZ: Mid May Arrive: Mid August



ORDER BEFORE NZ DEPARTURE



We strongly encourage people to **order product at least two weeks before the applicable Depart NZ date** in the preceding table.

You can then be assured (subject to availability) that we will have product in-country for you.

CONTACTS

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NEW ZEALAND AND ELSEWHERE	Brian Clayton	brian.clayton@claytonhops.co.nz



NEW HOP VARIETIES



As many of you will already know, Clayton Hops will be releasing a number of new and exclusive hop varieties to the market over the coming years.

The first new variety we are commercialising will be made available to a limited number of brewers this year as our farms scale up the variety.

This variety had pleasing yields and the sensory feedback – from both the farms and brewers – was overwhelmingly positive.

In summary, the new variety presented a heady fruit salad. Out the gate this hop hits you with sweet peach, juicy orange, ripe passionfruit, sticky mango, all layered with a resinous pine and a lingering perfumy floral aroma. An incredibly delicious and versatile new variety.

It has also tested extremely high for certain free thiols and comes in around 11-14% alpha acid with a relatively low level of cohumulone making for a very nice soft bittering hop too.



We would like to thank our partner, Plant & Food Research, for their ongoing support on this important hop variety development programme.

**CLAYTON
HOPS™**

 **Plant & Food
Research**
Rangahau Ahumāra Kai



CARBON FOOTPRINT



Clayton Hops is currently establishing its baseline carbon footprint with BX and will, in due course, set reduction targets across its farms and processing operations.

This puts Clayton Hops on a path to producing climate-conscious hop products.

Preliminary results (to be firmed up over the coming months) from BX for our Amplifire™ fresh hop oil are simply outstanding at:

VARIETY	AMPLIFIRE™ FRESH HOP OIL (10ML)	CO ₂ E (KG)
Motueka™	10mL	0.25
Nelson Sauvin™	10mL	0.35
Riwaka™	10mL	0.38

Putting this into context, when producing 100L of pale ale using 10mL of Amplifire™ fresh hop oil, this has a carbon footprint of:

- 0.25 kg CO₂e (kilograms of carbon dioxide equivalent) for Motueka™ Amplifire™ fresh hop oil;
- 0.35 kg CO₂e for Nelson Sauvin™ Amplifire™ fresh hop oil; and
- 0.38 kg CO₂e for Riwaka™ Amplifire™ fresh hop oil.

Putting this differently, Clayton Hops is currently producing circa 0.25kgs of CO₂ equivalent to make 10mL of Motueka™ Amplifire™ fresh hop oil, noting 10mL equates to using 500g of T90 hop pellets.

These levels are many times lower than for industry standard T90 hop pellets.

To our knowledge these results make Amplifire™ fresh hop oil in the top tier of the world's most climate-friendly hop products.

As well as imparting wonderfully unique and fresh aromatics, using fresh wet hop cones instead of hop pellets to make our Amplifire™ fresh hop oil has proven to be a master-stroke for improving environmental outcomes.

BX is a leading independent environmental farm management platform, and is working with Clayton Hops to ensure hops are grown and processed with sustainability at the core. We would like to thank BX for their continued support in helping us improve environmental outcomes.



CLAYTON HOPS AT A GLANCE

Clayton Hops offers reliable year-on-year supply of premium quality New Zealand hop products at scale and at competitive pricing.



Sophisticated family owned and operated business.



New Zealand's largest hop grower at 1,000 acres of hop garden, with another 250 acres ready for development.



New Zealand's leading hops processor, with our country's premier hops processing facility.



New Zealand's hop products innovator, with:

- Faster, Fresher, Better T90 hop pellets
- Amplifire™ fresh hop oils
- Amplifire™ cryogenically-made concentrated hop pellets

All hop products are both grown and made by the Claytons in New Zealand and carry the New Zealand government's FernMark seal of approval.



Bringing exciting new and exclusive hop varieties to the market.





**CLAYTON
HOPS™**

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