

The  
Magic  
is in the  
Stash!



CRYO  
HOPS®



## The MAGIC is in the STASH!

For our Stash series, our brewers reached into their **STASH** of Cryo Hops® to deliver enhanced flavors and aromas from the purest hop product ever released!

Cryo Hops® by YAKIMA CHIEF HOPS are a hop product in which LUPULIN, the yellow magic dust within a whole leaf hop, (which contains the essential oils and acids used for brewing), is cryogenically ❄ separated at sub-zero temps.

Since 2012, HOP VALLEY® has been collaborating with YAKIMA CHIEF HOPS to craft original 🍺 beers that celebrate Cryo Hops® innovation.



ALC. VOL. 6.2% 🍀 IBU 45

Our stash of Mosaic® Cryo Hops® bring a blend of fruity flavors and a touch of resin to this tropical new age IPA. You won't want to pass this one!



ALC. VOL. 6.0% 🍀 IBU 30

Mosaic® Cryo Hops® and mango purée partner up to deliver a double punch of flavor and aroma that is sure to leave you craving a sequel.



ALC. VOL. 8.7% 🍀 IBU 40

Simcoe® Cryo Hops® produce a perfectly smooth Imperial IPA bursting with tropical flavor and citrus aroma.



ALC. VOL. 6.5% 🍀 IBU 50

Citra Cryo Hops® and a hefting helping of grapefruit peel give this bright, hazy tropical ale an unmasked citrus flavor and aroma.

LAUNCHING: April 1, 2021 SHELF LIFE: 26 weeks

PRICING GUIDANCE: PRICE AT PARITY TO NATIONAL IPAS:  
SIERRA NEVADA, LAGUNITAS, VODOO RANGER

PLACEMENT: ADJACENT TO NATIONAL IPAS:  
SIERRA NEVADA, LAGUNITAS, VODOO RANGER

HOP VALLEY®  
Brewing Co.

REFRESHINGLY  
DIFFERENT  
CHEERS OREGON  
CELEBRATE RESPONSIBLY  
© 2020 HOP VALLEY BREWING CO., EUGENE, OR • BEER

BRAND VIDEO  
SCAN



# STASH PACK VARIETY PACK

## SCANNABLE BARCODES



BRAND

PRIMARY

SECONDARY



STASH PACK

12PK 12OZ CAN

00856052002840

N/A



BRAND

PRIMARY

BRAND

PRIMARY



BUBBLE STASH IPA

12OZ CAN

00856052002130



STASH PANDA HAZY IPA

12OZ CAN

00856052002642



MANGO & STASH IPA

12OZ CAN

00856052002864



CRYO STASH IPA

12OZ CAN

00856052002857

