

**Czech hops at BRAU Beviale**

**Hop Growers Union of the Czech Republic will present Czech hop growing industry at BRAU Beviale 2008 (Hall 1, Stand 534)**

As last year the Hop Growers Union wants to promote at its stand the protected designation of origin **ZATECKY CHMEL** (SAAZ HOPS) which was last year approved by the EU.

The visitors of the stand can take home the new Atlas of Czech hop varieties prepared by Hop Research Institute of the Czech Republic and they can also see the samples of the main Czech hop varieties **Saaz, Sladek, Premiant and Agnus**. The breweries we be also able to see the samples of the new Czech hop varieties Rubin and Harmonie. The experimental brewery of the Hop Research Institute in Zatec prepared for the exhibition beers from the new Czech hop varieties.

*“The BRAU is a unique chance to meet breweries from the whole world. We expect to meet with the main customers of the Czech hops and discuss with them the current state of our industry. After two last years with low yields and low alpha content we are glad that we can present good crop results from the Czech Republic and also excellent hop quality. At the same time we have to still explain our partners the necessity to continue with the trend of increased price level to enable the growers also in the future years to cover the costs and invest in renewal of plants, trellises and technology. Czech hop growing is renowned in the whole world and we want to keep it this was despite increases in hop acreage and production in Germany, USA or China ”* said Mr. Zdenek Rosa from the Hop Growers Union.

The exposition is supported financially by Ústecký kraj (the county of North Bohemia) together with CHMELARSTVI, cooperative Zatec and the insurance company Ceska Pojistovna.

The Hop Growers Union prepared together with the Ministry of Agriculture again an information booklet **CZECH HOPS 2008** with the latest information about Czech hop industry, about usage

of Czech hop varieties in the breweries, influence of Czech hop varieties on sensory stability of beers, history of the Hop certification hall in Zatec and other interesting information about Czech hop growing. Czech hop trading companies at BRAU – Bohemia Hop, Top Hop, Arix.