



Innovation Through Deconstruction

Tom Fischer, Pinthouse Brewing



**HOP &
BREW
SCHOOL**

| Pinthouse Brewing

Who We Are

Founded in 2012 in Austin, Texas.

Operating four production Brewpubs which as a collective produces 23,000 barrels.

90% of our product is consumed within a 30 mile radius of our locations

Eleven World Beer Cup and GABF Medals in hop-focused categories including 2025 West Coast IPA Gold at World Beer Cup.

Electric Jellyfish (Hazy IPA) makes up ~70% of total production which is brewed at every location.

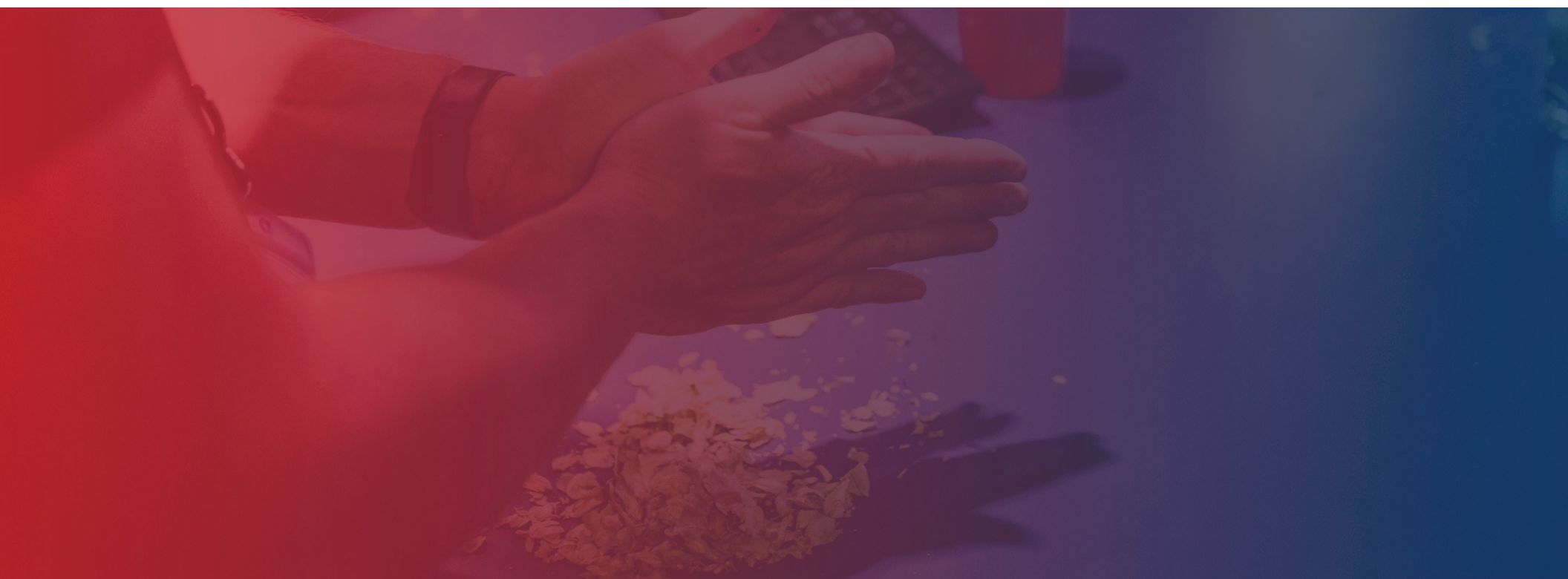
Began recognizing the need for a core modern West Coast IPA in early 2023.



Scorpion Disco is Born

What we set out to create

- Memorable modern recipe
- High drinkability to pair with hot climate
- Rooted with Mosaic hops



Sky is the Limit

Creativity knows no bounds (a.k.a. what's a COG)



Forget Everything We Knew

New Ingredients

All the Hops - 7 pounds per barrel

Flaked Rice

New Yeast - Chico Strain

New Fermentation Process

Adding Cryo Hops at wort knock out to fermentation vessel

New dry hopping process

Added challenges of managing new yeast strain

Remember Everything We've Learned

Everything In It's Right Place

Less Hops - 4 pounds per barrel

Utilizing house lager strain

Eliminating hops at knockout

Paying attention to water profile

Where We Stand

Brought our price per barrel from \$280 to \$165

Now accounts for 10% of total barrelage

Long term alignment for craft trends locally

Won 2025 Best of the West Coast IPA in the Large Brewery Category



Key Takeaway's from Our Journey



Hop Selection

Minor changes to where and what hops were used yielded us strongest impact



Malt Influence

A small percentage of rice helped sweeten without interfering with drinkability



Water Impact

Can be the simplest lever to pull to bring your beer into a new territory



On Going Sensory

On going sensory allowed us to keep the recipes changes focused and moving forward



Yeast Choice

By utilizing our house lager strain created a more stable packaged product and streamlined cellar performance



Remain True to Your Identity

We have many friends that brew great beer but it's not ours. Trust your instinct



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CHEERS!

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