



Innovation Feedback Loop at Von Ebert Brewing

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Von Ebert Brewing

- Founded 2018 in Portland, OR
- Focus - India Pale Ale, German-inspired Lagers, American Light Lager, etc.
- Production Facility - 30-barrel brewhouse on Mississippi Avenue
- Innovation Brewery - 7-barrel brewhouse on Glendoveer Golf Course



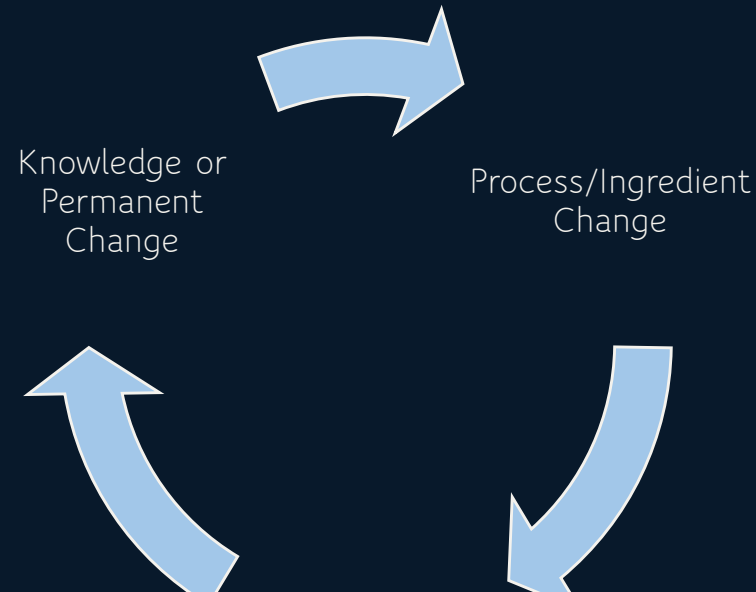
INNOVATION TRACKS

Process Innovation

- More iterative – small changes, brew over brew
- Slower-moving feedback loop

Ingredient Innovation

- More destructive – larger changes to the beer
- Faster moving – new varieties/products



Ingredient Innovation Example

Clubhaus Lager M465-466

Kettle Additons				
Hops	Lbs	Time	Alpha	Lot #
Hollingbery Vista	5.35	75	11.2	VTA-1401-P11
Total #	5.35			

Clubhaus Lager M497-498

Kettle Additons				
Hops	Lbs	Time	Alpha	Lot #
YCH Citra	5.15	75	12.4	P91-KUCIT0509
Total #	5.15			

DraughtLab

Test Results / Clubhaus M497

Hedonic Results



Clubhaus Lager

Batch: M497

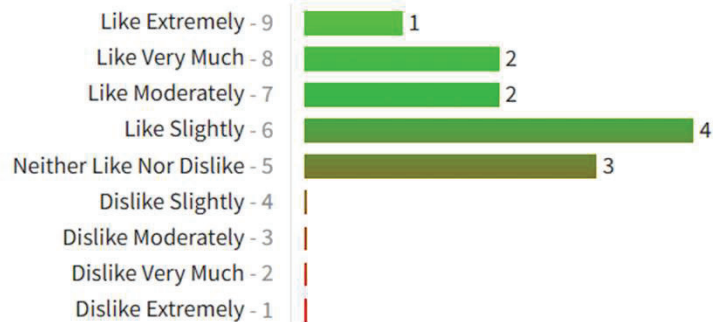
90bbl Trial

12 Completed Tests >

Mean Std. Dev.

6.50 1.31

HEDONIC



Consideration

What matters to you -
Hedonic or True to Target?



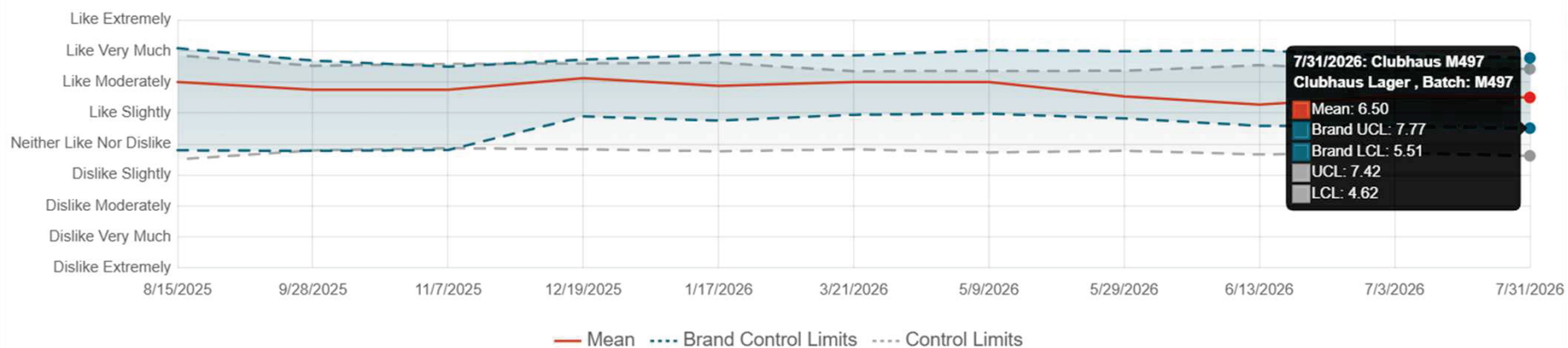
Compared to Mean



Clubhaus Lager

August 3, 2025 to August 3, 2026

Hedonic Tracker



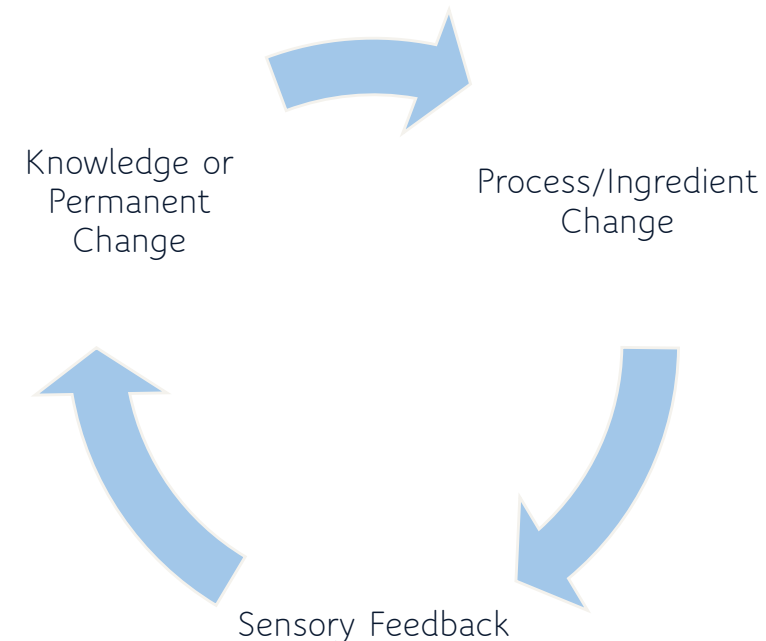
Tagging and Tracking



	Brand	Date ▼	Tasters	Panel Name	Batch	Tags	Mean	Status
○ ○ ○ ☐	 Clubhaus Lager	3/21/2026	12	Clubhaus Batch M386	M386	90bbl	7.00	In Limits
○ ○ ○ ☐	 Clubhaus Lager	5/9/2026	12	Clubhaus Batch M410	M410	90bbl	7.00	In Limits
○ ○ ○ ☐	 Clubhaus Lager	5/29/2026	13	Clubhaus Batch M447	M447	90bbl	6.54	In Limits
○ ○ ○ ☐	 Clubhaus Lager	6/13/2026	11	Clubhaus Batch M453	M453	90bbl	6.27	In Limits
○ ○ ○ ☐	 Clubhaus Lager	7/3/2026	13	Clubhaus M465	M465	90bbl	6.54	In Limits
○ ○ ○ ☐	 Clubhaus Lager	7/31/2026	12	Clubhaus M497	M497	90bbl Trial	6.50	In Limits

Considerations in Decision Making

- Fermentation quality and target parameters
- Brewhouse and Cellar
 - Mississippi vs. Glendoveer
 - Centrifuge vs Biofine
- Scaling within breweries
- Shelf stability and freshness over life of product



Outstanding Questions

- Diacetyl free yeast vs ALDC
- CO₂ extract quality parameters
- Knockout pH reduction from 5.10 to 4.90 pH
- Shift to newer intensity boosting varieties



THANK YOU – CHEERS!

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**HOP &
BREW
SCHOOL**