



Mock Selection

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Agenda



Selection 101

What is Selection and why is this program important?



Eligibility

How does one get invited to Selection?



By the Numbers

What is the scale of YCH's Selection Program(s)?



YCH Selection App

The best in the bizz!



Mock Selection

Let's rub, sniff, & select some hops!



Conclusion

Review results of Mock Selection, allow time for questions.

History of Selection

- Hop Merchants - The 'middle man'
 - Buy low, sell high
 - Dictate price
 - Artificially control the market
 - Creates instability and unpredictability
 - Lack of transparency
 - Often profit before the grower
- Hop Selection - A new era
 - Growers direct to brewer (cutting out the 'middle man')
 - Gives control back to the farmer to create sustainable pricing for both grower and brewer
 - Quality, transparency and relationships at the forefront



Why Select?

For Customers

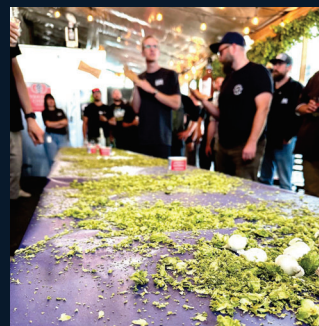
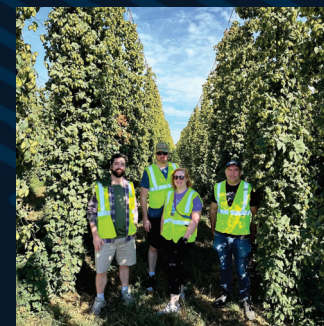
- Connection, quality & consistency, education

For Growers

- Feedback, relationship building, inspiration

For Yakima Chief Hops

- We get to live our mission, vision and values!



Selection Eligibility - Traditional

- 5,000lb minimum of T90 OR 2,500lb minimum of Cryo, of a single variety to qualify
 - 1,000lb minimum for “tag-on” variety
- Must be on track to close out current contract year
- Good financial standing
- Hosted in Yakima, WA

Selection Eligibility - POD

- POD = Project Open Door
- No minimums on contract to qualify
- Pre-determined lots for operational efficiencies
- Must be on track to close out current contract year
- Good financial standing
- Hosted at Yakima Chief Ranches in Zillah



Selection-Eligible Varieties

Approximate Harvest Timeline

Week 1 (9/1 - 9/4)	Week 2 (9/7 - 9/11)	Week 3 (9/14 - 9/18)	Week 4 (9/21 - 9/25)
Cascade Centennial Simcoe® YCR 14 *	Week 1 Varieties Amarillo® VGXP01 Citra® HBC 394 *	Weeks 1 & 2 Varieties Chinook Mosaic® HBC 369 * Sabro® HBC 438	Weeks 1, 2 & 3 Varieties Columbus Ekuanot® HBC 366 Idaho 7® El Dorado® Talus® HBC 692* Krush™ HBC 586*

*Available for POD Selection 2026- Simcoe®, Citra®, Mosaic® T90 and Cryo; Talus® and Krush™ T90 only



**HOP &
BREW
SCHOOL**

2025 By the Numbers

570 Customers

+24% of 2024's count

847 Unique "Events"

Known as "Appointments"

8,665 "Records"

Selecting Citra = 1 Record

21,513 Cores Total

No small amount!

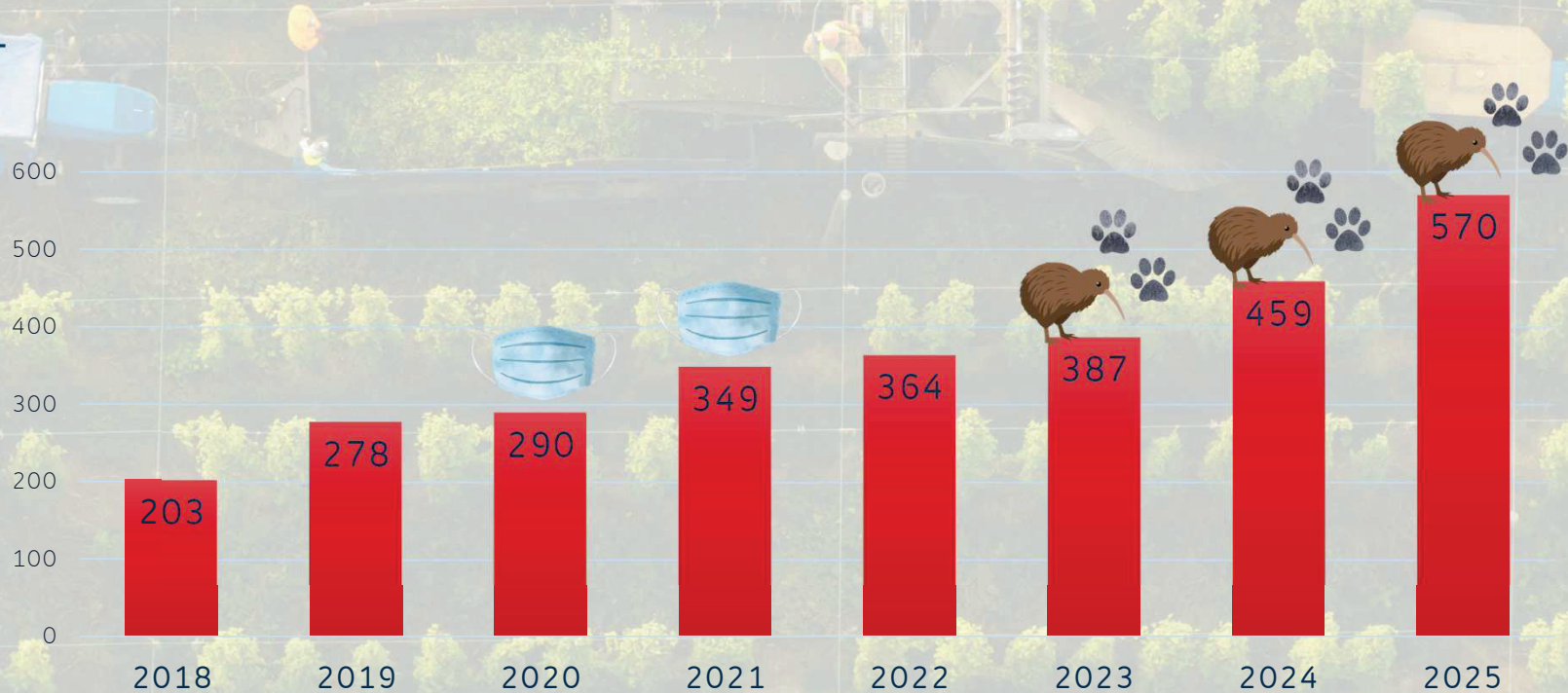
10,512 Cores Shown

Just half of all cores
pulled were shown

857 Unique Lots

Math is Mathing

Unique Customers - Over the Years



Selection App

Introduced in 2018

Designed and maintained by YCH

Selection Technology Product Development Team
(suggest, discuss, prioritize, execute)

Rotating Quality of Life improvements by year

Customers

Management

Planning





Let's get those hands oily!

Rub & Sniff

- ASBC, who?
 - *Though not considered a scientifically approved method, it is a tried-and-true method of performing sensory*
- The visceral experience
 - *Nostalgic, tactile, passionate*
 - *Learning the personality of the hop*
 - *Subjective to your experience and palate - how does the hop work for you and your unique beers?*
- How to rub hops like a pro!
 - *Take a generous portion - around 1/3 of a handful*
 - *Rub cones firmly between your palms, be sure to break the cones and release the lupulin*
 - *(your hands should be yellow later!)*
 - *Cup your hands together and smell*
 - *Pay attention to moisture, cone integrity, color, lupulin and aroma*
 - *If your nose sensory starts to fatigue, re-set by smelling some coffee beans or your*

Hello, Mosaic!



Mosaic hops are prized for their complex blend of tropical, citrus, berry, and earthy aromas



Features:

- High alpha acids
- Exceptional oil content
- Incredible aromas



**HOP &
BREW
SCHOOL**

Ratings!

1-10 Scale – how much do you LIKE each sample?



7F06



1H32



2D04



**HOP &
BREW
SCHOOL**

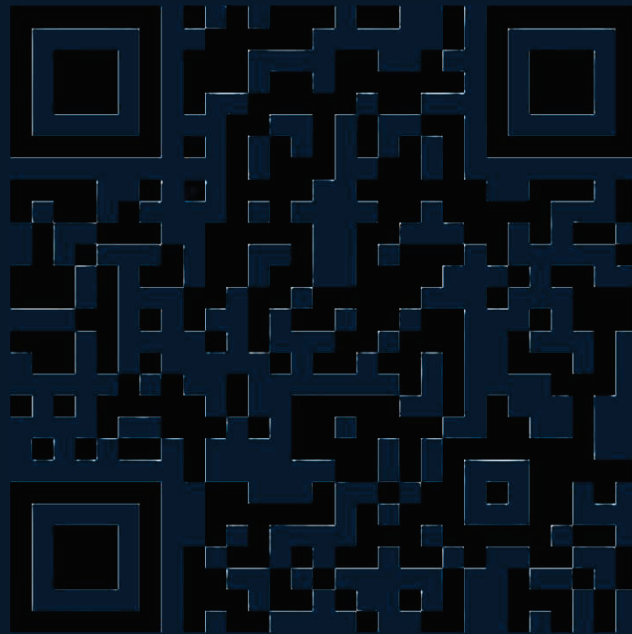
Time to Vote!



Which lot would
you pick to
fulfill your contract?

How different are our
preferences!?

If you could be any hop variety, which one would you be & why?



Mosaic

Loral

Citra

Krush

Sabro

Simcoe

Ekuanot

Idaho 7

Cascade

Talus

Centennial

Dolcita

Warrior

Ahtanum





THANK YOU!