

CGX™ CRYOGENIC LUPULIN PELLETS

Three Premier Providers, One Innovative Technology



How is **CGX** technology breaking new ground in the hop industry?

In an age where new products and efficiency in the hop and brewing worlds continue to proliferate at breakneck speed, **Crosby Hops** decided it was time to take a different approach to expanding its product line.

“The rate of change and advancement in hop products is only accelerating,” says Blake Crosby, CEO of **Crosby Hops**. “We felt strongly that another quality cryogenically-processed hop product was needed to broaden market access. It’s clear that this processing technique is superior to older T45 technologies and we believe in its future to reshape the brewing industry. We doubled down on that vision in sharing this exciting technology with some of our trailblazing peers.”

So for the first time ever, a proprietary hop-processing technology is being shared within the industry.

In a bold move for a new product rollout, **Crosby Hops** is sharing its cutting-edge patent-pending technology with two other premier global hop providers—**Indie Hops** and **Hop Revolution**. Both will have access to CGX™ in a united effort to broaden availability to brewers who crave the benefits of cryogenic lupulin products.

Indie Hops’ highly praised, innovative varieties developed through their Flavor Project are making waves in the craft beer industry. **Crosby Hops** is excited to offer **Indie Hops’** wildly successful Strata® variety in their new CGX format. Thanks to this collaboration, cryogenically-processed Strata will be available for the first time ever through both **Crosby Hops** and **Indie Hops’** distribution channels.

For **Hop Revolution**, the innovative new technology partnership model aligns perfectly with their craft ethos of collaboration. Many exciting new offerings will be available in CGX, including **Hop Revolution’s** Nelson Sauvín™, Riwaka™, and Motueka™. This suite of estate-grown **Hop Revolution** varieties is guaranteed to raise the quality bar for New Zealand hops, while providing one-of-a-kind access to groundbreaking technology.

To learn more, visit www.crosbyhops.com/cgx