

# CITRA®

A premium aroma hop released in 2008 by the Hop Breeding Company. All rights reserved.



## THE PERENNIAL POWERHOUSE.

Since Citra's release by John I. Haas and Select Botanicals Group joint venture, the Hop Brewing Company, this American aroma hop has made a significant impact in the U.S., especially with the craft brewing world. With its strong citrus aroma, Citra is considered the hop all-star among brewers and is ideal for late addition dry hopping. Citra continues to be a sought-after variety and is now available directly from Roy Farms. You can be confident you're purchasing the highest-quality Citra hops with our unwavering commitment to sustainable farming and growing practices, as well as the 113 harvests under our belt.

### BEER STYLES

-  IPA
-  AMBER ALE
-  AMERICAN PALE ALE
-  WHEAT

### AROMA PROFILE

#### TROPICAL FRUIT AROMA CHARACTERISTICS

- HEAVY CITRUS
- GRAPEFRUIT
- LIME



## THERE'S CITRA AND THEN THERE'S ROY FARMS CITRA



### SUSTAINABILITY SINCE DAY ONE

THE HEART AND SOUL  
 OF ROY FARMS

- HUMAN AND FOOD SAFETY
- COMMUNITY AND ENVIRONMENTAL STEWARDSHIP
- EMPLOYEE EMPOWERMENT, INNOVATION AND CREATIVITY

### ROY FARMS DIRECT

VINE-FRESH HOPS  
 DISTRIBUTED DIRECTLY TO YOU



DRIED WHOLE CONES



ORGANIC AVAILABILITY



T-90 PELLETS

### EXPERT CUSTOMER SERVICE

BUILDING STRONG PARTNERSHIPS  
 DAY IN AND DAY OUT

- KNOWLEDGEABLE AND PASSIONATE HOPS TEAM
- ENTHUSIASTIC ABOUT BUILDING YOUR BUSINESS
- ROCK-SOLID COMMUNICATION SKILLS AND FOLLOW THROUGH





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## THE SCIENCE BEHIND THE CRAFT.

### PARENTAGE

Pedigree is Hallertau (father), Tettnanger (U.S.), Brewer's Gold and East Kent Golding.

#### BREWING VALUES

ALPHA ACIDS 11.0 % - 13.0%

BETA ACIDS 3.5 % - 4.5 %

TOTAL OILS 2.2 - 2.8 ml/100g

#### TOTAL OIL COMPOSITION

MYRCENE 60.0 % - 65.0 % of total oil

HUMULENE 11.3 % - 13.0 % of total oil

CARYOPHYLLENE 6.0 % - 8.0 % of total oil

FARNESENE <1 % of total oil

Alpha acids are determined by conductometric titration (EBC 7.4) in Europe;  
by spectrophotometric (ASBC Hops-6) in the USA.

