



**CLAYTON
HOPS™**

HOP VARIETY INSIGHTS

RIWAKA™

TRANSFORMING A UNICORN
INTO A STAPLE

A vibrant photograph of a hop field with rows of tall, green hop plants heavily laden with small, yellow-green hop cones. The perspective is looking down a path between the rows, creating a sense of depth. The lighting is bright and natural, highlighting the texture of the leaves and the density of the cones.

HOP VARIETY INSIGHTS



RIWAKA™

FROM UNICORN TO STAPLE

"It's like a unicorn, I've heard about it, but I've never actually seen it."

— A respected New Zealand brewer, 2020

That single comment became our mission. To make this sought after hop more readily available to those discerning brewers across the globe.

Developed by the Bioeconomy Science Institute (formerly New Zealand Plant & Food Research) hop breeding programme and released in 1997, Riwaka™ is a triploid aroma variety bred from classic "Old Line" Saaz and specially selected New Zealand breeding lines.

Named after the historic hop district in the Tasman region, it quickly earned cult status

for its explosive passionfruit, pink grapefruit and bright citrus character, a true New Zealand original that stands out in any hop forward beer.

For years supply was minimal, hard to contract at volume, and prices reflected that. Limited plantings, temperamental agronomy and traditional growing methods kept Riwaka™ firmly in the "special release" category for many brewers.

That changed because we decided to treat it differently.





THE TRANSFORMATION

Our farms invested heavily in selective cutting and propagation programs on farm to develop stronger, more resilient rootstock. We moved away from the status quo and introduced organic nutrients into the soil system, along with other targeted changes to growing techniques, trialling and implementing new water management technology.

The results have been dramatic. Significantly healthier plants, markedly higher average yields per hectare, and far greater consistency crop to crop, while still producing that sought after, distinct and characteristic flavour.

Combined with our expansion to commercially scale Riwaka™, Clayton Hops is now New Zealand's largest hop grower and processor.

We produce around **65 tonnes of Riwaka™ each year**. Our newly built hop processing facility allows faster, fresher, better pelletising and packaging than ever before, locking in the vibrant Kiwi aromatics that brewers love.

The outcome? The once “unicorn” hop is now available in reliable volume, every single year, now priced to reflect the successful increase in yields.



ALSO AVAILABLE AS AMPLIFIRE™

For those after a more concentrated product to add a more extensive punch to their brew, Riwaka™ is also available in our Amplifire™ concentrated range – as Amplifire™ Pellets and Amplifire™ Oil.



T90 HOP PELLETS

Classic pellet format for maximum versatility.



AMPLIFIRE™ PELLETS

Concentrated lupulin for enhanced flavour.



AMPLIFIRE™ OIL

Liquid hop oil for precision dosing.

THE HERO HOP FOR YOUR CORE RANGE

We don't want Riwaka™ sitting in seasonal specials or only served in tap rooms.

It's now a viable option in core range annual brews, giving them the edge that Riwaka™ is known for — the ones customers come back for.

Whether it's a bright session IPA, a juicy pale, a West Coast style, or the classic New Zealand Pilsner, Riwaka™ now has the scale and price point to become a house hop rather than a hero hop treat.

Here's to turning unicorns into everyday legends.



READY TO MAKE RIWAKA™ PERMANENT?

If you're ready to make Riwaka™ a permanent part of your lineup, get in touch.

We have stock, we have consistency, and we have the passion to support every brew you build with it.

claytonhops.co.nz

