



SIMCOE® BRAND

YCR 14

Developed by Yakima Chief Ranches and released in 2000, Simcoe YCR 14 is known for its brewing versatility and unique aroma characteristics. It continues to be one of the top ten varieties in the craft and home brewing industries.

AROMA PROFILE

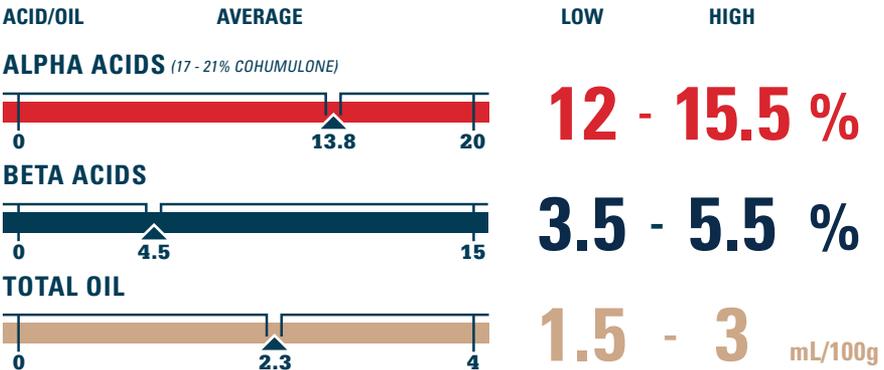
**GRAPEFRUIT • CITRUS • STONE FRUIT
TROPICAL FRUIT • GRASS • WOOD**

BEER STYLES

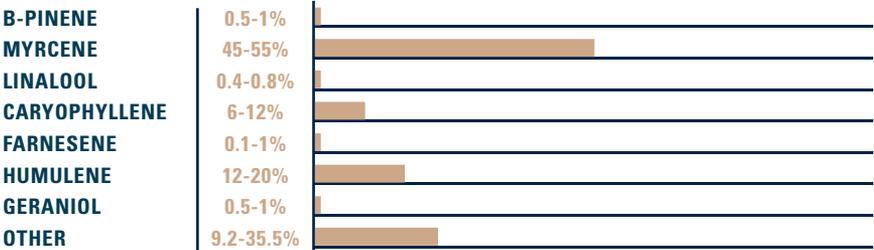
**AMERICAN PALE ALE • WHEAT • SAISON
AMBER • IPA**



BREWING VALUES



TOTAL OIL BREAKDOWN (% OF TOTAL OIL)



THE PERFECT HOP: SIMCOE® BRAND YCR 14



Simcoe® was bred by Yakima Chief Ranches in the United States and released in 2000. Originally selected as a bittering hop for its extremely low cohumulone content, it very nearly ceased to exist as initial brewer response remained low. After being adopted by several influential craft beers for its powerful and unique aroma qualities, Simcoe® exploded in popularity and found its eventual home as one of the most popular aroma cultivars worldwide. It currently ranks 4th among US-grown hops in terms of total acreage.¹ Sometimes referred to as the “Mary Poppins of Hops” by YCH staff, Simcoe® is beloved by brewers and growers alike for being practically perfect in every way.

On the grower side, Simcoe® is a critical part of the varietal portfolio of many farms. Bolstered by good yields, good disease resistance, and a favorable early pick window, it has found great loyalty among growers as the anchor hop of the early September harvest season. So critical, in fact, is this picking window that growers are often hesitant to adopt other varieties that might compete for the same precious picking days. Its consistent and sustainable grower returns have allowed many growers the ability to make capital reinvestments in their farms in the pursuit of better quality and efficiency.

The consistently exceptional quality and high storage stability of Simcoe® make it a dream aroma variety on the processing side. Low HSI readings mean that Simcoe® quality remains high throughout the pelleting season. Unlike poorer-storing varieties, Simcoe® reduces strain on the hop supply chain by delivering routinely top-notch quality without the need for resource-intensive pellet campaigns. Such a benefit is a win for brewers, growers, and merchants alike.

For brewers, Simcoe® shines as a go-to cultivar that can perform well in any scenario. Often referred to as a “desert island” hop, Simcoe® performs just as well as a bittering and whirlpool hop as it does an active fermentation or post fermentation dry hop. When compared to other cultivars, Simcoe® displays elevated levels of linalool and geraniol (floral, citrus/lime), methyl geranate (fruity floral), 2MIB (apricot), and 4MMP (black currant). These beer-soluble compounds deliver high aroma impact in nearly any usage scenario, boosting the characteristic juicy fruit-forward character of Simcoe®. While classically known for aromas of orange rind, pine, and grapefruit, current picking windows and terrior tend to favor juicy notes of red berry, tropical fruit, and stonefruit, reminiscent of blackberry, black currant, passionfruit, and peach. Simcoe® shows excellent performance in a single hop IPA and is as much at home in an American Pale Ale as an Amber Ale. When piloting a new or unfamiliar hop variety, Simcoe® is an outstanding accompaniment choice in a brewer’s baseline test recipe.

“Simcoe® is our favorite hop at Pinthouse, it is the most widely used hop at our brewery, and the defining hop of our flagship Electric Jellyfish IPA. There are hop varieties I could live and brew without, but I can’t imagine not having Simcoe® to craft our hop forward beers around.”

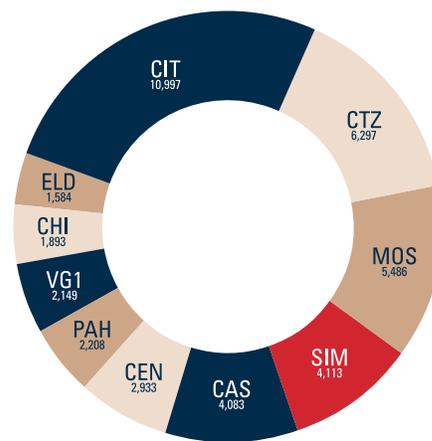
– Joe Mohrfeld, Pinthouse Pizza

Year after year Simcoe® is a shining example of the Yakima Chief Ranches Footprints™ program, ensuring this variety remains pure and robust and continues to be “the perfect hop”.

REFERENCES:

1. George, Ann. USA Hops 2020 Statistical Report. Yakima, WA: Hop Growers of America, Inc., January 2021.
2. Kiyoshi Takoi. “Flavor Hops” Varieties and Various Flavor Compounds Contributing to Their “Varietal Aromas”: A Review. Product & Technology Innovation Department, Sapporo Breweries Ltd., Japan
3. Yakima Chief Hops Variety Book 2021

TOP 10 US VARIETIES BY ACREAGE (CROP YEAR 2020)



YAKIMA CHIEF HOPS®