

**FOR IMMEDIATE RELEASE**

**September 21, 2021**

## **Kalsec® Expands Its Advanced Hop Solutions with Lupulock™ Encapsulated Hop Oils**

KALAMAZOO, MICHIGAN, U.S. – Kalsec®, a leading global producer of natural taste and sensory solutions, food protection, color solutions and advanced hop solutions for the food and beverage industry, is proud to launch Lupulock™ Encapsulated Hop Oils. Lupulock is a groundbreaking natural alternative to hop cones and pellets that enables brewers to accelerate production and reduce waste while delivering consistent, authentic flavors and aromas.

Kalsec has partnered with Firmenich, the world’s largest privately owned perfume and taste company, to launch Lupulock Encapsulated Hop Oils. Kalsec provides hop extracts that have increased consistency, higher utilization and flavor differentiation than traditional hops. Firmenich supplies its proprietary encapsulation technology that extends shelf life. Compared to hop cones and pellets, Lupulock can be stored in ambient temperatures for up to two years, uses exponentially less storage space, and is safe and easy to dose in the post-fermentation phase of the brewing process.

“We are ushering in the next generation of hop products with Lupulock, a revolutionary approach to the delivery system that makes brewing products more efficient, user-friendly and cost-effective,” said Joanne Martz, Senior Vice President of Hops & Food Protection Business Units, Kalsec. “Lupulock can help increase the sustainability of traditional brewing practices by requiring less water use and producing less ingredient waste.”

“Protection of scarce, high-value agricultural materials and reduction of waste are at the core of our innovation agenda,” said Greg Peel, VP of Firmenich’s Beverage Strategic Business Unit. “We are proud to have worked together with Kalsec to deliver this natural solution using our Durarome® encapsulation technology, offering an efficient and truly innovative option to the brewing industry.”

Kalsec Chief Executive Officer Scott Nykaza said, “I am proud of the people at Kalsec for continuing to find more innovative and sustainable solutions. Respecting nature is in the DNA of this organization, and Lupulock is a product of that commitment.”

Kalsec was the first company to perfect hop oils in a novel delivery system, and continually innovates solutions that give brewers a competitive edge. Sensory and analytical services ensure brewers achieve unique flavor profiles, consistently and reliably.

For more information about Lupulock Encapsulated Hop Oils, visit [www.kalsec.com/newlupulock](http://www.kalsec.com/newlupulock).

### **About Kalsec**

Kalsec provides Natural Taste & Sensory Solutions, Natural Food Protection, Natural Color Solutions and



Advanced Hop Solutions to the food and beverage industries. We capture the best nature has to offer and utilize over 60 years of experience and industry leading innovation to make food and beverage products look better, taste better and last longer. Family owned and headquartered in Kalamazoo, Michigan since 1958, Kalsec has regional offices, laboratories and sales teams in North America, Europe and Asia. As a certified B Corp, Kalsec makes ethical and sustainable decisions that serve our customers, employees, communities and the environment. We are proud to be using our business as a force for good. For more information, visit [www.kalsec.com](http://www.kalsec.com).

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