



YAKIMA CHIEF HOPS™

YCH Brings Women in Beer Together to Create Annual Hop Blend

YAKIMA, Wash., Oct. 21, 2019 – Yakima Chief Hops (YCH) and Pink Boots Society (PBS) have turned their annual hop blend selection into an epic celebration, inviting women from across the country to be a part of something bigger than beer. The hop selection for the 2020 Pink Boots Blend was their largest event yet, with more than 100 women in attendance.

Selecting hops for a blended product is typically an exclusive occasion involving a few industry professionals. However, in the spirit of collaboration and women empowering women, the Pink Boots Blend is created each year by inviting a diverse group of PBS members from various professions in beer. The women stand side by side, discussing aromas and possible beer styles, making it a special annual gathering, and a truly collaborative hop blend.

“The PBS hop rub meeting is an exciting event to be a part of,” says Kelsi Baggarley, YCH customer service specialist for the Pacific region. “It’s a time to connect and educate. We get to shine a light on hops and share our knowledge to a room of around 100 members. We’re able to hear what members from across the country like in certain varieties and involve women who have never been part of a selection process.”

The Pink Boots Blend has become a well-known movement in the brewing community, as brewers from all over the world incorporate this blend into beer recipes each year in celebration and support of women in beer. The blend is produced and sold by YCH as traditional T-90 hop pellets, and \$3 per pound sold is donated to the PBS scholarship fund, helping to empower women in beer with educational opportunities. So far, YCH has contributed \$140,000 to the scholarship fund through the sale of the blend.

YCH and PBS are thrilled to announce the release of the 2020 Pink Boots Blend. Available for presale, the blend consists of Azzaca®, El Dorado®, Idaho Gem™ and Loral® hop varieties, creating a blend with tropical, citrus and piney aromatic qualities. Brewers are encouraged to submit orders by Dec. 15th to ensure it is shipped and received in time to brew on International Women’s Day on March 8th.

Yakima Chief Hops

We are a 100% grower-owned global hop supplier. We are beer lovers and farmers who share a culture of partnership and innovation. We’re a network of passionate farm families drawing on multi-generational experience to support and inspire the future of brewing. From learning to logistics, we're making it easier for brewers around the world to find new ways to use hops for award-winning results. www.shop.yakimachief.com

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