

»»XTRACTMOR

A Hydro Dynamics Company

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XtractMor Sponsors “Shocks” Roller Derby Team

XtractMor announces it has sponsored Atlanta Roller Derby to promote its equipment for brewery and related industries.



Sarah Bellum of the Shocks wearing the XtractMor bandana (picture courtesy of Atlanta Roller Derby)

[XtractMor](#) of Rome, GA announced today that it has become a sponsor of [Atlanta Roller Derby](#) to promote its ShockWave Xtractor (Xtractor) cavitation technology for brewery, winery and distillery applications. Sara Bellum of the very appropriately named ‘Shocks’ team wore an XtractMor bandana for the February 24, 2020 bout which the Shocks won

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224-205 at the Yaarab Shrine Center in Atlanta, GA. The XtractMor logo is also prominently displayed on the league website as a sponsor.

The Xtractor harnesses the pressure fluctuations of cavitation to improve extraction and increased hop flavor. The Xtractor technology can allow brewers to produce bitter beers with up to 50% less hops, both bittering and aroma hops for dry hopping, as well as improve the extraction of fruits, coffee and other flavors. The Xtractor can also increase production through faster dry hopping and increase beer yield by producing less beer-soaked hop waste. For distilleries and wineries, the Xtractor can significantly accelerate and catalyze aging, allowing flavor transitions that often take years to develop to happen in minutes to days.

"We were thrilled to find a way to become involved in the league and aligning with the Shocks couldn't be more perfect branding." said Doug Mancosky, Chief Science Officer of HDI. "Our employees love sports, and this was the perfect type of sponsorship for a small company to create some buzz about our product."



Roller Derby Action from February 24, 2020 (pictures courtesy of Atlanta Roller Derby)

About XtractMor

XtractMor is a wholly owned subsidiary of Hydro Dynamics, Inc. (HDI) and the exclusive marketer of HDI's ShockWave Xtractor (Xtractor) for brewery, winery and distillery applications. HDI is also located in Rome, Georgia and is the developer and manufacturer of the cavitation-based Xtractor technology. The Xtractor uses the physical phenomenon of cavitation, normally known as destructive force, and harnesses it to solve critical industrial mixing, extraction and heating problems. The technology can now be found on five continents in applications ranging from biodiesel production to hops extraction for beer. Learn more at: www.xtractmor.com or www.hydrodynamics.com.