

Hydro Dynamics, Inc.

Harnessing the Power of Cavitation



March 9, 2016

Hydro Dynamics Becomes Hops Museum Partner to Help Promote Apowave Hop Extraction Technology

Hydro Dynamics, Inc. announces it has become a partner in The Hops Museum located in Madison, WI. HDI's ShockWave Power Reactor utilizes cavitation to assist in the extraction of flavors from hops and is marketed as ApoWave for the brewing industry.



Madison, WI - [Hydro Dynamics, Inc.](#) (HDI) is proud to announce it is the newest partner of [The Hops Museum](#) located in Madison, WI. The Hops Museum opened in 2015 and is a combination museum space and community center dedicated to hops including their common end use in brewing. HDI will be assisting with displays related to the chemistry of hops and their uses in brewing, helping educate the public about this great plant. The museum's strong social media presence along with its location in the heart of Madison's vibrant craft brewing industry also gives HDI's technology excellent commercial exposure.

The ApoWave© technology is powered by the ShockWave Power™ Reactor (SPR™) cavitation technology by Hydro Dynamics, Inc. and marketed by [Apotek Solutions LLC](#). The SPR™ harnesses the normally destructive power of cavitation and controls it so its pressure fluctuations can be used for increased hop flavor extraction. With the proliferation of craft breweries the demand for hops and the prices have increased. When the SPR™ technology is applied to the different processes within the brew-house, combined with expertise in hop utilization, it allows brewers to produce bitter beers with 50% to 90% less bittering hops and 50% to 75% less aroma hops for dry hopping. This technology can save brewers money and is already installed in brewers such as [Witch's Hat Brewing Company](#) in South Lyon, MI.

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“We are thrilled to partner with The Hops Museum”, said Doug Mancosky, Vice President of HDI. “Hops are an amazing source of flavors and other compounds. We look forward to being a part of telling the story of this important product as well as how our technology can help extract it more efficiently.” Erin McWalter, Founder and President of The Hops Museum stated, “We are excited to welcome Hydro Dynamics on board as a partner and we look forward to the hops chemistry education they will contribute to our museum.” Look for HDI influenced exhibits to appear later this year,

About Hydro Dynamics

Hydro Dynamics, Inc. is located in Rome, Georgia and is the developer and manufacturer of the cavitation based ShockWave Power™ Reactor (SPR™). The SPR™ equipment 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 The SPR™ can now be found on four continents in applications ranging from biodiesel production to hops extraction for beer. Learn more at: www.hydrodynamics.com.

About The Hops Museum

The Hops Museum, located at 2617 E. Washington Ave. in Madison, WI, is a combination museum space and community center. Designed around community, the 2,000 square-foot space, which opened in 2015, features a resource area as well as a private meeting space for events and parties. This museum, community, hangout combination meshes well with Madison’s robust commercial brewery and homebrewing community. Learn more at: www.thehopsmuseum.org



Hop the *a*powave

Better Hop Utilization and Flavor
50-90% Less Bittering Hops
50-75% Less Aroma Hops

www.apowave.com

The advertisement features a blue background. On the left, a cartoon hop character with a green leafy body, wearing sunglasses and flip-flops, is surfing on a wooden board. To the right, there is a photograph of a hop utilization machine (a hop chopper) and a close-up of a hand holding several green hop pellets. The text 'Hop the apowave' is prominently displayed at the top, with 'a' in a stylized orange font. Below it, the benefits of the technology are listed, and the website URL is at the bottom.

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