

XTRACTMOR

A Hydro Dynamics Company

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XtractMor Receives Craft Beer Marking Award 2023 “Crushie Award”



Doug Mancosky and Lauren Peterson of XtractMor at Crushie award ceremony

ROME, GA – XtractMor was the recipient of a 2023 Crushie Award by Craft Beer Marketing Awards (CMBA). HDI was awarded for its involvement with the “Atlanta Hustle” American Ultimate Disc League Team and specifically the “Hop of the Game”. The CBMAs were developed to recognize and award the very best marketing in the brewing industry across the world. Breweries, their agencies, artists, and marketing partners are invited to enter their top work. The 2023 CBMAs include categories that recognize all aspects of beer-related marketing.

In 2020, The Craft Beer Marketing Awards, affectionately known as “The Crushies,” made their debut. These awards encompass a diverse range of categories designed to recognize the pinnacle of craft beverage marketing and the brilliant teams and individuals who create them.

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In 2021, the CMBAs embraced a global perspective, attracting entries from around the world in the realms of beer, hard seltzer, and cider. Contestants competed both regionally and internationally, marking the beginning of a tradition that has continued ever since. In 2023, they celebrated a record-breaking number of entries from across the globe, resulting in a spectacular array of winners!

CMBAs esteemed panel of beer, marketing, and design experts meticulously critique and numerically rank all entries ensuring a credible and transparent digital scoring process.

“We continue to see increasing demand for our product in the brewery industry as we work to raise awareness of our product,” said Doug Mancosky, CEO of XtractMor. “We’re honored to be recognized by CBMA with the Crushie Award for our brewery marketing efforts.”

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 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.