

BREWING GLOBAL SUCCESS

Rome-based Hydro Dynamics Taps International Markets

When Rome-based Hydro Dynamics first applied its ShockWave Xtractor technology to brewing beer, it didn't just shake up the process – it opened up a world of export opportunities. Originally designed for industrial uses, it's now helping brewers like Terrapin, Anchor, and Witch's Hat improve their craft, both in Georgia and around the globe.

Doug Mancosky, Chief Science Officer at Hydro Dynamics and a Georgia Tech graduate, is a lifelong beer enthusiast. So for the veteran company leader, making the leap into the beverage industry a decade ago was exciting for him. "Think of all the complexities that a brewer is able to provide within its beverages." Complexities such as flavor, ingredients, length of fermentation, and cooling process.

Like many small Georgia businesses, Hydro Dynamics saw the potential for international sales through its customers. After pursuing a foothold in international markets for a number of years, Hydro Dynamics found the "cheat code" it needed to accelerate their business – the Georgia Department of Economic Development's (GDEcD) Trade specialists.

Reflecting on his introduction to GDEcD's Trade team, Mancosky remarked, "In some ways I was both happy [to find out about them] and also a little upset that I hadn't heard about this sooner. There was all this free data the state had such as market analysis and trade representatives in individual countries."

"The first question from potential customers is 'who else is using it in the U.K.? Or Sweden?' Often the most difficult thing to do is getting the first install in any market. With the amount of resources and knowledge they have, GDEcD has been really helpful. The state has been able to introduce us into new markets and get us going with some pivotal customers."

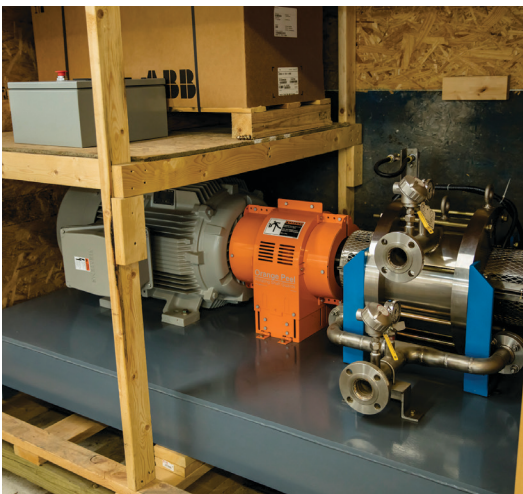
The Georgia Department of Economic Development helped the company identify promising markets, connect with in-country

representatives, and land crucial first customers including Purity Brewing Company in the U.K. "Getting Purity gives us credibility, and you leverage that for future sales. It's a marketing tool," Mancosky explained.

Today, the ShockWave Xtractor is used on six continents. "In almost every continent there could be someone enjoying a beer right now using our technology," says Mancosky. "That's fun to think about."

When asked if he would recommend connecting with GDEcD's Trade team to other companies, Mancosky answered, "Absolutely. We've never gotten a bill from them."

Mancosky expands that the team's sole care seems to be their clients' success. "It's good to know



that, if I have a question about something related to an export, I don't have to just Google and hope."

Interested in expanding your small- or medium-sized businesses international sales? Learn more about GDEcD's services for Georgia companies at georgia.org/trade.

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- Doug Mancosky



Doug Mancosky / HYDRO DYNAMICS / hydrodynamics.com



The Georgia Department of Economic Development's nationally recognized Trade team works with Georgia-based small businesses like American Dakota to expand their global sales, making companies more resilient and creating opportunities for growth. The Trade team's services, ranging from market research to international connections, are provided at no cost to eligible Georgia businesses. **To learn more or connect with one of our trade team members, visit georgia.org/trade.**

