



PRESS RELEASE

Media Contact: Liz Taylor
585-336-2358
ltaylor@rochestermidland.com

FOR IMMEDIATE RELEASE

RMC Exhibits New Acid Technology at Craft Brewers Conference in Washington, DC

March 24, 2017, Rochester, NY, — Rochester Midland Corporation (RMC) is exhibiting at the Craft Brewers Conference, Washington, DC, April 10-13, Booth 1143. Learn about our new acid technology, HDA-6600, which is specially formulated for the rapid cleaning of brite beer tanks between product processing without evacuating the CO₂. This single phase acid wash eliminates the caustic cycle in cleaning brite beer tanks and saves CO₂, water, time, chemicals and energy. See us at the Craft Brewers Conference, Washington DC, April 10-13, Booth 1143.

Rochester Midland Corporation's BrandGuard® program provides Breweries with a comprehensive sanitation program to protect the quality of their brand through a broad range of chemical sanitation solutions, quality service, training, technical support, and safety programs. Our brewery operation knowledge allows us to identify process improvements for sustainable and financial benefits.

Rochester Midland Corporation's BrandGuard® program is a HACCP and GMP-based food safety and sanitation program designed to support SQF, BRC and other GFSI standards. We partner with food and beverage manufacturers looking for a comprehensive and quality sanitation program that is focused on innovative chemical cleaning options, process improvements, training, technical support, sustainable solutions, and safety.

RMC, founded in 1888, is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as specialty institutional cleaning and personal care products. Our HACCP-based BrandGuard® Program offers solutions to food manufacturers across all aspects of food safety including brand protection and sustainable solutions. Rochester Midland is the leader in Green Housekeeping and manufactures Enviro Care®, an extensive line of environmentally preferable products for all markets, as well as many other bio-based products. For more information on the BrandGuard program, please contact Lauri Calarco @ 585-336-2310 or lcalarco@rochestermidland.com.

#

www.rochestermidland.com

Corporate Office: 155 Paragon Drive | Rochester NY, 14624 USA | Phone 585.336.2200
ISO 9001:2008 Certified