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Hydro Flask® is the Go-To Growler for Taking Beers To Go!

Stainless steel vacuum insulated growlers keep beer ice cold and fresh

June 10, 2013 – Bend, Oregon – Keeping your beer fresh and fizzy on the go used to be more challenging. But thanks to a growing company in Bend, Oregon – one of the top craft beer markets in the country – it just got a lot easier. Hydro Flask® is the award-winning maker of vacuum insulated water bottles and the original producer of the first vacuum insulated beer growler. With Hydro Flask's 64oz growler, beer stays icy cold and carbonated up to 24 hours, ensuring your favorite brew stays fresh and cold long after you arrive home.

The 64oz Hydro Flask wide mouth growler is made from 18/8 food grade stainless steel, is tough, durable and comes with an unconditional lifetime warranty. It is also BPA-free, 100% recyclable and resistant to bacteria and odors. Coming in two colors – black and stainless – the growlers are completely customizable and breweries can have their logos laser engraved on the powder coating or screen printed in a variety of colors.

“We started with the mission to save the world from lukewarm water,” said Scott Allan, CEO of Hydro Flask. “But in a beer town like Bend, it wasn’t long before we started getting requests from our fans to also save them from lukewarm beer. Since we introduced the growler, we’ve been doing just that. With summer weather upon us, we’re happy to announce: the beer is cold!”

All Hydro Flasks are exclusively double wall, vacuum insulated and available in all 50 states at over 5000 retail outlets, and online at www.HydroFlask.com. In addition to growlers, the company produces water bottles, coffee and travel flasks ranging from 12oz to 40oz in size, and food flasks from 12oz to 17oz – all in a rainbow of colors. The MSRP for 12oz-40oz flasks range from \$19.99-34.99 respectively, and the MSRP for the 64oz Wide Mouth Growler is \$49.99.

About Hydro Flask

Hydro Flask® began in the summer of 2009 with an epiphany on a Hawaiian beach, and became a reality in beautiful Bend, Oregon, one of the country's premiere outdoor playgrounds. The company's mission today is to save the world from lukewarm beverages.

Hydro Flask is now the award-winning leader in high-performance, insulated stainless steel flasks

and has recently expanded into the food and beverage industry with its food flasks and industry-first and only double wall vacuum insulated 64oz growlers. Using only high-quality 18/8 stainless steel, Hydro Flask delivers what people on the go have been looking for: a durable flask that keeps colds cold, hots hot, is stylish, 100% recyclable and is backed by a lifetime warranty.

Hydro Flask believes that great flasks and great causes go hand in hand, and through its charitable arm, FivePercentBack.org™, offers a giveback program that allows consumers to allocate a portion of their flask sales to a charity they choose. For more about Hydro Flask's charitable mission and commitment to making a difference in the community, visit www.FivePercentBack.org.

Note to Reporters: For high-resolution images of Hydro Flask products, please visit our online media library at: <http://www.hydroflask.com/media/download/hydro-flask-download-page.html>.

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