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900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

**For Immediate Release**

Contact: Lucas Alberg  
541.647.1467  
lucas@hydroflask.com

**HYDRO FLASK® INTRODUCES HYDRO FLIP™ LID AT OUTDOOR RETAILER SUMMER MARKET**

*Flip top lid ideal for hot beverages such as coffee and tea on the go*

(Bend, OR) August 2, 2012 – Hydro Flask®, makers of premium insulated double walled products, announced the official release of the Hydro Flip™ lid today at the Outdoor Retailer Summer Market in Salt Lake City, UT. The Hydro Flip fits all Wide Mouth Hydro Flasks, including the 18oz, 40oz and 64oz flasks.

The Hydro Flip lid is perfect for consuming hot beverages on the go, including coffee, tea or whatever your favorite beverage may be. Like all Hydro Flask caps, the Hydro Flip is made out of 100% recyclable polypropylene number 5 and is BPA-free. The lid features a flip-top opening with rubber stopper to plug the opening and prevent spills when not in use.

Andi Muzzioli, head of new products at Hydro Flask, said the new lid was developed after receiving requests from customers. "Our customers love the Hydro Flask for their coffee and tea so it makes sense to develop a drinking lid for these hot beverages," she said. "Paired with our flasks, these create the perfect way to enjoy your coffee or tea."

The Hydro Flip lid will retail for \$4.99 and is available for purchase now at [www.hydroflask.com](http://www.hydroflask.com) or through your local retailer. To find the store nearest you, visit the Hydro Flask Online Store Locator at <http://www.hydroflask.com/pages/store-locator.html>.

**About Hydro Flask**

Hydro Flask® began in the summer of 2009 with the aim of creating a beverage container that truly performed in every environment. The end result was the only all-insulated flask company in the world that exclusively produced double-wall vacuum insulated containers that are BPA and toxin free. Using only high-quality 18/8 stainless steel, the flasks keep hot liquids hot, and cold liquids cold. Hydro Flasks are stylish, durable, lightweight, reusable, and 100% recyclable. Hydro Flask simultaneously launched FivePercentBack.org™ to offer a giveback program from profits of each bottle sold to be put toward a charity selected by the consumer. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).



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