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For Immediate Release

Hydro Flask Receives the NEXTY Nomination at Natural Products Expo West

The NEXT Forecast research team visited every exhibitor at the show to identify stand-out natural products, thought leaders and innovators shaping the future of natural products

BEND, Ore. – April 11, 2013 – [Hydro Flask](#), the leader in high-performance, insulated stainless steel flasks, recently received The NEXTY Nomination at the Natural Products Expo West held March 8 –10 in Anaheim, Calif. The NEXTY nominations are distributed each year at Natural Products Expo West by the [NEXT Forecast](#) research team, which visits every exhibitor at the show to identify stand-out natural products, thought leaders and innovators.

The NEXT Forecast research team believes that the select group of nominated companies and products, including Hydro Flask, are the most representative of the trends that will shape a healthy future for natural products.

“We are truly honored to be a part of such an elite group of products and companies nominated for this award,” said Charlie Ortega, Hydro Flask Vice President of Food & Beverage. “Expo West is an incredible show that continues to shore up innovative new ideas, and Hydro Flask is proud to be part of that group.”

From the 61 nominees, the [Next Forecast](#) research team will select one Editor’s Choice winner in the following three categories: Food and Beverage, Supplements and Natural Living. The research team is also requesting industry experts and consumers to weigh in on their favorite NEXTY nominees by voting for one company in each category via the NEXTY voting poll at <http://www.nextforecast.com/nexty>. Voting will take place until May 3.

The Editor’s Choice and poll winners will be announced in June with the publication of the 2014 NEXT Forecast report. The group will also host an awards ceremony for the NEXTY winners at Natural Products Expo East to be held Sept. 25-28 in Baltimore.

The NEXT Forecast is a joint venture between New Hope Natural Media and Sterling-Rice Group. Visit www.nextforecast.com to learn more about the research group for insight into the natural products market and where the organization believes it is headed.

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, beverage flasks and the industry's first 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 hots hot up to 24 hours, colds cold for up to 12 hours, 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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