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For Immediate Release

Hydro Flask Introduces New Copper Brown Growler

Released by popular demand, the new growler will be available by September

BEND, Ore. – August 27, 2013 – In response to popular consumer and brewery demand, Hydro Flask, the award-winning leader in high-performance, insulated stainless steel flasks, has announced the release of its new Copper Brown Growler to be available in select brewery and retail locations across the country and online.

The new 64oz Copper Brown Growler will be added to the existing growler lineup with the Classic Stainless finish and Black Butte powder coat finish. The Copper Brown Growler is made with the same double wall vacuum insulation as all Hydro Flask bottles, which keeps cold liquids icy cold up to 24 hours and hot liquids piping hot up to 12. The new Copper Brown Growler is also made from 18/8 food-grade stainless steel and is backed by a lifetime warranty.

“We are really excited about the new Copper Brown Growler, which has already generated significant interest within the beer industry and at tradeshow across the country,” said Andi Manies, Hydro Flask Product Manager. “Our brewery partners and customers are excited that we will be offering them another premium product in an incredibly popular color.”

Customizable with both laser engraving and screen printing, the growler has an MSRP of \$49.99 and will be available at select retailers across the country and online by the end of August.

“We have been hearing from breweries that they want even more Hydro Flask products in their lineup, and they are thrilled that there will be a new Copper Brown Growler in the mix,” said Chrislan Ceramics Co-Founder Al Laninga.

Chrislan is the exclusive distributor of Hydro Flask growlers and flasks to the brewery and wine markets. "Hydro Flask is a premium product that continues to impress breweries and customers across the country with its food grade, stainless steel, BPA-free, durable and sweat proof growlers," said Laninga.

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 hots hot, colds cold, 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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