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For Immediate Release

Dutch Bros. Coffee to Sell Hydro Flasks with Hydro Flip Lid

May 13, 2013 – Bend, Oregon – Dutch Bros. Coffee will soon be offering its customers the double wall, vacuum insulated Hydro Flask® Wide Mouth coffee flask with the Hydro Flip Lid. Hydro Flasks are an eco-conscious way for customers who prefer reusable containers to keep coffee and tea hot for up to 12 hours and cold drinks cold for up to 24 hours.

The 18oz. Hydro Flask will be available in black with the Dutch Bros. logo screen printed in white. The Hydro Flip™ Lid sold with the flask is a 100 percent recyclable, BPA-free flip top lid with rubber stopper to help prevent spills when not in use. Dutch Bros.-branded Hydro Flasks will be sold at all 198 Dutch Bros. Coffee locations in Oregon, California, Washington, Idaho, Nevada, Colorado and Arizona.

"It is gratifying to partner with such a high quality company like Dutch Bros.," said Charlie Ortega, VP of Food & Beverage Sales at Hydro Flask. "Dutch Bros. is one of the west's largest and most successful coffee chains and, like Hydro Flask, got its start right here in Oregon."

"We're excited to offer our customers the Hydro Flask option," says Dutch Bros. Coffee Co-Founder Travis Boersma. "It's a great way to keep the Dutch Bros. drinks they love hot or cold for a longer time, so they can sip on them all day."

The Dutch Bros. customized Hydro Flasks will be available throughout Dutch Bros. locations beginning this summer.

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>.

CONTACT: Hydro Flask
www.hydroflask.com

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About Dutch Bros.

Dutch Bros. Coffee is the country's largest privately held, drive-thru coffee company, with nearly 200 locations and 2,000 employees in seven states.

Dutch Bros. serves specialty coffee, smoothies, freezes, teas and its private-label, flavor-infused Dutch Bros. Blue Rebel™ energy drink.

The rich, proprietary coffee blend is handcrafted from start to finish. Every ingredient is measured, every process timed, and every cup perfected.

Known for upbeat baristas and genuinely caring service, Dutch Bros. Coffee was ranked by J.D. Power and Associates as highest in customer satisfaction for two consecutive years in its 2012 and 2013 Specialty Coffee Retailer Satisfaction Reports(SM).

With a mission of, "Making a Difference, One Cup at a Time," Dutch Bros. donates over \$1 million annually to nonprofit organizations and local causes selected by local owner-operators.

Dutch Bros. Coffee is headquartered in Grants Pass, Ore., where it was founded twenty-one years ago by Dane and Travis Boersma, brothers of Dutch descent.

To learn more about Dutch Bros., visit www.dutchbros.com or follow Dutch Bros. Coffee on Facebook or Twitter.

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