



Hydro Flask®

IN THE NEWS



Hydro Flask

IN THE NEWS

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November 1, 2012

FRESH CUP Magazine

Excerpt:

Here's a sporty way for customers to keep their drinks at the desired temperature: A product called the Hydro Flask brings together several water bottle-like designs with the insulating capabilities of reusable tumblers. The vessels, which made their

formal entrance into the coffee market at September's Coffee Fest Seattle, are available in several sizes (smallest is 12 ounces, largest is 64 ounces) as well as with three different mouth-opening styles.

<http://freshcup.epubxp.com/i/90134/62>

COUNTER INTELLIGENCE

← WHO NEEDS CUP HOLDERS, ANYWAY?

The JavaHook, an accessory made to help to-go cup users keep their drinks close at hand, picked up a Best New Product award in the non-consumables category at Coffee Fest Seattle in September. The reusable hook slides under an insulating sleeve and can be hung on shopping carts, airline seat-back trays, car-door handles and basically any other sturdy spot. The product is available in five colors and is manufactured in the United States. Suggested retail price is \$4.95. 210/375-3107. javahook.com

FRUIT FORCE →

Here's a sporty way for customers to keep their drinks at the desired temperature: A product called the Hydro Flask brings together several water bottle-like designs with the insulating capabilities of reusable tumblers. The vessels, which made their formal entrance into the coffee market at September's Coffee Fest Seattle, are available in several sizes (smallest is 12 ounces, largest is 64 ounces) as well as with three different mouth-opening styles. Wholesale pricing and logo engraving are both options for retailers. Hydro Flask is based in Bend, Ore. 888/584-9376. hydroflask.com

PINK ABOUT IT →

Boulder, Colo.-based The Tea Spot participated in Breast Cancer Awareness Month in October by introducing a Steep It Pink gift set. The collection includes a large tin of Meditative Mind tea and a hot-pink Tuffy Tea Steeper. The program is part of The Tea Spot's 10% Pledge in which 10 percent of its profits are donated to cancer wellness and community programs. 866/632-7768. theteaspot.com

PEOPLE & PRODUCTS

FRESH CUP
NOVEMBER 2012 • freshcup.com

COFFEE SUPPLY CHAIN CONVERGES IN COLOMBIA
HOW THE IPAD SHIFTED POS

Maasapper launched its Virtual POS service ordering app in September. It's compatible with iPads and allows coffee shops to provide a better payment for Coffee Shop Management Solutions. 866/447-0000

PAIRING FOOD + DRINK

THE MAGAZINE FOR SPECIALTY COFFEE & TEA PROFESSIONALS SINCE 1992

KEEPING IT BOTTLED UP →

Austin, Texas-based Chameleon Cold-Brew recently began expanding into grocery and other retail outlets in Southern California. Available in Whole Foods Market and several other locations, the bottled beverage (available in 16- and 32-ounce sizes) is made with fair-trade-certified coffee and is cold-brewed for more than 16 hours. The expansion involves distribution partnerships with United Natural Foods and Labatt Food Service, and it puts the product in a number of Whole Foods Market, Wegmans and MOM's Organic Market locations. chameleonicoldbrew.com

continued on page 42
freshcup.com November 2012 61



November 21, 2012

Asheville Citizen-Times

Asheville Outdoors Gift Guide

By Karen Chavez

Excerpt:

These make great gifts for all outdoor enthusiasts, from walkers to backpackers. These bottles and containers can keep food or beverages cold or hot for an entire day. They are durable and come in fun colors.

<http://www.citizen-times.com/article/20121122/OUTDOORS/311220073/>



HydroFlask Water Bottles & Containers: \$25 - \$35. These bottles and containers can keep food or beverages cold or not for an entire day. Plus they're super durable and come in fun colors. / John Fletcher/Jfletcher@citizen-times.com



December 1, 2012

Arizona Health & Living West Valley Magazine

Holiday Gift Guide 2012

Excerpt:

Hydro Flask is a reusable water bottle that truly performs in any environment. The double-wall vacuum insulation keeps icy drinks icy cold up to 24 hours (even in the blazing sun!) and hot drinks for up to 12 hours. Aluminum free, one hundred percent

Stainless Steel. Lifetime Warranty. Five percent of the proceeds donated to charity. The Hydro Flask is available at Cabela's. \$19.99 and up at www.hydroflask.com.

http://issuu.com/arizonahealthandliving/docs/arizona_health__living_west_valley

Holiday Gift Guide 2012

Hydro Flask
Send postcards featuring your own photos that "holiday season". Simplify your life and make someone smile! Postcardly helps people use their cameras and email photos as printed postcards, delivered by U.S. mail or email! Share your messages, personalized thank-you notes, party invitations, and more with Postcardly. Recommended by CNET, Family Circle, and others. Starting at 39 cents at postcardly.com.

RONCO DEHYDRATOR
The Ronco 5-Tray Food Dehydrator doesn't let produce, vegetables, or meat go to waste. Food can be long-lasting, "heat-free" and effective. The work is minimal and the cleaning hands-free. Dehydrating allows consumers the ability to create their own nutritious snacks from 100% natural ingredients with no additives or preservatives. \$39.98. Available at Target stores. Target.com and Ronco.com.

POSTCARDLY
Send postcards featuring your own photos that "holiday season". Simplify your life and make someone smile! Postcardly helps people use their cameras and email photos as printed postcards, delivered by U.S. mail or email!

MOONJAR
Moonjar is a three-part moneybox with sections for "Save," "Spend," and "Share." The kit includes a family guide and passbook to help children learn how to manage their money. It also helps them achieve goals by budgeting clearly, and understand how to and think about money—all while establishing the foundation for long-term security and independence. \$25 at moonjar.com.

DISCOVERY BOXES
Know a kiddo that loves crafts? A gift subscription to Green Kid Crafts is a perfect gift! For each month, they'll get a package via email with three fun and arts-friendly activity kits. Every box is built around a different theme and is based on exciting projects that build confidence and boost creativity. \$19.50 a month at greenkidcrafts.com.

COOKIES FOR A CAUSE
Be a "Good Cookie" this holiday season! National Nonprofit Cookies for Kids Cancer has created some delicious gift sets available for purchase online. All of the profits go to fund pediatric cancer research. Whether it's 2 dozen cookies in flavors of your choice or a basket of gift sets, it's sure to please! Prices range from \$29.99 to \$59.99 at cookiesforkids.org.

5 Tips to Surviving Seasonal Gatherings

Sparkle Winter Fashion Lookbook

Ten Underrated Super Foods

Divorce, Children & The Most Wonderful Time of the Year"

How to Find Mr. Right Under the Mistletoe

Strategies for Improving Your Business Reputation Online

Uma Thurman Strong and Stunning



December 1, 2012

Men's Health Magazine

2012 Holiday Gift Guide

Excerpt:

Here's a refreshing new product for adventurers everywhere. While most metal water bottles fail to keep your drink at the right temperature, Hyrdo Flask's double-wall stainless steel vacuum design actually provides insulation that works, keeping cold drinks appropriately frigid for 24 hours and hot drinks piping for 12 hours. And unlike the cheap water bottles you usually find in sporting goods stores, you don't need to worry about any lingering smells

or plastic-y tastes. (It's a good thing you're getting enough H2O despite all that. Did you know that [Dehydration Can Cause a Bad Mood?](#)) Since they're available in sizes from 12 oz all the way up to 64 oz, you'll be sure to find the bottle that fits neatly in any fireside stocking. \$23.99

<http://www.menshealth.com/best-life/gift-guide> (Slide 33)

The screenshot shows the Men's Health homepage with a red banner at the top for the "2012 HOLIDAY GIFT GUIDE". Below the banner, there are categories: TOYS, LOOKS, SWEAT, BOOZE, and MAN CAVE. A sidebar on the right features a "WOMEN'S HEALTH 2012 GIFT GUIDE" section with a black Hydroflask water bottle.

A close-up view of the Men's Health gift guide slide. The slide title is "Hydroflask". It contains the same text excerpt as the main article. Below the text is a large image of a black Hydroflask water bottle. At the bottom of the slide, there is a navigation bar with page numbers: «, 1, ..., 29, 30, 31, 32, 33, 34, 35, 36, ».

Read more at Men's Health:

<http://www.menshealth.com/best-life/gift-guide#ixzz2FWqlsPB2>



November/December 2012

Northwest Travel Magazine

Garb & Gear

By Scott Staats

Excerpt:

These Northwest-made products designed for comfort and convenience make great holiday gifts for the traveler on your list.

<http://www.nwtravelmag.com/?s=Garb>

Garb & Gear

Sage
All Water 200 Series Keel | \$209
sageflyfish.com

K2 Sports
Boy's Red Seed Skis | \$320
k2sports.com

Dakine
Women's Annie Boulanger Team Targa Glove | \$85
dakine.com

Hydro Flask
64 oz Wide Mouth Vacuum Insulated Stainless Steel Growler | \$50
hydroflask.com

Yakima
FatCat 6 Roof Snowsports Rack | \$229
yakima.com

Smith Optics
Tactic Malibony with Polarized Yellow Lens | \$149
smithoptics.com

RuffWear
Climate Changer™ Breathable Fleece Dog Jacket | \$60
ruffwear.com

Slipint
Frosted Snowman Silicone Pint Glass | \$12
slipint.com

Adidas
Women's Yungas Felt Climawarm Boots | \$70
adidas.com



December 2012

The Roaming Pint.com

Holiday Gift Guide

By Brian Devine

<http://theroamingpint.com/giftguide/>



The gift guide features a grid of products:

- Hydro Flask Insulated Stainless Steel Growler**: \$45. An insulated stainless steel growler with a handle and a cap.
- Hops Appreciation Kit**: \$39.95. Includes a wooden box containing hops and a tasting journal.
- 33 Beers Tasting Journal**: \$9 (3-pack). A journal for tracking 33 different beers.
- Spiegelau Beer Connoisseur Glass Set**: \$40. A set of four beer glasses of different styles.
- Beer Tasting Tool Kit**: \$16. Includes a bottle opener, a tasting journal, and a small growler.
- Draft Beer Hop Back Randall**: \$69.99. A glass vessel for storing hops.
- Moleskine Passion Journal Beer**: \$14. A Moleskine journal with a beer-themed cover.
- Box with Hops Illustration**: \$14. A box featuring a large illustration of hops.



December 5, 2012

Military Times - PT365 Blog

Holiday Gift Guide

The gift of fitness gear: 6 buys that won't break the bank (and 2 that are worth the splurge)

By Sara Davidson

Excerpt:

One of our favorite items from this year, the Hydro Flask kept ice frozen in Death Valley, Calif., and kept coffee scalding hot when our fingers were nearly frostbitten. The double-walled stainless steel bottles don't transfer heat (or cold) and don't sweat.

<http://militarytimes.com/blogs/pt365/2012/12/05/the-gift-of-fitness-gear-6-buys-that-wont-break-the-bank-and-2-that-are-worth-the-splurge/>

MilitaryTimes

PT365

The gift of fitness gear: 6 buys that won't break the bank (and 2 that are worth the splurge)





December 7, 2012

Idaho Statesman

Craft Beer + Holidays = Awesome

By Patrick Orr

Excerpt:

My personal favorite is a little more costly but enables you to assimilate fresh beer into outdoor recreation. The 64-ounce Hydroflask growler from Payette Brewing Co. may cost \$50, but fill that up and you become the most popular person in the forest or at the fishin' hole. It's like a giant Thermos for beer. ... The hydroflask also works for hot beverages, but why would you want to do that when you can fill it with brew?

<http://www.idahostatesman.com/2012/12/07/2372348/craft-beer-holidays-awesomeheadliney.html>

Idaho Statesman

Idaho's news source >> Since 1864
IDAHOSTATESMAN.COM





December 2012

Backpacker Magazine

Fall / Winter Gear Guide 2012

By Gear Editor Kristin Hostetter

Excerpt:

Staying warm and well-hydrated is key to being able to maintain focus on important things...This rugged stainless steel bottle has kept my coffee hot for more than 24 hours, and my Nuun-spiked ice water cold for more than 48 (both tests occurred at around 80°F). That's some serious insulating power, especially considering the screw-on lid was off for the cold-water test. (Two

competitive products didn't pass the 16-hour mark in the same conditions.) What's the secret? Hydro Flask has perfected the art of the vacuum seal

<http://www.backpacker.com/fall-gear-guide-2012-hydro-flask-24-ounce-narrow-mouth-stainless-steel/gear/17092>

A Pro's Picks

Gear Editor Kristin Hostetter tested dozens of new jackets, hats, skis, boots, sunglasses, and more for this issue. You'll find them in the preceding pages, but there are always a few special items that make her job easier, safer, and more fun. They could do the same for your own adventures. Here are five of her favorites.

[INSULATED BOTTLE]

Hydro Flask 24-ounce Narrow Mouth Stainless Steel

Staying warm and well-hydrated is key to being able to maintain focus on important things, like filling out gear evaluation forms! This rugged stainless steel bottle has kept my coffee hot for more than 24 hours, and my Nuun-spiked ice water cold for more than 48 (both tests occurred at around 80°F). That's some serious insulating power, especially considering the screw-on lid was off for the cold-water test. (Two competitive products didn't pass the 16-hour mark in the same conditions.) What's the secret? Hydro Flask has perfected the art of the vacuum seal—in this case, removing all of the air from between two sealed walls of stainless steel. (Science 101: Everything that has matter—including air—conducts heat. So if you remove all air from an enclosed space, you eliminate conductivity, creating best-case insulation.) The powder-coated exterior finish doesn't get hot or cold to the touch or sweat (rice if you use it at your desk, like I do), and it's competitively light compared to other thermoses. \$30; 11.5 oz.; hydroflask.com



[ULTRALIGHT ROLLER]

Osprey Ozone 28"/80L

Giant rolling duffels are a gear editor's best friend. I'm constantly schlepping heavy loads around the globe, and I often get dinged with overweight baggage fees. The Ozone, at just under five pounds, is less than half the weight of many other rollers I've tried, which lets me pack more gear without paying extra. The 210-denier nylon lacks the 10-



[ORGANIZERS]

Granite Gear Zippidity Ditty

When I'm packing for a philosophy is cram and go. I prefer light, clean packs without a ton of extraneous pockets. But I'm not a walking yard sale. I keep organized with these ultralight, oblong, zippered sacks. This set includes four different sizes, so there's something big enough for everything.

BACKPACKER

FALL/WINTER 2012

Gear Guide

261 REVIEWS & CAMPING TIPS

ULTRALIGHT WARMTH

2012's BEST BAGS, TENTS & CLOTHES

Skis or Snowshoes?

TOP PICKS FOR EVERY TERRAIN & SKILL LEVEL

22 KILLER DEALS

WINTER SURVIVAL 101

HOW TO PLAN, PACK, AND

DRESS FOR THE WORST





December 10, 2012

Snowshoe Magazine

By Ryan Alford

Excerpt:

My love affair with the Hydro Flask started with the 21 oz. Standard Mouth Vacuum Insulated Stainless Steel Water Bottle. Today, my Hydro Flask family has increased by two: the 18 oz. Wide Mouth Stainless Steel Flask (with Hydro Flip lid) and the 64 oz. Wide Mouth Stainless Steel Growler. ... They've been there for me through the thick and

thin of every snowshoe outing, every summer hike, and every camping trip.

Be kind to your Hydro Flask, for it will return your kindness by keeping your hots hot (for up to 12 hours) and your colds cold (for up to 24 hours). No plastic water bottle can compare!

<http://www.snowshoemag.com/2012/12/10/a-hydro-flask-for-the-cold-the-hot-and-the-snugly/>

The screenshot shows the website for "Hydro Flasks for the Cold, the Hot, and the Snugly" from December 10, 2012. The page features a header with the "SNOWSHOE MAGAZINE" logo and a "YUKON CHARLIE'S WINTER SYSTEMS" advertisement. Below the header is a navigation bar with links like Home, News, Features, Gear, Videos, Blogs, Calendar, Photos, Clubs, First-Timers, and E-Newsletter. The main content area includes a "REDFEATHER" banner for "#1 Snowshoe" and a "Hydro Flasks" gear review by Ryan Alford. The review discusses the history of his Hydro Flask collection and its use in various outdoor activities. To the right of the review is a sidebar for "UPCOMING EVENTS" listing several snowshoe races and a "BURTON NOW ON SALE" section. At the bottom of the page are logos for KEENFOOTWEAR.COM and DION SNOWSHOES, along with a "REGISTER NOW FOR THE FIRST DANCE" call-to-action.