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Hydro Flask® Wins Gear Institute's Inaugural "Best in Show Award"

Gear Institute awards Hydro Flask's growler "Best in Show" at Outdoor Retailer Winter Market

(Salt Lake City, UT) January 23, 2013 – The Gear Institute has awarded Hydro Flask, the leader in high-performance, insulated steel food and beverage flasks, "Best in Show" honors for its 64oz double wall, vacuum insulated growler at the Outdoor Retailer Winter Market.

The Gear Institute, a national network of professional outdoor gear testers, scoured the Outdoor Retailer Winter Market to highlight the most authentic innovations and game-changing products.

"This is a huge honor to be recognized by the Gear Institute," said Hydro Flask's VP of Sports Sales, Tim Rouillard. "Living at the base of the Cascade Mountain Range, we know how important high quality gear is and it's so exciting the Gear Institute is as passionate about our growler as we are!"

Hydro Flask's 64oz Double Wall, Vacuum Insulated Growler was one of 15 winning outdoor products not only because it holds 1.9 liters of beer, but because of its unmatched durability and reliability:

- Keeps beer (or water, etc.) ice cold for up to 24 hours.
- Keeps hot liquids (tea, coffee, cocoa, etc.) hot for up to 12 hours (perfect for the ski resort or that backcountry summit)
- Features a wide mouth opening for easy pouring, both in and out (also good for soups & chili)
- 18/8 Stainless Steel, BPA-Free Bottle
- Free, unconditional, lifetime warranty



For more information about Hydro Flask's growler please visit:

<http://www.hydroflask.com/products/64-oz-wide-mouth-vacuum-insulated-stainless-steel-growler.html>



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For a complete list of the Gear Institute's 2013 Outdoor Retailer Winter Market's "Best in Show" award winners please visit:

<http://www.gearinstitute.com/best-in-class/item/best-of-outdoor-retailer-awards>

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.

* Hydro Flask won PGA Merchandise Show "2012 Product of the Year"

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 Gear Institute

The Gear Institute is a network of the best outdoor gear testers in America, dedicated to providing you the most professional, objective, and helpful advice you can get about what gear you should buy (and how you should use it). We are committed users of outdoor gear—professional guides, product engineers, specialty shop employees, athletes, writers, and everyday outdoor people. And we're stoked about good gear. Our goal is to professionalize outdoor gear testing. We conduct fair, thorough, head-to-head tests of comparable outdoor products, both under controlled conditions and in appropriate real-world field-testing scenarios. We publish our testing criteria and open our methodology to discussion. <http://www.gearinstitute.com>

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