



---

900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

**For Immediate Release**

Contact: Amy Sharman  
206.307.6990  
amy@campbellconsulting.com

## **Hydro Flask®: Saving the World from Lukewarm Coffee and Tea!**

*Hydro Flask® announces entry into coffee & tea market  
with 18oz Wide Mouth flask & Hydro Flip lid*

**(Bend, OR) October 2, 2012** – Imagine: Your morning coffee still piping hot at lunchtime. Or your iced tea still icy cold after a day at the beach, not watered down by melting ice cubes. Hydro Flask®, the award-winning\* leader in high-performance, insulated steel food and beverage flasks, is on a mission to save the world from lukewarm drinks. On the heels of its growing success in the outdoor, golf, beer and natural foods markets, the company announced this week its official entry into the coffee and tea market.

"We believe coffee and tea drinkers deserve their drinks at the optimal temperature," said Charlie Ortega, Vice President of Business Development at Hydro Flask. "And the enthusiastic reaction to our flasks at Coffee Fest indicates that the coffee and tea market agrees! We look forward to forging strong partnerships with coffee and tea retailers to remedy the lukewarm beverage injustice."

So what's the big deal? Each Hydro Flask keeps your hots hot for up to 12 hours, and your colds cold for up to 24 hours. So even on a 90°F day, the Hydro Flask of iced tea you left in your car will still be icy! How's this possible, you ask? Hydro Flasks are constructed from double wall vacuum insulated food grade 18/8 stainless steel. This keeps the temperature of the liquid inside your flask from mingling with the temperature outside. The flasks are also resistant to bacteria and odors, which is an added bonus.

The flasks come in a variety of sizes from 12oz to 64oz and Narrow, Standard and Wide Mouth openings. Hydro Flasks are available in eight different powder coated colors or stainless steel finish (64oz flasks are available in two) and can feature logo-branded laser engraving or screen printing. With the addition of a new accessory called the



---

900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

---

**Hydro Flip™** lid, an easy to use BPA-free and 100% recyclable flip top lid, Hydro Flask® features the ideal product combination for coffee, tea and juice retailers.

“Backporch customers love the Hydro Flasks for their ability to keep their coffee hot for an extended amount of time and the new Hydro Flip lid has made it even easier for them to enjoy their coffee on the go,” said Dave Beach, owner of Backporch Coffee Roasters in Bend, OR, an early testing ground for Hydro Flask in the coffee market. “One customer told me that while on a long drive she put her Hydro Flask in her cup holder and forgot to drink her coffee. When she realized she hadn’t finished it and went back for a sip – a full 4 hours later – she was blown away to find her coffee was still steaming hot.”

The Hydro Flask 18oz Wide Mouth flask with Hydro Flip lid retails for \$23.99 while the Hydro Flip individually sells for \$4.99. Wholesale pricing is available to qualified retailers. Both are available now online at [www.hydroflask.com](http://www.hydroflask.com) and at select retail locations across the country. All flasks also feature 5% Back, Hydro Flask’s charitable initiative to contribute 5% of the profits of each registered flask to the charity selected by its customers.

### **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



---

900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

about Hydro Flask's charitable mission and commitment to making a difference in the community, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).

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

CONTACT: Hydro Flask  
[www.hydroflask.com](http://www.hydroflask.com)  
[www.twitter.com/hydroflask](http://www.twitter.com/hydroflask)  
[www.facebook.com/hydroflask](http://www.facebook.com/hydroflask)

###