

Spring ‘26

Workbook

Hydro Flask®

We Make It. You Own It.™

We Make It. You Own it.

We don't just make great products—we craft them. We meticulously design every tumbler for the perfect fit. We rigorously test our leakproof technology, so you never have to think twice. We obsess over keeping your cold, cold, and your hot, hot.

But that's just what we do.

Why we do it is the heart of our story—and way more important.

We do it because our planet and the people we love deserve less plastic. We do it because we believe reusable, refillable and reliable products are key to reducing single-use waste.

We do it for the hikes, festivals, late-night TV binges and early morning workouts. For the afternoons on the quad, game days, snow days, bike trips and road trips. For the experiences that leave behind memories, stickers, dents and dings—because those are what make our products uniquely yours.

We do it to keep people hydrated, ready and equipped for whatever they're into. After all, it's people who bring our story to life. And every one of them is different.

We're Hydro Flask—everything we do is for everything you do.



CONTENTS

Refill for Good . . . 3
bluesign® Innovations . . . 4
The Hydro Flask Difference . . . 5
WHAT'S NEW . . . **6**
Colour Story . . . 9
HARD GOODS . . . **10**
Spring '26 Colors . . . 11
Hydration . . . 12
Lightweight . . . 17
Hot Beverages . . . 21
Food Jars . . . 23
ACCESSORIES . . . **24**
Bottle Accessories . . . 25
Cleaning Accessories . . . 26
Caps & Bottle Compatibility . . . 27
Boots Compatibility . . . 28
Drinkware Accessories . . . 29
Lid & Drinkware Compatibility . . . 30
Tumbler Boot Compatibility . . . 31
OUTDOOR KITCHEN . . . **32**
Camp Bowl & Camp Plate . . . 33
Flatware . . . 34
Ice Packs . . . 34
PRODUCT SKUS & AVAILABLE COLOURS . . . **35**

Our planet and people deserve less plastic.

#RefillForGood is our rally cry to raise awareness and encourage people to make the switch to reduce single-use plastics.

Buying bottled water can be up to

2,000 times more expensive

than drinking water from the tap[1]

#REFILL FOR GOOD

Single-use plastic beverage bottles are the

second largest trash item

from the oceans[2]

(1) Food and Water Watch, 2018

(2) Ocean Conservancy, 2024



bluesign® Designations

As a key first step toward lessening our impact, in 2023 we started shifting main body fabrics of our soft goods to 100% recycled content with durable coatings. Today, a vast majority of our products also use bluesign® APPROVED fabric, disclosed on our product pages and hangtags.

You'll notice some of our products carry the bluesign® PRODUCT label, which meets bluesign's strict environmental and worker safety standards throughout all elements of the product. In others, we're using bluesign® APPROVED main body fabrics.

bluesign® APPROVED

Textiles and components carrying the bluesign® APPROVED label meet the strict safety and environmental requirements of the bluesign® CRITERIA.

- Designed to keep harmful substances on the bluesign® SYSTEM SUBSTANCE LIST out of the manufacturing process at each step of the supply chain
- Ensures approved chemical products and raw materials are used throughout the value chain
- Guarantees a high level of consumer safety
- Promotes responsible use of resources

bluesign® PRODUCT

Consumer products carrying the bluesign® PRODUCT label meet the strict safety and environmental requirements of the bluesign® CRITERIA, as a whole.

These products are made of bluesign® APPROVED fabric and components and are produced in a resource-conserving way to lower the impact on people and the environment.

- A minimum of 90% bluesign® APPROVED fabrics/yarns
- A minimum of 20% bluesign® APPROVED components
- Any remaining fabrics, materials or components must come from a qualified supplier
- Manufacturing adheres to selected International Labour Organization standard

To learn more about the bluesign® SYSTEM, bluesign® CRITERIA, bluesign® APPROVED fabrics and bluesign® PRODUCT, visit hydroflask.com/bluesign.

The Hydro Flask Difference

What is most important to our consumers is also what's most important to us. We are always innovating and pushing our technology and ideas to bring premier products that deliver on our promises everyday.

24 Hours Cold
12 Hours Hot

Cold stays cold Hot stays hot

Leak-Resistant
Splash-Resistant

Press-in Lids are leak- and splash-resistant

Leakproof

Bottle caps & lids are leakproof when closed

Recycled Materials

Clear lids made from 50% recycled plastic*

Easy To Clean

All of our products are easy to clean, and most hard goods are dishwasher safe.

*Recycled content certified by a third party using the mass balance approach

What's New

Hydration

CLEAR LID FOR TUMBLERS

For 2026, our Travel Tumblers come configured with a clear lid. The clear lid features a color matching straw and gasket. Leak-resistant and splash-resistant, the Clear Press-In Straw Lid keeps your favorite drink in view and at the ready whether you're headed to the beach or the backyard.

Cold Stays Cold

Straw lids not intended for use with hot drinks

TempShield®

Double-wall vacuum insulation

Leak-resistant

Leak-resistant and splash-resistant

Press-In Straw Lid

Clear straw lid

Flexible straw

Flexible straw

Cupholder Compatible

Fits most cupholders

Dishwasher Safe

Dishwasher safe

Recycled Materials

Clear lid made from 50% recycled plastic*

*Recycled content certified by a third party using the mass balance approach



Clear Lid Accessory

Page 29

Tumblers

Page 19

What's New

Hydration

THE LIGHTWEIGHT COLLECTION

For 2026 we're introducing our Lightweight Collection, a rebrand of the Lightweight Trail Series. This name update allows us to expand shelf space, and appeal to a broader range of retailers .The Lightweight Collection will also include Lightweight accessories and fit all other Wide Mouth bottles.

Lightweight

Smooth, sleek sips

TempShield™

Flex Straw and Chug Caps not intended for use with hot drinks

Insulated

Double-wall vacuum insulation

Leakproof

Leakproof when closed

Lightweight Strap

Lightweight, perforated strap



24 oz Lightweight Flex Straw Bottle

32 oz Lightweight Flex Straw Bottle

Lightweight Collection

Page 17

What's New

Hydration

MICRO HYDRO

Fresh from Hydro Flask Japan, the Micro Hydro delivers 6.7 oz of hot and cold in a mini Hydro Flask. Just the essentials with a nod to minimalistic style. Pop it in your pocket, clip it on a bag, fit in a lunch box, the tiny size sits easily in the palm of your hand. The Micro Hydro boasts Hydro Flask's iconic insulation, leakproof technology and lifetime warranty. Cute, useful and destined for beloved status.

7 Hours Cold. 7 Hours Hot.

TempShield™

Insulated

Double-wall vacuum insulation

Leakproof

Leakproof when closed

Dishwasher Safe

Dishwasher safe

Durable

Durable stainless steel



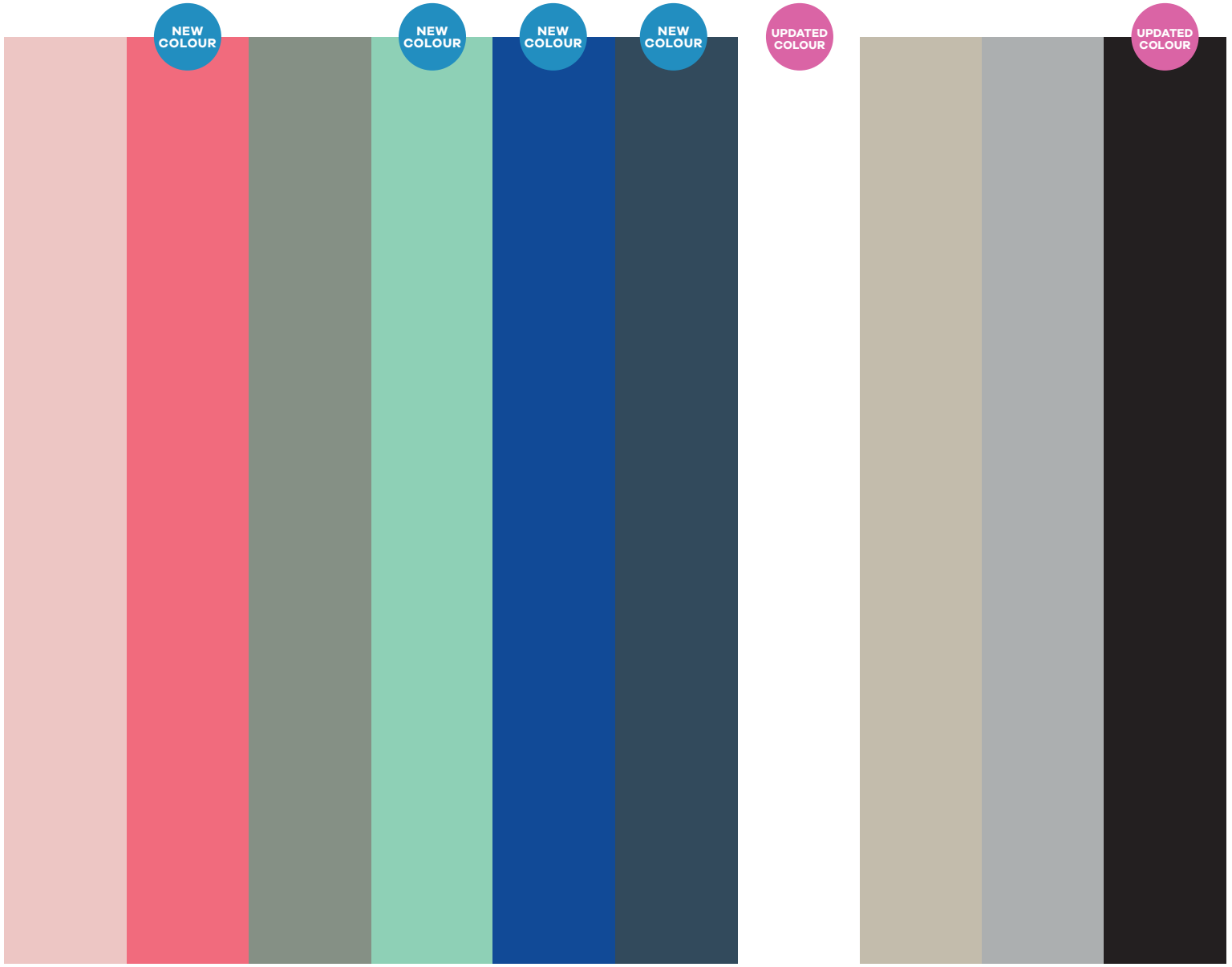
Micro Hydro

Page 14

Spring 2026

New Colours. Fresh Vibes.

Jump into Spring 2026 with fresh colours you won't find anywhere else. Developed to excite, entice and invigorate our fans and customers, these colors are unexpected, on-trend and right on time. Capri Blue, Popstar Pink and Mermaid Green are anchored by our newest Harbor Blue. Thoughtfully planned for easy merchandising and sell-through.



Hard Goods

The Travel Tumbler family gets a new configuration featuring leak-resistant clear press in straw lids. Our Lightweight Collection delivers the same, award-winning insulation and dependability in lighter-weight, sleek bottles with elevated shine.



Spring ‘26 Colors

Hard Goods



Trillium



Popstar Pink

NEW COLOUR



Agave



Mermaid Green

NEW COLOUR



Capri Blue

NEW COLOUR



Harbor Blue

NEW COLOUR



White

UPDATED COLOUR



Oat



Birch



Black

UPDATED COLOUR

Wide Mouth with Flex Straw Cap

Flip it and sip it with the Hydro Flask 32 oz Wide Mouth Bottle With Flex Straw Cap. With a comfortable, flexible handle, the closeable, leakproof straw cap is easy to open and close with one hand, for on-demand hydration. Double-wall insulation keeps drinks cold up to 24 hours for cool refreshment. The slim design fits most cupholders, easily fits ice cubes and is dishwasher safe.

Features:

- 24 hours cold
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Won't retain odor or leftover flavor
- Wide Mouth opening is ice-cube friendly
- Dishwasher safe



32 oz
Wide Mouth
with Flex Straw Cap



Wide Mouth with Flex Cap

Refreshment to fit your day, our Wide Mouth water bottles are the flasks to grab to stay hydrated. Up to 24 cold and 12 hours hot, leakproof and dishwasher safe.

Features:

- 24 hours cold, 12 hours hot
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Won't retain odor or leftover flavor
- Durable stainless steel
- Wide Mouth opening is ice-cube friendly
- Dishwasher safe



32 oz
Wide Mouth

40 oz
Wide Mouth

64 oz
Wide Mouth

Micro Hydro

Fresh from Hydro Flask Japan, the Micro Hydro delivers 6.7 oz of hot and cold in a mini Hydro Flask. Just the essentials with a nod to minimalistic style. Pop it in your pocket, clip it on a bag, fit in a lunch box, the tiny size sits easily in the palm of your hand. The Micro Hydro boasts Hydro Flask's iconic insulation, leakproof technology and lifetime warranty. Cute, useful and destined for beloved status.

Features:

- 7 hours cold, 7 hours hot.
- Ramen on the go? Hot water's in tow.
- Bring the wine, it fits a glass perfectly.
- Cold sips to wet your whistle.
- Double-wall vacuum insulation
- Leakproof when closed
- Durable stainless steel
- Dishwasher safe
- Not for use on a stove, in a microwave or freezer
- Keep hot liquids out of the reach of children
- Not intended for children under age 4



6.7 oz
Micro Hydro

CUPHOLDER COMPATIBLE



Travel Bottle with Flex Straw Cap

Your favorite Hydro Flask bottle with a cupholder-friendly design. Drinks stay cold for 24 hours, and the Flex Straw Cap makes it easy to sip while keeping your eyes on the road and your hands on the wheel. Designed for seamless cupholder cohabitation, it's right at home on the open road.

Features:

- 24 hours cold
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Fits most cupholders
- Pure taste, no flavor transfer
- Wide Mouth opening is ice cube friendly
- Dishwasher safe
- Durable stainless steel
- Flex Straw Cap not intended for use with hot liquids



24 oz
Travel Bottle
with Flex Straw Cap

CUPHOLDER COMPATIBLE



32 oz
Travel Bottle
with Flex Straw Cap

CUPHOLDER COMPATIBLE

24 oz Insulated Shaker Bottle

Shake up a perfect smoothie, protein or supplement shake. The Insulated Shaker Bottle features an ergonomic design and a leakproof, flip-top chug spout. An internal whisk ball mixes it right every time.

Features:

- 24 hours cold
- Leakproof when closed
- Won't retain odor or leftover flavor
- TempShield® double-wall vacuum insulation
- Durable stainless steel
- Spring-assisted flip top chug spout
- Whisk ball for quick and easy mixing, even the thickest supplements
- Removable gasket for easy cleaning
- Ergonomic shape for a good grip
- Internal measurement marking
- Dishwasher safe



24 oz
Insulated Shaker Bottle

CUPHOLDER COMPATIBLE



Lightweight Flex Straw Bottle—Wide Mouth

The same Hydro Flask insulation and durability you love in a sleek, lightweight design. The leakproof Flex Straw Cap feature a perforated, airy style. The smooth, shiny exterior easily slides into bags and totes while keeping your drinks cold up to 24 hours.

Features:

- 24 hours cold
- Double-wall vacuum insulation
- Leakproof when closed
- Won't retain odor or leftover flavor
- Durable stainless steel
- Lightweight perforated strap
- Lightweight aluminum Flex Pivots
- Fits all Wide Mouth cap accessories
- Dishwasher safe



24 oz
Lightweight Flex Straw

32 oz
Lightweight Flex Straw

Standard Mouth with Flex Cap

Stainless steel and cupholder compatible, the reusable, refillable Standard Mouth insulated water bottle keeps cold drinks cold for 24 hours, hot drinks hot for up to 12 hours, and holds enough hydration for hours of fun.

Features:

- 24 hours cold, 12 hours hot
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Won't retain odor or leftover flavor
- Durable stainless steel
- Fits most cupholders
- Dishwasher safe



21 oz
Standard Mouth

CUPHOLDER COMPATIBLE

Standard Mouth with Flex Straw Cap

Flip it and sip it with the Hydro Flask 21 oz Standard Mouth Bottle With Flex Straw Cap. With a comfortable, flexible handle, the closeable, leakproof straw cap is easy to open and close with one hand, for on-demand hydration. Double-wall insulation keeps drinks cold up to 24 hours for cool refreshment. The slim design fits most cupholders and is dishwasher safe.

Features:

- 24 hours cold, 12 hours hot
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Won't retain odor or leftover flavor
- Fits most cupholders
- Durable stainless steel
- Dishwasher safe



21 oz
Standard Mouth
with Flex Straw Cap

CUPHOLDER COMPATIBLE

Travel Tumbler

The insulated Hydro Flask Travel Tumbler cup is here to hydrate more and refill less. The insulation keeps drinks cold for hours, and the durable handle makes it easy to take along anywhere. Cold stays cold, and the flexible straw is easy to sip any which way.

Features:

- Cold stays cold
- TempShield® double-wall vacuum insulation
- Snug, secure Press-In Straw Lid
- Leak-resistant, splash-resistant
- Flexible straw
- Strong ergonomic handle
- Fits most cupholders
- Won’t retain odor or leftover flavor
- Durable stainless steel
- Dishwasher safe



24 oz
Travel Tumbler

CUPHOLDER COMPATIBLE

32 oz
Travel Tumbler

CUPHOLDER COMPATIBLE

All Around™ Tumblers

Our All Around™ Tumblers are ready for morning brews or microbrews, keeping beverages cold or hot for hours. The Closeable Press-In Lid slides snugly shut to keep splashes at bay. The All Around™ Tumblers are incredibly comfy to hold and are easy to fill, sip and savor.

Features:

- Hot stays hot. Cold stays cold.
- Snug, secure, leak-resistant Press-In Lid
- TempShield® double-wall vacuum insulation
- Leak-resistant, splash-resistant
- Won't retain odor or leftover flavor
- Fits most cupholders
- Durable stainless steel
- Dishwasher safe



12 oz
All Around™
Tumbler

CUPHOLDER COMPATIBLE



16 oz
All Around™
Tumbler

CUPHOLDER COMPATIBLE

Wide Mouth with Flex Sip™ Lid

Designed with hot drinks in mind, our Wide Mouth bottles with Flex Sip™ Lids are cupholder compatible and leakproof. This insulated, stainless steel bottle is ideal for coffee, tea or your favorite beverage, while keeping hot drinks hot and cold drinks cold.

Features:

- 24 hours cold, 12 hours hot
- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Designed for transporting hot beverages
- Won't retain odor or leftover flavor
- Durable stainless steel
- Dishwasher safe



12 oz
Wide Mouth
with Flex Sip™ Lid

CUPHOLDER COMPATIBLE



16 oz
Wide Mouth
with Flex Sip™ Lid

CUPHOLDER COMPATIBLE



20 oz
Wide Mouth
with Flex Sip™ Lid

CUPHOLDER COMPATIBLE

Mugs

These insulated mugs keeps coffee hot for hours—cocoa, tea and toddies, too. Refillable, reusable and sized for the perfect cup, a spill-stopping insulated Closeable Press-In Lid and TempShield™ insulation hold the heat.

Features:

- Hot stays hot
- Closeable, splash-resistant lid
- Soft-touch exterior
- Won't retain odor or leftover flavor
- Durable stainless steel



12 oz
Mug

32 oz Insulated French Press

Hydro Flask insulation technology matched with a classic French Press makes a great wake-up call. The mesh filter expertly strains out fine particles and the Press-In Lid allows for accurate pouring. It's always a good morning when your brew stays at the right temperature for hours.

Features:

- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Easy, accurate pouring
- Mesh filter expertly strains fine particles
- Ergonomic, soft touch handle is comfortable to hold and pour
- Easy and accurate pouring
- Dishwasher Safe



32 oz
Insulated French Press

Tea Infuser

Our Tea Infuser fits perfectly in all Hydro Flask mugs, tumblers, and coffee cups so you can steep it and sip it. With a capacity of up to 16 oz of tea, leaves are treated to an optimal expansion zone while the etched openings keep fine leaves contained.

Features:

- Compatible with Hydro Flask mugs and tumblers
- Made with 18/8 pro-grade stainless steel
- Etched holes keep fine tea leaves contained
- Dual function lid keeps heat in when brewing and serves as a drip tray
- Silicone touchpoints remain cool to the touch
- Large basket capacity to make 16 ounces of tea with room for optimal leaf expansion
- Dishwasher Safe



Tea Infuser

Hot Flask & Cup

The new Hot Flask & Cup is designed to bring it, pour it, and sip it. Whether it's for a long day or a getaway, it boasts 30 hours of hot beverage. The integrated cup secures to the leakproof bottle with pour-through cap. The modern take on thermal all-in-one hydration is sleek, comfortable, and dishwasher safe.

Features:

- 30 hours hot, 30 hours cold
- TempShield™ double-wall vacuum insulation
- Leakproof when closed
- Pure taste, no flavor transfer
- Integrated cup securely attached to bottle
- Pour-through cap
- Comfortable carrying handle
- Duable stainless steel
- Dishwasher safe



28 oz
Hot Flask & Cup



36 oz
Hot Flask & Cup

Insulated Food Jars

Our 12 oz, 20 oz and 28 oz Insulated Food Jars keep food fresh, no matter where the day takes you.

Features:

- TempShield® double-wall vacuum insulation
- Leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Easy grip lid
- Color Last™ powder coat
- Dishwasher safe



12 oz
Insulated Food Jar



20 oz
Insulated Food Jar



28 oz
Insulated Food Jar

Accessories

Cleaning, bottle and drinkware accessories from Hydro Flask deliver upsell opportunity across the line. Complete your Hydro Flask offerings with intentionally-designed, colorful additions, sized specifically for our products. We've even included handy compatibility charts to make it easy for you and your customers.



Bottle Accessories

We have everything you need to keep your Hydro Flask collection fresh. From our popular Flex Straw Cap and Flex Chug Cap to our protective Bottle Boots, we have you covered.

Features:

- Dishwasher safe
- Sized to fit Hydro Flask bottles
- Replacement Straw Pack fits all respective accessories



Standard Mouth Flex Cap



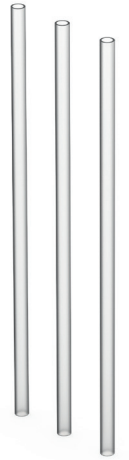
Wide Mouth Flex Straw Cap



Wide Mouth Flex Sip™ Lid



Lightweight Flex Straw Cap



Replacement Straw Pack



Small Lightweight Bottle Boot



Medium Lightweight Bottle Boot



Small Bottle Boot



Medium Bottle Boot



Standard Mouth Flex Straw Cap



Wide Mouth Flex Chug Cap



Wide Mouth Flex Cap



Lightweight Flex Cap

Cleaning Accessories

Keep your Hydro Flask clean and colorful. Specifically designed to keep that “new Hydro Flask feeling,” our cleaning and care products ensure our gear stays in tip-top shape.



Bottle Brush



Straw Cleaning Set

CAPS & BOTTLE COMPATIBILITY

COMPATIBLE WITH

STANDARD MOUTH BOTTLES



Standard Mouth Flex Cap



Standard Mouth Flex Straw Cap

COMPATIBLE WITH

WIDE MOUTH BOTTLES



Lightweight Flex Cap



Lightweight Flex Straw Cap



Wide Mouth Flex Straw Cap



Wide Mouth Flex Chug Cap



Wide Mouth Flex Sip™ Lid



Wide Mouth Flex Cap

BOOTS COMPATIBILITY

COMPATIBLE WITH
STANDARD MOUTH BOTTLES

FITS 12-24 OZ STANDARD MOUTH BOTTLES



Small
Bottle Boot

COMPATIBLE WITH
WIDE MOUTH BOTTLES

FITS 12-24 OZ WIDE MOUTH BOTTLES*



Small
Bottle Boot

FITS 32 & 40 OZ WIDE MOUTH BOTTLES*



Medium
Bottle Boot

*Not intended for Travel Bottles. See Tumbler Compatability Chart for Travel Bottle boot fit.
*Does not fit Lightweight Collection.

COMPATIBLE WITH
LIGHTWEIGHT BOTTLES

FITS 12-24 OZ LIGHTWEIGHT BOTTLES



Small Lightweight
Bottle Boot

FITS 32 & 40 OZ LIGHTWEIGHT BOTTLES



Medium Lightweight
Bottle Boot

Drinkware Accessories

Keep your Mugs, Tumblers and Cooler Cups at the ready to fit your day. Our Closeable Press-In Lids, Press-In Straw Lids and reusable straws make our drinkware ready for anything, anywhere.

Features:

- Dishwasher safe
- Sized to fit Hydro Flask drinkware
- Replacement Straw Pack fits all respective accessories



Tumbler Boot
S, M



Closeable Press-In Lid
S, M



Clear
Press-in Straw Lid
M, L



Replacement
Straw Pack

LIDS & DRINKWARE COMPATIBILITY

SMALL LIDS



Small Closeable Press-In Lid

COMPATIBLE WITH



12 oz All Around™ Tumbler

MEDIUM LIDS



Medium Closeable Press-In Lid



Medium Clear Press-In Straw Lid

COMPATIBLE WITH



12 oz Mug



16 oz All Around™ Tumbler



24 oz Travel Tumbler

LARGE LIDS



Large Clear Press-In Straw Lid

COMPATIBLE WITH



32 oz Travel Tumbler



40 oz Travel Tumbler

TUMBLER BOOT COMPATIBILITY

SMALL TUMBLER BOOT



COMPATIBLE WITH



12 oz All Around™ Tumbler

24 oz Travel Tumbler

24 oz Travel Bottle

MEDIUM TUMBLER BOOT



COMPATIBLE WITH



32 oz Travel Tumbler

40 oz Travel Tumbler

32 oz Travel Bottle

Outdoor Kitchen

DINE WELL, WHEREVER

Our dining collection is made for wherever your next meal happens. From backyards to campsites, Outdoor Kitchen dining gear is designed to be your favorite outdoor set ever.



Camp Bowl

The ideal size for your mess kit and everyday use, our Camp Bowl is always ready for any outdoor meal. The stainless steel construction ensures pure taste and withstands bumps and dings, while the temperature-reducing outer layer helps protect laps and hands.

Features:

- 3/4 qt bowl
- Two-layer outer construction reduces temperature transfer
- Made with 18/8 pro-grade stainless steel
- Dishwasher safe
- Stacks for easy transport, carry and storage



Camp Bowl

Camp Plate

Ready for any outdoor meal, our Camp Plate is the ideal size for your mess kit and everyday use. The stainless steel construction ensures pure taste while the temperature-reducing outer layer helps protect laps and hands.

Features:

- 9.25 in plate
- Two layer outer construction reduces temperature transfer
- Made with 18/8 pro-grade stainless steel
- Dishwasher safe
- Stacks for easy transport, carry and storage



Camp Plate

Flatware Set

Elevate your outdoor dining at camp or in the backyard. Our durable Flatware Set with 18/8 pro-grade stainless steel is ready for mealtime anywhere, and the carry sleeve and stackable design makes storage and travel a breeze.

Features:

- Carry sleeve main body fabric is made of 100% recycled polyester with a durable coating. This fabric is bluesign APPROVED.*
- 18/8 pro-grade stainless steel fork, knife and spoon are durable, corrosion-resistant and easy to clean
- Versatile serrated knife easily cuts through a variety of foods for your outdoor meals
- Flatware stacks for compact storage and packs in the carry sleeve for clean transport

bluesign® APPROVED

The bluesign SYSTEM reduces the impact on people and on the environment, ensures responsible use of resources, and guarantees a high level of consumer safety.



Flatware Set

Ice Packs

Our ice packs are perfect for keeping contents fresh throughout the day. Non-toxic, with a fast-freeze design, these ice packs are easy to grab and go.

Features:

- Reusable, no-mess melting
- Non-toxic
- Impact-resistant
- Fast freeze
- Easy grab handle (Medium size only)

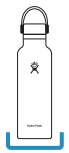
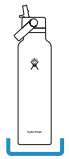
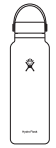
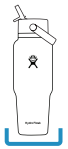


Small Ice Pack



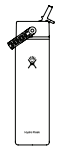
Medium Ice Pack

HARD GOODS: Hydration

	 21 oz Standard Mouth w/ Flex Cap	 21oz Standard Mouth w/ Flex Straw Cap	 32 oz Wide Mouth w/ Flex Cap	 40 oz Wide Mouth w/ Flex Cap	 24 oz Travel Bottle w/ Flex Straw Cap	 32 oz Travel Bottle w/ Flex Straw Cap	 32 oz Wide Mouth w/ Flex Straw Cap	 64 oz Wide Mouth w/Flex Cap
CUPHOLDER COMPATIBLE								
Popstar Pink*		S21CFS668			WT24CFS668	WT32CFS668	W32CFS668	
Mermaid Green*	S21CSX344	S21CFS344	W32CTS344	W40CTS344	WT24CFS344	WT32CFS344	W32CFS344	
Capri Blue*	S21CSX382	S21CFS382	W32CTS382	W40CTS382	WT24CFS382	WT32CFS382	W32CFS382	
Harbor Blue*	S21CSX384	S21CFS384	W32CTS384	W40CTS384	WT24CFS384	WT32CFS384	W32CFS384	
Oat	S21SX114	S21CFS114			WT24CFS114	WT32CFS114	W32CFS114	
Agave	S21CSX374	S21CFS374	W32CTS374				W32CFS374	
Trillium	S21CSX678	S21CFS678	W32CTS678		WT24CFS678	WT32CFS678	W32CFS678	
Birch		S21CFS035					W32CFS035	
White	S21SX110	S21CFS110	W32CTS110	W40CTS110	WT24CFS110	WT32CFS110	W32CFS110	W64CTS110
Black	S21SX001	S21CFS001	W32CTS001	W40CTS001	WT24CFS001	WT32CFS001	W32CFS001	W64CTS001

* New

HARD GOODS: Lightweight Collection

	NEW  24 oz Lightweight w/ Flex Straw Cap	NEW  32 oz Lightweight w/ Flex Straw Cap	 Small Lightweight Bottle Boot	 Medium Lightweight Bottle Boot	 Lightweight Flex Cap	 Lightweight Flex Straw Cap
Emerald Green*	LW24LWFS348	LW32LWFS348				
Sapphire Blue*	LW24LWFS392	LW32LWFS392				
Obsidian	LW24LWFS080	LW32LWFS080				
Quartz	LW24LWFS088	LW32LWFS088				
Black			LWBBS001	LWBBM001	LWFC001	LWFS001

HARD GOODS: Micro Hydro

	NEW  200 ml Mirco Hydro
Popstar Pink*	TNY200668
Mermaid Green*	TNY200344
Capri Blue*	TNY200382
Harbor Blue*	TNY200384
Oat	TNY200114
Agave	TNY200374
Trillium	TNY200678
Birch	TNY200035
White	TNY200110
Black	TNY200001

HARD GOODS: Sport

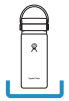
	 24 oz Insulated Shaker Bottle
Popstar Pink*	MXC24668
Mermaid Green*	MXC24344
Capri Blue*	MXC24382
Harbor Blue*	
Oat	
Agave	MXC24374
Trillium	
Birch	
White	
Black	MXC24001

* New

HARD GOODS: Tumblers

	 24 oz Travel Tumbler	 32 oz Travel Tumbler	 12 oz All Around™ Tumbler	 16oz All Around™ Tumbler
CUPHOLDER COMPATIBLE				
Popstar Pink*			T12CPC668	T16CPC668
Mermaid Green*	TT24PSCC344	TT32PSCC344	T12CPC344	T16CPC344
Capri Blue*			T12CPC382	T16CPC382
Harbor Blue*	TT24PSCC384	TT32PSCC384	T12CPC384	T16CPC384
Oat	TT24PSCC114	TT32PSCC114		
Agave				
Trillium	TT24PSCC678	TT32PSCC678	T12CPC678	T16CPC678
Birch	TT24PSCC035	TT32PSCC035	T12CPC035	T16CPC035
White	TT24PSCC110	TT32PSCC110		
Black	TT24PSCC001	TT32PSCC001	T12CPC001	T16CPC001

HARD GOODS: Hot Beverages

	 12 oz Mug	NEW  28 oz Hot Flask & Cup	NEW  36 oz Hot Flask & Cup	 12 oz Wide Mouth w/ Flex Sip Lid	 16 oz Wide Mouth w/ Flex Sip Lid	 20 oz Wide Mouth w/ Flex Sip Lid
CUPHOLDER COMPATIBLE						
Popstar Pink*						
Mermaid Green*	M12CPC344			W12BCX344	W16BCX344	W20BCX344
Capri Blue*	M12CPC382			W12BCX382	W16BCX382	W20BCX382
Harbor Blue*	M12CPC384			W12BCX384	W16BCX384	W20BCX384
Oat		FLC28114				
Agave	M12CPC374	FLC28374	FLC36374	W12BCX374	W16BCX374	W20BCX374
Trillium	M12CPC678	FLC28678	FLC36678	W12BCX678	W16BCX678	
Birch						
White						
Black	M12CPC001	FLC28001	FLC36001	W12BCX001	W16BCX001	W20BCX001
Stainless		FLC28075	FLC36075			

HARD GOODS: Beverage Prep

	 French Press	 Tea Infuser
Black	FP001	
Birch		DRIF035

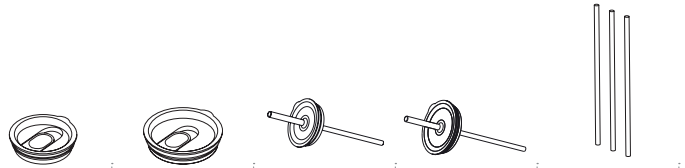
* New

ACCESSORIES: Bottles

	 Standard Mouth Flex Cap	 Standard Mouth Flex Straw Cap	 Wide Mouth Flex Cap	 Wide Mouth Flex Straw Cap	 Wide Mouth Flex Sip Lid	 Wide Mouth Flex Chug Cap	 Small Bottle Boot	 Medium Bottle Boot	 Small Tumbler Boot	 Medium Tumbler Boot
Mermaid Green*							BBS344	BBM344	TBS344	TBM344
Oat							BBS114	BBM114		
Black	SFX001	SFS001	WFX001	WFS001	CFX001	WFCC001	BBS001	BBM001		

* New

ACCESSORIES: Drinkware



	Small Closeable Press-In Lid	Medium Closeable Press-In Lid	Medium Press-In Straw Lid	Large Press-In Straw Lid	Replacement Straw Pack
Clear			PISLCMR	PISLCLR	RSP-CLEAR
Black	CPLS001	CPLM001			

ACCESSORIES: Cleaning



	Bottle Brush	Straw & Lid Cleaning Set
Pacific	BRS415	SCS415

ICE PACKS



	Small Ice Pack	Medium Ice Pack
Pacific	ICPS415	ICPM415

OUTDOOR KITCHEN



	Flatware Set	Camp Plate	Camp Bowl
Birch		CWP035	CWB035
Stainless	OKFW001		

HARD GOODS: Food Jars



	12 oz Insulated Food Jar	20 oz Insulated Food Jar	28 oz Insulated Food Jar
Oat		RF20114	RF28114
Agave	RF12374	RF20374	
Black	RF12001	RF20001	RF28001

* New

Hydro Flask®
We Make It. You Own It.™

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Marketing Tools

Hydro Flask offers a full suite of seasonal retail assets and fixtures designed to maximize brand impact on the retail floor.

For a complete collection of marketing tools, please refer to the Global Retail Toolkit or contact your sales rep.