



Fall '25
Workbook



Good design changes everything.

Your mood. Your perspective.

The possibilities of what the day might stir up.

Every product we create is designed to go along with your day.

To keep cold, cold. And hot, hot.

To keeps leaks away while being easy to clean and easy to use.

To deliver pure refreshment and refreshing colour.

We're happy to come along for the ride.

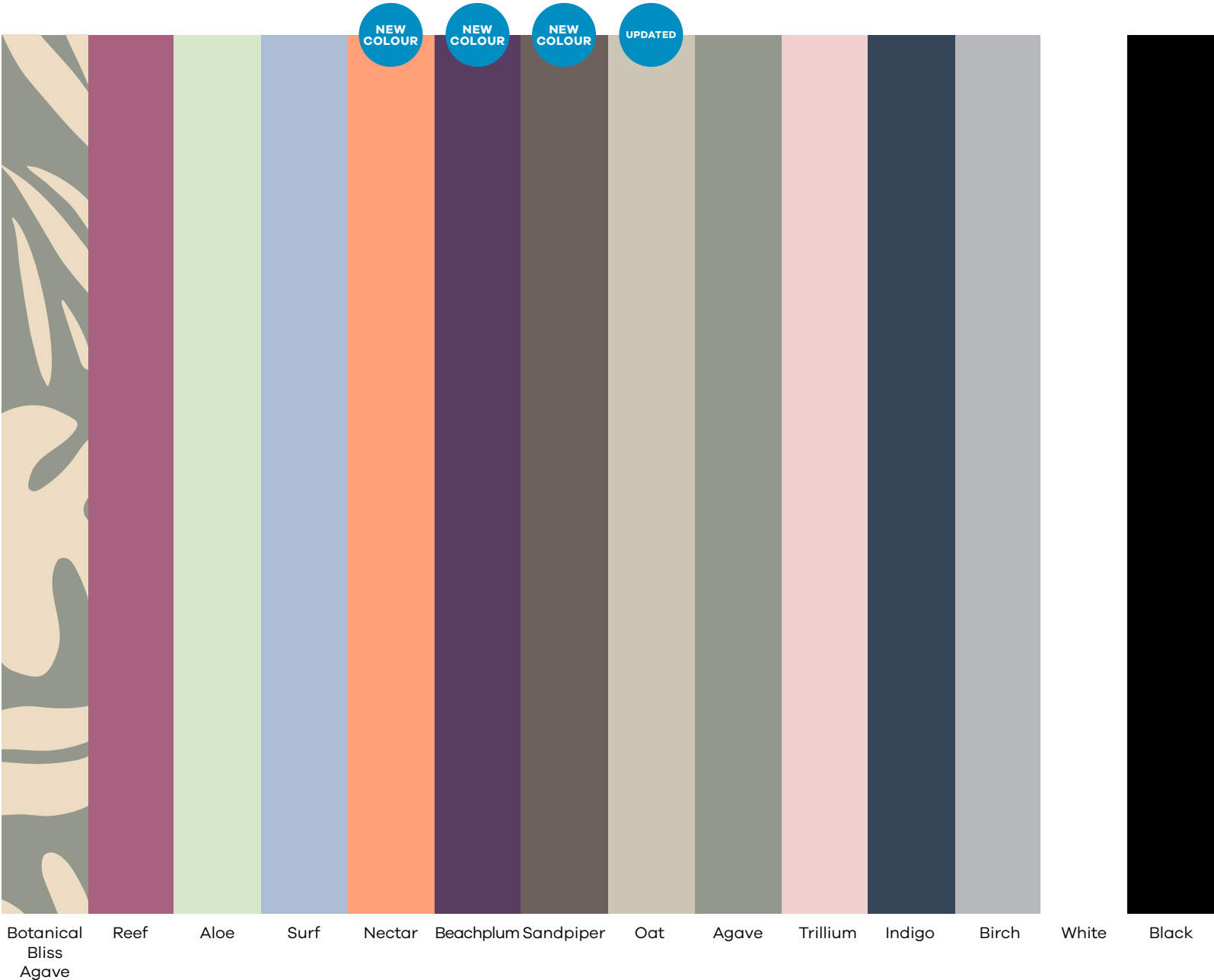


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So. Much. Colour.

Our palettes are inspired by our experiences and the daily colour in our lives. We love bringing colourful stories to life that reflect style and personality.

Fall 2025 brings new Sandpiper, Beachplum and Nectar. Our Botanical Bliss pattern gets a colour update. In 2025, Hydro Flask is bringing you easy-to-merch colours to secure sell-through in all channels.





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*



Dishwasher Safe

Easy to clean



Pure Taste

Stainless steel ensures
pure taste and no
leftover flavour transfer



Cupholder Copilot™

68% of our Hydration
and Drinkware fit
most cupholders



BPA-Free

All of our products
are BPA-Free



Hard Goods

FLEX YOUR COLOUR.
FLEX YOUR STYLE.

The new Hot Flask & Cup brings a brand-new configuration to the line. Designed to bring it, pour it and sip it, it keeps beverages piping up to 30 hours. Enhancing the Travel Tumbler collection, we've added a 24 oz Travel Tumbler Mug created specifically for hot drinks with a closeable, leak-resistant lid.



Fall '25 Colours

Hard Goods



Hydration

What's New

ALL THE COLOUR. TOP TO BOTTOM.

New for 2025, colour-matched caps kick off the colour lineup. Designed for a full colour experience, and in response to consumer demand, we're excited to introduce this and help take merchandising up a notch.



Drinkware

What's New

28 OZ & 36 OZ 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 piping 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.



TempShield®

30 hours cold, 30 hours hot



Leakproof

Leakproof when closed



Pure Taste

No leftover flavour transfer



Integrated Cup

Includes cup for easy sipping



Pour-Through Cap

Easy to pour



Carrying Handle

Comfortable handle



Durable

Durable stainless steel



Dishwasher Safe

Easy to clean



**28 oz
Hot Flask & Cup**

Page 19

**36 oz
Hot Flask & Cup**

Page 19



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:

- TempShield® double-wall vacuum insulation
- Flex Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Colour Last™ powder coat
- Wide Mouth opening is ice cube friendly
- Bottle fits most backcountry water filters
- BPA-Free
- Dishwasher safe



32 oz
Wide Mouth



40 oz
Wide Mouth



64 oz
Wide Mouth



Wide Mouth with Flex Straw Cap

Our Wide Mouth water bottle paired with our leakproof Flex Straw Cap is easy to fill and easy to drink. Open it up, add some ice, and flip to sip.

Features:

- TempShield® double-wall vacuum insulation
- Insulated Flex Straw Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Wide Mouth opening is ice cube friendly
- Colour Last™ powder coat
- Bottle fits most backcountry water filters
- BPA-Free
- Dishwasher safe
- Flex Straw Cap not intended for use with hot liquids



**32 oz
Wide Mouth
with Flex Straw Cap**

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 flavour transfer
- Wide Mouth opening is ice cube friendly
- Dishwasher safe
- Durable stainless steel
- Flex Straw Cap not intended for use with hot liquids
- BPA-Free



**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:

- TempShield® double-wall vacuum insulation
- Spring-assisted flip top chug spout
- Whisk ball for quick and easy mixing
- Made with 18/8 pro-grade stainless steel
- Ergonomic shape for a solid grip
- Removable gasket for easy cleaning
- Dishwasher safe
- Leakproof when closed
- BPA-Free
- Not compatible with Wide Mouth Caps and Lids
- Fits most cupholders
- Not intended for use with hot drinks



**24 oz
Insulated Shaker Bottle**

CUPHOLDER
COMPATIBLE



Trail Series™

Every new season brings new reasons to get out and explore. There's something about an open trail that tempts us all to go a little further—to push past the familiar and keep going.

Engineered to deliver the same cold refreshment you expect from Hydro Flask but without the weight, the Trail Series™ makes it easy to bring your cold hydration as far as your spirit of adventure takes you.

Features:

- Ideal for lightweight hydration to keep you going
- Wide Mouth fits most backcountry filters
- Made with 18/8 pro-grade stainless steel
- TempShield® double-wall vacuum insulation keeps beverages cold up to 24 hours and hot up to 12 hours
- Flexible perforated strap and aluminum pivots to minimize weight
- Trail Series™ Bottle Boots protect against bumps and dings
- BPA-Free



**24 oz Lightweight
Wide Mouth
Trail Series™**



**32 oz Lightweight
Wide Mouth
Trail Series™**



**40 oz Lightweight
Wide Mouth
Trail Series™**



Small Trail Series™ Boot
Fits 24 oz Trail Series bottle



Medium Trail Series™ Boot
Fits 40 oz & 32 oz Trail Series bottles



Standard Mouth with Flex Cap

Designed to go where you go, our Standard Mouth bottles are ideal for sipping while still accommodating ice cubes.

Features:

- TempShield® double-wall vacuum insulation
- Flex Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Colour Last™ powder coat
- Fits most backpack and vehicle cup holders
- BPA-Free
- Dishwasher safe



21 oz
Standard Mouth



24 oz
Standard Mouth



Standard Mouth with Flex Straw Cap

Our Standard Mouth water bottle paired with our leakproof Flex Straw Cap is easy to fill and easy to drink. Fill or refill and flip to sip.

Features:

- TempShield® double-wall vacuum insulation
- Insulated Flex Straw Cap is leakproof when closed
- Made with 18/8 pro-grade stainless steel
- Colour Last™ powder coat
- Fits most backpack and vehicle cup holders
- BPA-Free
- Dishwasher safe
- Flex Straw Cap not intended for use with hot liquids



21oz
Standard Mouth
with Flex Straw Cap



Travel Tumbler

The Travel Tumbler is in it for the joyride of life, to hydrate more and refill less. A very comfortable, extremely durable handle takes it to the next level, and the three sizes fit everywhere, including most cupholders. TempShield® double-wall insulation ensures cold stays cold, and the flexible straw is easy to clean.

Features:

- Snug, secure, leak-resistant Press-In Straw Lid
- Flexible straw
- Strong, ergonomic handle
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- Fits most cupholders
- BPA-Free
- Dishwasher safe



24 oz
Travel Tumbler

CUPHOLDER
COMPATIBLE



32 oz
Travel Tumbler

CUPHOLDER
COMPATIBLE



40 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:

- Closeable leak-resistant Press-In Lid keeps splashes at bay and controls temps
- Tapered design is comfy to hold and fits most cupholders
- Colour Last™ powder coat
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- BPA-Free
- 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:

- TempShield® double-wall vacuum insulation
- Flex Sip™ Lid is leakproof when closed and designed for transporting hot beverages
- Made with 18/8 pro-grade stainless steel
- Colour Last™ powder coat
- Wide Mouth opening is ice cube friendly
- BPA-Free
- 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:

- Closeable leak-resistant Press-In Lid keeps splashes at bay and controls temps
- Soft Touch exterior is easy and comfy to hold
- TempShield® double-wall vacuum insulation
- Made with 18/8 pro-grade stainless steel
- BPA-Free



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
- BPA-Free
- Dishwasher Safe



**32 oz
Insulated French Press**

Tea Infuser

Our Tea Infuser fits perfectly in all Hydro Flask mugs, tumblers and most Cooler 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, tumblers & Cooler Cups*
- 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

*excludes Slim Cooler Cup



Tea Infuser



NEW

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



28 oz
Hot Flask & Cup



36 oz
Hot Flask & Cup

Insulated Food Jars

Our 8 oz, 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
- Colour Last™ powder coat
- BPA-Free
- 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, colourful 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
- BPA-Free
- 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**



**Standard Mouth
Flex Straw Cap**



**Wide Mouth
Flex Chug Cap**



**Wide Mouth
Flex Cap**



**Replacement Straw
Pack**



**Small
Bottle Boot**



**Medium
Bottle Boot**



Cleaning Accessories

Keep your Hydro Flask clean and colourful. 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, BOOTS & BOTTLE COMPATIBILITY

COMPATIBLE WITH STANDARD MOUTH BOTTLES



Standard Mouth
Flex Cap



Standard Mouth
Flex Straw Cap

FITS 12-24 OZ STANDARD MOUTH BOTTLES



Small
Bottle Boot

COMPATIBLE WITH WIDE MOUTH BOTTLES



Wide Mouth
Flex Straw Cap



Wide Mouth
Flex Chug Cap



Wide Mouth
Flex Sip™ Lid



Wide Mouth
Flex Cap

FITS 12-24 OZ WIDE MOUTH BOTTLES + 32 OZ TRAVEL BOTTLE



Small
Bottle Boot

FITS 32 & 40 OZ WIDE MOUTH BOTTLES



Medium
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
- BPA-Free
- Sized to fit Hydro Flask drinkware
- Replacement Straw Pack fits all respective accessories



Closeable Press-In Lid
S, M, L



Replacement
Straw Pack



Reusable
Straw Pack

LIDS & DRINKWARE COMPATIBILITY

SMALL LIDS



Small Closeable
Press-In Lid

COMPATIBLE WITH



6 oz Mug

MEDIUM LIDS



Medium Closeable
Press-In Lid

COMPATIBLE WITH



12 oz Mug



16 oz All Around™
Tumbler



24 oz All Around™
Travel Tumbler



Outdoor Kitchen

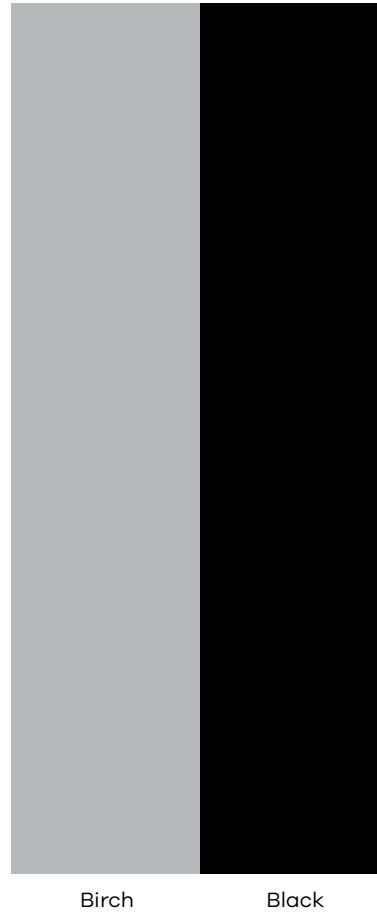
DINE WELL, WHEREVER

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.



Fall '25 Colours

Outdoor Kitchen



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



*Designed for Good:
This product was designed and developed with the well-being of people and planet in mind.



Flatware Set



Soft Goods

DESIGNED FOR GOOD

For 2025, 100% of our Soft Goods products are crafted with 100% recycled content main body fabrics while increasing durability and performance. Additionally, more than 68% of our soft goods are made with bluesign® APPROVED main body fabrics*



*Designed for Good:
This product was designed and developed with the well-being of people and planet in mind.

*See product detail pages



Fall '25 Colours

Soft Goods



Botanical Bliss
Agave

Surf

Black





bluesign® Explained

Since becoming a bluesign® SYSTEM Partner in 2024, the bluesign® SYSTEM has provided us the necessary tools for the promotion, adaption, and implementation of safe chemicals usage and responsible practices throughout our supply chain—focused on resources, people, and the environment.. With its holistic approach based on Input Stream Management, the bluesign® SYSTEM reduces the impact on people and the environment, ensures responsible use of resources, and guarantees a high level of consumer safety.

bluesign® APPROVED

Textiles and components carrying the bluesign® APPROVED label meet the strict safety and environmental requirements of the bluesign® CRITERIA. These articles are made from bluesign® APPROVED chemical products and raw materials and are produced in ways to lower the impact on people and the environment.

- High level of consumer safety
- Produced in ways to lower the impact on people and the environment
- Made from approved chemical products and raw material

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 standards

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



Carry Out™ Soft Coolers

Our Carry Out™ Soft Coolers are the perfect compact size to bring a little or a lot along for the day. The top zips wide open for easy access and quick cleaning. Keeps items fresh for up to 24 hours.

Features:

- Main body fabric is made of 100% recycled polyester with a durable coating. This fabric is bluesign® APPROVED.*
- Lightweight insulation keeps contents chilled for up to 24 hours
- 600D fabric is durable and water-resistant with a compression-molded lid and base for added stability
- Large, accessible opening for loading, unloading and cleaning
- Food grade BPA-free liner with welded seams keep spills and splashes contained
- Webbing loops
- Exterior stash pocket
- Both sizes feature a removable cross-body strap
- 12 L fits 20 cans without ice packs or ice
- 20 L fits 38 cans without ice packs or ice



*Designed for Good:
This product was designed and developed with the well-being of people and planet in mind



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



12 L
Carry Out™ Soft Cooler



20 L
Carry Out™ Soft Cooler

Insulated Totes

Our Insulated Totes are your trusted sidekicks. Lightweight insulation keeps contents fresh for up to 4 hours when used with an ice pack, so they are perfect for grocery runs or taking food and drinks on the go.

Features:

- Main body fabric is made of 100% recycled polyester with a durable coating. This fabric is bluesign® APPROVED.*
- A fully-lined interior makes for simple wipe downs and easy clean-up
- Food grade BPA-free liner with welded seams keep spills and splashes contained
- Collapsible design for quick storage and travel
- Robust base for unsupported self-standing
- Water-resistant zippers keep moisture out
- Welded outer pocket for quick access to dry snacks



*Designed for Good:
This product was designed and developed with the well-being of people and planet in mind



20 L
Insulated Tote



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)



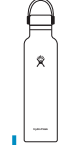
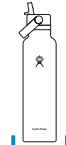
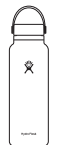
**Small
Ice Pack**



**Medium
Ice Pack**



HARD GOODS: Hydration

													
		21 oz Standard Mouth w/ Flex Cap	24 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	12 oz Wide Mouth w/ Flex Sip Lid	16 oz Wide Mouth w/ Flex Sip Lid	20 oz Wide Mouth w/ Flex Sip Lid
Botanical Bliss Agave				 S21CFS377P				 W32CFS377P					
Reef	 S21CSX677			 S24CFS677	 W32CTS677	 W40CTS677		 WT32CFS677			 W12BCX677	 W16BCX677	 W20BCX677
Aloe	 S21CSX338				 W32CTS338			 WT32CFS338					
Surf	 S21CSX484	 S24CSX484	 S24CFS484	 W32CTS677	 W40CTS484	 WT24CFS484			 W32CFS484				
Nectar*				 S21CFS690			 WT24CFS690	 W32CFS690					
Beachplum*				 S21CFS526			 WT24CFS526	 W32CFS526					
Sandpiper*				 S21CFS217				 W32CFS217				 W16BCX217	
Oat	 S21SX114			 S21CFS114	 W32CTS114		 WT24CFS114	 WT32CFS114	 W32CFS114				
Sunbeam	 S21CSX722				 W32CTS722						 W12BCX722		 W20BCX722
Agave	 S21CSX374	 S24CSX374	 S21CFS374	 W32CTS374				 WT32CFS374			 W12BCX374	 W16BCX374	 W20BCX374
Trillium	 S21CSX678	 S24CSX678		 W32CTS678			 WT24CFS678	 WT32CFS678	 W32CFS678				
Indigo	 S21FSX464	 S24SX464	 S21FS464	 W32BTS464	 W40BTS464	 WT24BFS464	 WT32BFS464	 W32BFS464			 W12BCX464	 W16BCX464	
Birch	 S21CSX035		 S21CFS035	 W32CTS035				 WT32CFS035			 W12BCX035	 W16BCX035	 W20BCX035
White	 S21SX110	 S24SX110	 S21FS110	 W32BTS110	 W40BTS110					 W64BTS110	 W12BCX110	 W16BCX110	
Black	 S21SX001	 S24SX001	 S21FS001	 W32BTS001	 W40BTS001	 WT24BFS001	 WT32BFS001	 W32BFS001	 W64BTS001	 W12BCX001	 W16BCX001	 W20BCX001	

HARD GOODS: Sport

	
Botanical Bliss Agave	
Reef	 MXC24677
Aloe	
Surf	 MXC24484
Nectar*	
Beachplum*	
Sandpiper*	
Oat	
Sunbeam	
Agave	 MXC24374
Trillium	
Indigo	 MXB24464
Birch	
White	
Black	 MXB24001

* New



HARD GOODS: Trail Series™

					
	24 oz Lightweight Wide Mouth Trail Series™	32 oz Lightweight Wide Mouth Trail Series™	40 oz Lightweight Wide Mouth Trail Series™	Small Trail Series™ Bottle Boot	Medium Trail Series™ Bottle Boot
Tourmaline*	 LW24LWB092	 LW32LWB092	 LW40LWB092		
Obsidian	 LW24LWB091	 LW32LWB091	 LW40LWB091		
Serpentine	 LW24LWB080	 LW32LWB080	 LW40LWB080		
Black				 LWBBS001	 LWBBM001

* New



HARD GOODS: Tumblers

	CUPHOLDER COMPATIBLE  24 oz Travel Tumbler	 32 oz Travel Tumbler	 40 oz Travel Tumbler	 12 oz All Around™ Tumbler	 16oz All Around™ Tumbler
Botanical Bliss Coconut*					
Botanical Bliss Agave	 TT24PSC377P				
Reef		 TT32PSC677	 TT40PSC677		
Aloe	 TT24PSC338	 TT32PSC338		 T12CPC338	 T16CPC338
Surf	 TT24PSC484	 TT32PSC484	 TT40PSC484	 T12CPC484	 T16CPC484
Nectar*	 TT24PSC690				
Beachplum*	 TT24PSC526				
Oat	 TT24PSC114	 TT32PSC114			
Agave					
Trillium	 TT24PSC678	 TT32PSC678	 TT40PSC678	 T12CPC678	 T16CPC678
Indigo		 TT32PS464			 T16CPB464
Birch	 TT24PSC035	 TT32PSC035		 T12CPC035	 T16CPC035
White		 TT32PS110	 TT40PS110	 T12CPB110	
Black	 TT24PB001	 TT32PS001	 TT40PS001	 T12CPB001	 T16CPB001

HARD GOODS: Hot Beverages

	CUPHOLDER COMPATIBLE  12 oz Mug	NEW  28 oz Hot Flask & Cup	NEW  36 oz Hot Flask & Cup
Reef	 M12CPC677		
Sandpiper*	 M12CPC217		
Agave	 M12CPC374	 FLC28374	 FLC36374
Trillium		 FLC28678	 FLC36678
Indigo	 M12CP464		
Birch	 M12CPC035		
Black	 M12CP001	 FLC28001	 FLC36001
Stainless		 FLC28075	 FLC36075

HARD GOODS: Beverage Prep

	 French Press	 Tea Infuser
Birch	 FPB001	 DRIF035

* New



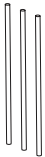
ACCESSORIES: Bottles

								
	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
Reef							 BBS677	 BBM677
Oat							 BBS114	 BBM114
Trillium								
Black	 SFX001	 SFS001	 WFX001	 WFS001	 CFX001	 WFCC001	 BBS001	 BBM001

* New



ACCESSORIES: Drinkware

	 Small Closeable Press-In Lid	 Medium Closeable Press-In Lid	 Replacement Straw Pack	 Reusable Straw Pack
Goji				 RES612
Clear			 RSP-CLEAR	
Black	 CPLS001	 CPLM001		

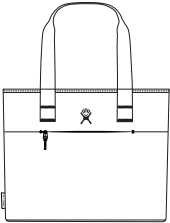
ACCESSORIES: Cleaning

	 Bottle Brush	 Straw & Lid Cleaning Set
Pacific	 BRS415	 SCS415
Birch		

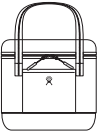
* New



SOFT GOODS: Totes & Bags

	
20 L Insulated Tote	
Botanical Bliss Agave	 GT20B377P
Black	 GT20B001

SOFT GOODS: Soft Coolers

		
20 L Carry Out™ Soft Cooler		12 L Carry Out™ Soft Cooler
Botanical Bliss Agave		 HCS377P
Surf	 HCM484	
Black	 HCM001	 HCS001

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
Surf	 RF12484	 RF20484	
Agave	 RF12374	 RF20374	
Black	 RF12001	 RF20001	 RF28001
Rain			

* New





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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.

