

# 1H 2024 COLOUR & INNOVATION

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**YETI**

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We continue to build on YETI's product ecosystem with innovation, new form factors and new colour application, offering more breadth and depth of product for our consumers. Through positioning YETI as the solution vs simply the product, we seek to own the rituals of our consumers, creating long-lasting, durable products that allow them to go further and stay out longer.





# “INSPIRED BY” COLOUR 1H 2024



# KING CRAB ORANGE

**KING CRAB ORANGE** - Inspired by wild oceans, coastlines, and the iconic King Crab, destination Japan. With rich culture, culinary traditions, and enduring ties to the sea - from the art of sushi to ancient ama freediving; the ocean is central to Japanese life. Celebrating the rugged and dangerous job of crab fishing, the raw power and beauty of the ocean, and the hard work and dedication that goes into each catch, King Crab Orange returns as a "bring back" colour, alongside a new YETI orange. These shades work great in combination within a product, as well sitting together in the assortment. Bright and powerful, orange represents the energy of hi-vis in the wild.



YETI

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CONFIDENTIAL

KING CRAB  
PRODUCT RENDERINGS



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# KING CRAB ASSORTMENT LIST



NOTE: Renders are not representative of final / all products

## DRINKWARE

- Rambler 10 oz Lowball\*
- Rambler 10 oz Mug\*
- Rambler 14 oz Mug\*
- Rambler 16 oz Pint\*
- Rambler 24 oz Mug\*
- Rambler 28 oz Cup w/ Straw\*
- Rambler 4 oz Stackable Cups
- Rambler 6 oz Stackable Mugs
- Rambler 8 oz Stackable Tumbler
- Rambler 12 oz Stackable Cup
- Rambler 10 oz Tumbler\*
- Rambler 20 oz Tumbler\*
- Rambler 30 oz Tumbler\*
- Rambler 20 oz Travel Mug
- Rambler 30 oz Travel Mug
- Rambler 25 oz Mug w/ Straw
- Rambler 35 oz Mug w/ Straw
- Rambler 42 oz Mug w/ Straw

## DRINKWARE ACCESSORIES

- MagSlider Pack

## BOTTLES

- Rambler 12 oz Kids Bottle\* (COLOUR)
- Rambler 12 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ Chug\*
- Rambler 18 oz Bottle w/ Straw (COLOUR)
- Rambler 26 oz Bottle w/ Chug\*
- Rambler 26 oz Bottle w/ Straw
- Rambler 36 oz Bottle w/ Chug\*
- Rambler 46 oz Bottle w/ Chug\*
- Rambler 64 oz Bottle w/ Chug

## BOTTLE ACCESSORIES

- Bottle Sling Small
- Bottle Sling Large

## TABLETOP

- Rambler Cocktail Shaker
- Rambler 64 oz Pitcher
- Rambler Beverage Bucket

## BAGS

- Camino 20
- Camino 35
- Sidekick Dry 1 L
- Sidekick Dry 3 L
- Sidekick Dry 6 L

## EQUIPMENT

- GoBox 15 \*INLINE AS OF 2023
- GoBox 30 \*INLINE AS OF 2023
- GoBox 60 \*INLINE AS OF 2023
- Loadout Bucket
- Lowlands Blanket (COLOURED BAG)
- Boomer 4
- Boomer 8

## HARD COOLERS

- Roadie 24\*
- Roadie 48
- Roadie 60
- Tundra 35
- Tundra 45\*
- Tundra 65
- Tundra Haul

## SOFT COOLERS

- Daytrip Lunch Bag
- Daytrip Lunch Box
- Hopper Flip 8
- Hopper Flip 12
- Hopper Flip 18
- Hopper M12 Backpack
- Hopper M20 Backpack
- Hopper M15 Tote
- Hopper M30 Tote

\*previously offered in KCO

KING CRAB  
MERCHANDISING RENDERINGS



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# THE NEW ORANGE PANGA COLLECTION

## STRATEGY

Orange offers a unique performance and consumer appeal, relevant to Panga community as a "bright" hi-vis option. This new orange colour ties into 1H 2024 "Inspired By" colour, and is planned to remain in the marketplace through 2024.

## INCLUDES

Panga 28 L Backpack  
Panga 50 L Duffel  
Panga 75 L Duffel  
Panga 100 L Duffel



DTC LAUNCH



WHSL LAUNCH



INLINE



INLINE



2H 23



1H 24



NOTE: Renders are not representative of final / all products



## AGAVE TEAL

**AGAVE TEAL** – Inspired by the central plains of Mexico and the age-old tradition of agave harvesting, Agave Teal takes you on a journey through the fields and into the distillery. Celebrating a deep-rooted connection to the earth, local community, and hardworking ranch culture, this colour captures the essence of craft and grit. Opportunity to spotlight barware / spirits and culinary stories. Agave Teal is a dark, cool tone that is both grounding and serene; it straddles the line between blue and green, with a rich depth of colour.



DTC LAUNCH



W/SL LAUNCH

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# AGAVE PRODUCT RENDERINGS

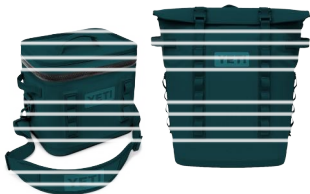


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# AGAVE ASSORTMENT LIST



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## DRINKWARE

Rambler 10 oz Lowball  
Rambler 10 oz Mug  
Rambler 14 oz Mug  
Rambler 16 oz Pint  
Rambler 24 oz Mug  
Rambler 26 oz Cup w/ Straw  
Rambler 4 oz Stackable Cups  
Rambler 6 oz Stackable Mugs  
Rambler 8 oz Stackable Tumbler  
Rambler 12 oz Stackable Cup  
Rambler 10 oz Tumbler  
Rambler 20 oz Tumbler  
Rambler 30 oz Tumbler  
Rambler 20 oz Travel Mug  
Rambler 30 oz Travel Mug  
Rambler 25 oz Mug w/ Straw  
Rambler 35 oz Mug w/ Straw

## DRINKWARE ACCESSORIES

MagSlider Pack

## BOTTLES

Rambler 12 oz Kids Bottle (COLOUR)  
Rambler 12 oz Bottle w/ HotShot  
Rambler 18 oz Bottle w/ HotShot  
Rambler 18 oz Bottle w/ Chug  
Rambler 18 oz Bottle w/ Straw (COLOUR)  
Rambler 26 oz Bottle w/ Chug  
Rambler 26 oz Bottle w/ Straw  
Rambler 36 oz Bottle w/ Chug  
Rambler 46 oz Bottle w/ Chug  
Rambler 64 oz Bottle w/ Chug

## BAGS

Camino 20  
Camino 35  
Sidekick Dry 1 L  
Sidekick Dry 3 L  
Sidekick Dry 6L

## HARD COOLERS

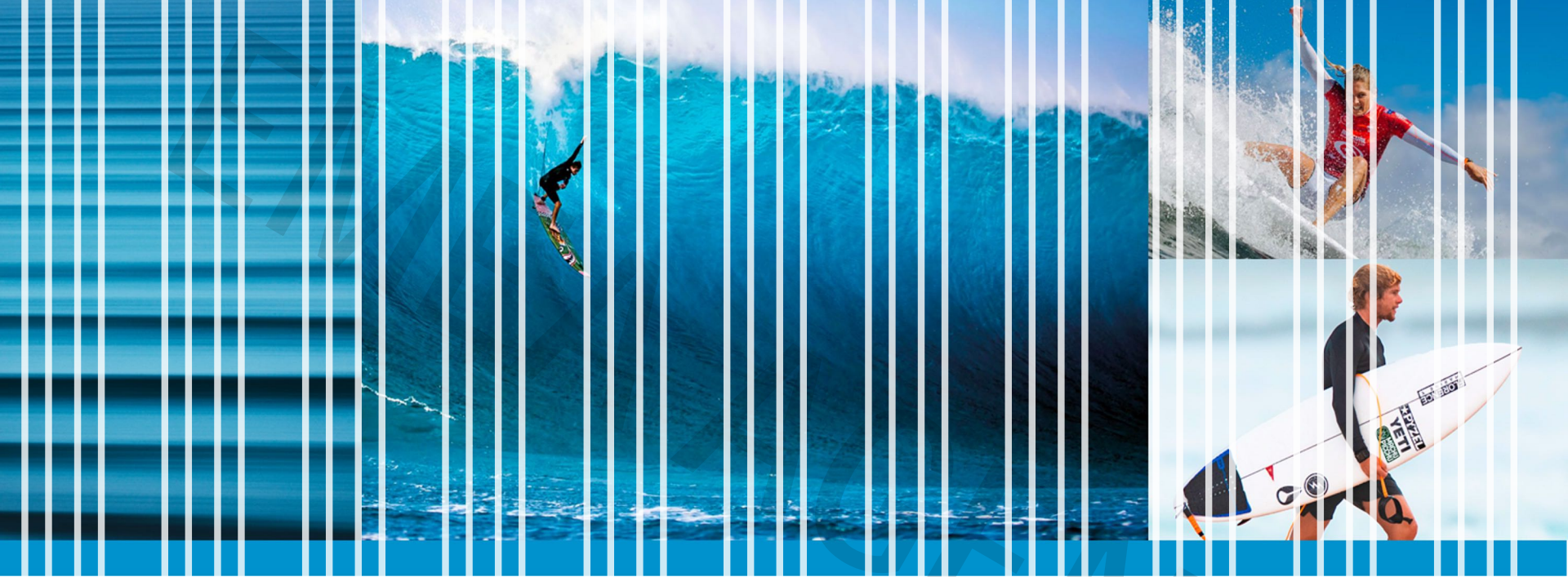
Roadie 24  
Roadie 48  
Roadie 60  
Tundra 35  
Tundra 45  
Tundra 65  
Tundra Haul

## SOFT COOLERS

Daytrip Lunch Bag  
Daytrip Lunch Box  
Hopper Flip 8  
Hopper Flip 12  
Hopper Flip 18  
Hopper M12 Backpack  
Hopper M20 Backpack  
Hopper M15 Tote  
Hopper M30 Tote

# ACAVE MERCHANDISING RENDERINGS





## BIG WAVE BLUE

**BIG WAVE BLUE** – Inspired by the energy and flow of catching the perfect wave. Heading to global surf destinations throughout the year and tapping into the energy of YETI x WSL partnership. Capturing the essence of the nomadic surf lifestyle – chasing adventure, powerful big waves, connecting with nature, and pushing the limits of what is possible. Big Wave Blue is refreshing – a colour you just want to dive into! Inspired by water and its incredible fluidity of colour, a spectrum of tones from vivid and electric to deep and cool. Channeling the spirit and anticipation of an endless summer and days spent on the water.



DTG LAUNCH



WHSLL LAUNCH

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# BIG WAVE PRODUCT RENDERINGS



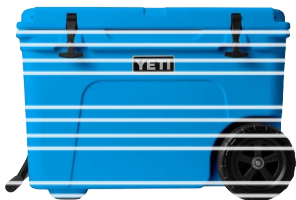
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# BIG WAVE ASSORTMENT LIST



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## DRINKWARE

- Rambler 10 oz Lowball
- Rambler 10 oz Mug
- Rambler 10 oz Wine 2.0
- Rambler 14 oz Mug
- Rambler 16 oz Pint
- Rambler 24 oz Mug
- Rambler 26 oz Cup w/ Straw
- Rambler 4 oz Stackable Cups
- Rambler 6 oz Stackable Mugs
- Rambler 8 oz Stackable Tumbler
- Rambler 12 oz Stackable Cup
- Rambler 10 oz Tumbler
- Rambler 20 oz Tumbler
- Rambler 30 oz Tumbler
- Rambler 20 oz Travel Mug
- Rambler 30 oz Travel Mug
- Rambler 25 oz Mug w/ Straw
- Rambler 35 oz Mug w/ Straw

## DRINKWARE ACCESSORIES

- MagSlider Pack

## BOTTLES

- Rambler 12 oz Kids Bottle (COLOUR)
- Rambler 12 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ Chug
- Rambler 18 oz Bottle w/ Straw (COLOUR)
- Rambler 26 oz Bottle w/ Chug
- Rambler 26 oz Bottle w/ Straw
- Rambler 36 oz Bottle w/ Chug
- Rambler 46 oz Bottle w/ Chug
- Rambler 64 oz Bottle w/ Chug
- Rambler ½ Gallon Jug 2.0
- Rambler 1 Gallon Jug 2.0

## TABLETOP

- Rambler Cocktail Shaker
- Rambler 64 oz Pitcher
- Rambler Beverage Bucket
- Rambler 34 oz French Press
- Rambler 64 oz French Press

## BAGS

- Camino 20
- Camino 35
- Sidekick Dry 1 L
- Sidekick Dry 3 L
- Sidekick Dry 6 L

## EQUIPMENT

- Loadout Bucket

## HARD COOLERS

- Roadie 24
- Roadie 48
- Roadie 60
- Tundra 35
- Tundra 45
- Tundra 65
- Tundra Haul

## SOFT COOLERS

- Daytrip Lunch Bag
- Daytrip Lunch Box
- Hopper Flip 8
- Hopper Flip 12
- Hopper Flip 18
- Hopper M12 Backpack
- Hopper M20 Backpack
- Hopper M15 Tote
- Hopper M30 Tote



# BIG WAVE MERCHANDISING RENDERINGS



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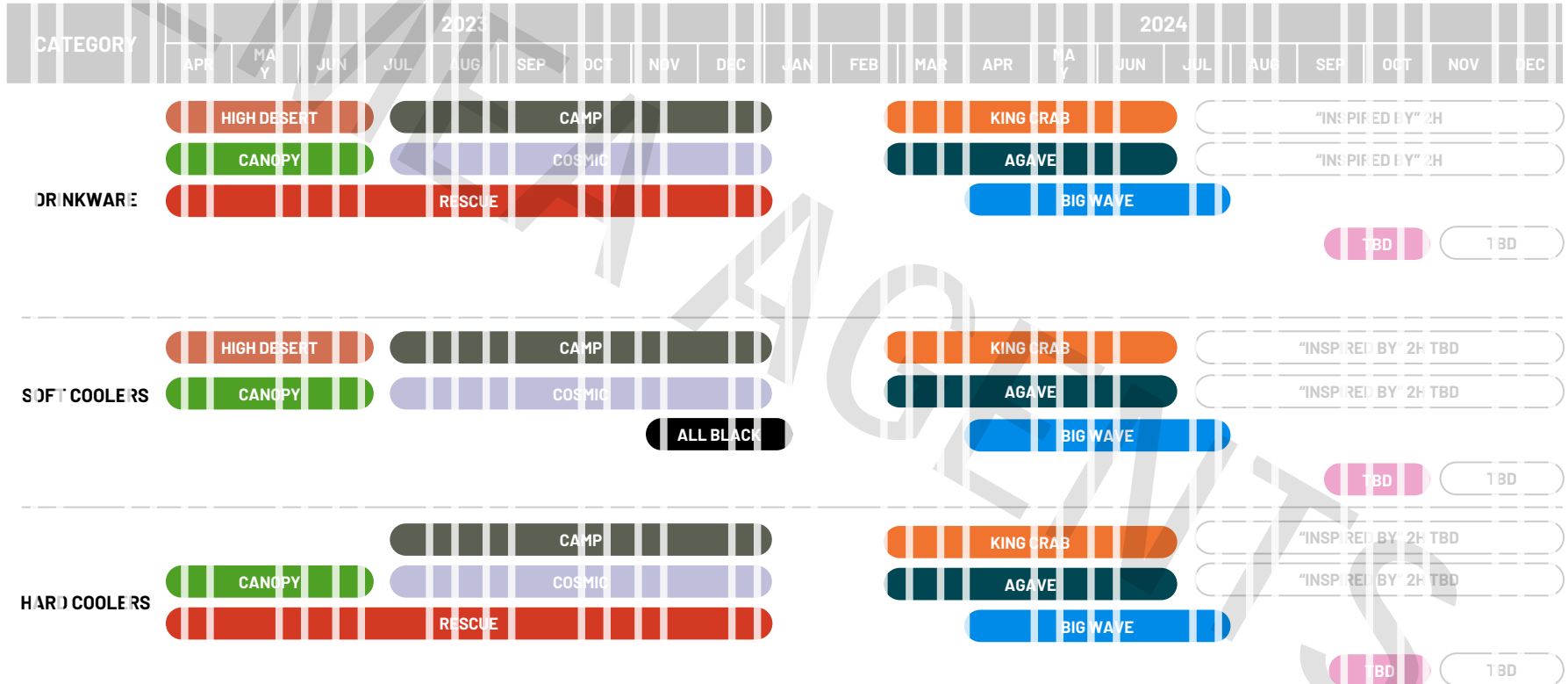
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# ACTIVE COLOURS BY CATEGORY

## LAUNCH TIMING



An aerial photograph of a coastline. The ocean is a deep, vibrant blue with white foam from waves crashing against dark, jagged rocks. The word "INNOVATION" is centered in the middle of the image in a bold, white, sans-serif font.

# INNOVATION



# ROADIE 32 & ACCESSORIES

# WHEELED COOLER MODEL OVERVIEW



ROADIE

32 | 48 | 60

£400 to £500/€450 to €550

TUNDRA

HAUL

£450/€500

# ROADIE 32 WHEELED COOLER



## DELIVERING BEST-IN-CLASS MOBILITY IN A SMALLER PACKAGE

### FEATURES

- 32 quarts / 30 L
- Periscope Handle
- Never Flat Wheels
- Quicklatch One-Handed Access
- Includes Tritan Dry Basket
- Best Dam Drain Plug
- Beafoot Non-Slip Feet

### FITS

- Standard 750 mL wine bottle upright
- In most sedan trunks
- Two 2lb YETI ice

### COMPATIBLE YETI ACCESSORIES

- Roadie 24/32 Tritan Baskets (fits 2) *\*included*
- Roadie 32 Divider
- Roadie Wheeled Cooler Cup Caddy
- Two 2 lb YETI ice
- Tundra accessories via Anchorpoint tie-down slots

# ROADIE 32 WHEELED COOLER

## PRODUCT OVERVIEW



**ROADIE 32**  
£400/€450

**ENOUGH CAPACITY FOR A SMALL GROUP DAY OUTING.  
SIZED TO FIT IN SMALLER VEHICLES OR  
MARKETS WHERE SPACE IS AT A PREMIUM.**



### IN LINE COLOURS



### SEASONAL COLOURS



### REASONS TO BELIEVE

- **Design:** Durable wheels and stable handle
- **Durable:** Materials, construction, everything
- **Performance:** Fabled Tundra-level cold holding
- **Versatile & Portable:** Optimized for most small vehicle fit
- **Easy to Use:** Human centered design



DTC LAUNCH



WHL LAUNCH

### CONSUMER NEED

Roadie coolers are designed for on-the-go use. They live in transit, at the park, at the beach, and on the sidelines. Consumers want Tundra-level durability and ice retention in a mobile-friendly format, but Roadie 24 is too heavy to carry long distances and Roadie 48 is too big for many vehicles or use cases.

### BUSINESS STRATEGY

Building on the success of Roadie 48/60, Roadie 32 represents an opportunity to take our best-in-class Roadie mobility platform and reach new consumers with smaller vehicles or where space is at a premium in one of our most popular capacities (~Tundra 45.35 qt). We will optimize the consumer experience with thoughtful accessories, including a basket (1 included), divider, and cup caddy.

# ROADIE 32 WHEELED COOLER

## ACCESSORIES OVERVIEW

NEW!

### ROADIE 32 WHEELED COOLER DIVIDER



£25/€30

#### REASONS TO BELIEVE

Divider separates and organizes internal space.

#### CONSUMER NEED

Consumers need to maximize space efficiency and stay organized with their cooler as they recreate. The Roadie® 32 divider keeps cooler contents organized and separate while on the go.

#### BUSINESS STRATEGY

A divider optimized to fit Roadie 32 helps build out a cohesive set of Roadie-specific dividers.



DTC LAUNCH



WHSL LAUNCH

### HARD COOLER BASKET

#### REASONS TO BELIEVE

Basket keeps dry foods away from moisture.

#### CONSUMER NEED

Consumers need to maximize space efficiency and stay organized with their cooler as they recreate. The basket keeps provisions dry, in place, and protected.

#### BUSINESS STRATEGY

Current Roadie 24 Dry Goods basket now also compatible with Roadie 32. This enables streamlined basket compatibility across hard cooler models where possible.



£25/€30





# BAGS EXPANSION

# BAGS CROSSROADS MODEL OVERVIEW

3/24  
WHSL LAUNCH



## BACKPACKS

22 L | 27 L | 35 L

£200 to £240 / €230 to €280



## DUFFELS

40 L | 60 L

£200 to £250 / €230 to €290



## LUGGAGE

22" | 29"

£350 to £450 / €390 to €500

# CROSSROADS BACKPACKS MODEL OVERVIEW

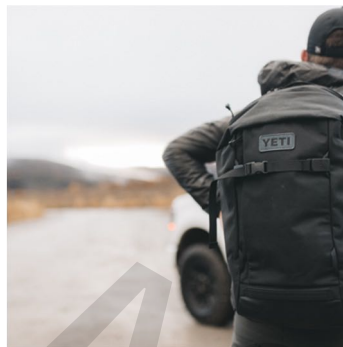


**22 L**  
£200/£230

**27 L**  
£230/£255

**35 L**  
£240/£280

**YOUR NO-COMPROMISES BACKPACK.**



## INLINE COLOURS

 **BLACK**

 **NAVY**

 **ALPINE BROWN**

- **Design:** Ergonomic fit with contoured shoulder straps and no-pressure back panel engineered to sweep away from the lumbar.
- **Durable:** Made from 700 Denier, water and abrasion-resistant Tuffskin Nylon. GroundControl base is PU-coated for easy clean & wear
- **Easy to Use:** Essentials are always in reach - multiple access points for laptops to Rambler & Yonder Bottles



WHSL LAUNCH

## REASON FOR BEING

Three sizes designed for variety of everyday use.

Crossroads 22L Backpack is the simple and strong go-bag built for carrying what you need without the weight. A Flip-Top Vault pocket that turns outward for a larger main opening. SideHustle Pockets you can easily swing the bag to the side to access contents.

Crossroads 27 L pack yearns for a detour from your daily routine. It's built with a large main compartment, two Bottle pockets, and opens wide for easy loading and unloading.

Crossroads 35L Backpack is a high capacity vault for your clothes, snacks, and travel gear. This is the one-bagger you'll depend on through long work days that demand a lot of gear, and weekend trips where you'd prefer to skip baggage claim.

## CONSUMER INSIGHT

Pro tip: When you're traveling, secure your pack to the top of your roller with the luggage pass-through sleeve.

# CROSSROADS DUFFELS MODEL OVERVIEW



40 L  
£200/€230

60 L  
£250/€290

BUILT FOR LONG WEEKEND AND FAR-REACHING ADVENTURES.



## INLINE COLOURS

 BLACK

 NAVY

 ALPINE BROWN

- **Design:** Structured build will keep from collapsing. Versatility through organisation.

- **Durable:** Made from 700 Denier, water and abrasion-resistant Tuffskin Nylon. GroundControl base is PU-coated for easy clean & wear. Reinforced stitching & internal anchoring for the heaviest of loads.

- **Easy to Use:** Organize and reorganise with two divider panels that separate the bag into three sections, and easily fold away when not in use.



## REASON FOR BEING

Two sizes designed for get-up-and-go agility.

Crossroads 40L Duffel is the carry-on you need to hold a hefty gear supply. Built for a weekend's worth of clothes plus your favorite boots and your lucky sweatshirt.

Crossroads 60L Duffel is ready to tackle road trips, long weekends, and far flung adventures. Go ahead and bring those extra shoes along with your beloved puffy jacket.

## CONSUMER INSIGHT

Pro tip: Removable modular compression straps can be used internally or externally to keep your stuff snug and secure

# CROSSROADS LUGGAGE MODEL OVERVIEW



22"  
£350/€390

29"  
£450/€500

RUGGED ENOUGH TO HANDLE WHATEVER TRAVEL  
THROWS YOUR WAY.



## INLINE COLOURS

 BLACK

 NAVY

- **Design:** Internal organisation versatility. Wheels designed for better clearance over curbs and rocky roads.
- **Durable:** Made from 700 Denier, water and abrasion-resistant Tuffskin Nylon. Molded polycarbonate base. Durable, rugged wheels, fully serviceable.
- **Easy to Use:** Multiple handles for easy carrying, lifting, and loading. Wide opening is designed for greater visibility and smarter organisation. Interior divider with mesh pockets.



## REASON FOR BEING

Two sizes designed for far-flung travels.

Crossroads 22" Luggage is the no-sacrifices carry on. This is the perfect rolling luggage carry-on bag that helps you stay organised from point A to B.

Crossroads 29" Luggage is the tough, dependable checked bag for your travel. Bring the extra swimsuit. And the wetsuit.

## CONSUMER INSIGHT

Pro tip: Grab a set of Crossroads Packing Cubes – offered in three sized cubes for your different sized essentials.

- 1 Small Packing Cube is included in the 22" Luggage.
- 1 Small & 1 Medium Packing Cubes are included in the 29" Luggage.

# BAGS MODEL OVERVIEW



**SIDEKICK**  
1L | 3L | 6L

£40 to £70 / €50 to €80



**CAMINO**  
20 | 35 | 50

£130 to £180 / €145 to €200



**PANGA**  
28 L | 50 L | 75 L | 100 L

£300 to £400 / €340 to €450

# SIDEKICK EXPANSION

## PRODUCT OVERVIEW



1L  
£40/€50

3L  
£50/€60



6L  
£70/€80

THE BEST CASE FOR YOUR WORST CASE






Belt included with all 3 sizes

### INLINE COLOURS

-  BLACK
-  CHARCOAL
-  NAVY

### SEASONAL COLOURS

-  KING CRAB ORANGE
-  AGAVE TEAL
-  BIG WAVE BLUE

### REASONS TO BELIEVE

- **Design:** Now available in more sizes, and can be used with or without the adjustable waist belt that comes with each size
- **Durable:** Premium materials and construction that stand the test of time.
- **Performance:** Waterproof, RF welded seams
- **Easy to Use:** Attach to your favorite YETI bag; use on it's own, or attached to the included waist belt to carry on-body



DTC LAUNCH



WHSL LAUNCH

### BRAND INSIGHT

Every great story has its hero; every great hero has its sidekick. A great sidekick is a dependable partner who handles the little things and is always waiting in the wings for the exact moment they're needed most. Sidekick Dry is the capable companion you can trust to defend your most critical essentials, while keeping them close at hand.

### CONSUMER INSIGHT

I need my essentials kept safe from the wild but not at the bottom of a bag. I want to lose myself, but not my wallet, phone, keys.

### REASON FOR BEING

Amplifying the differences between our existing Hopper® collection, Safari collection will celebrate its unique positioning and product USP of organisation and easy access with a new visual aesthetic.

# DRINKWARE EXPANSIONS



# TABLETOP EXPANSIONS

# RAMBLER TABLETOP MODEL OVERVIEW



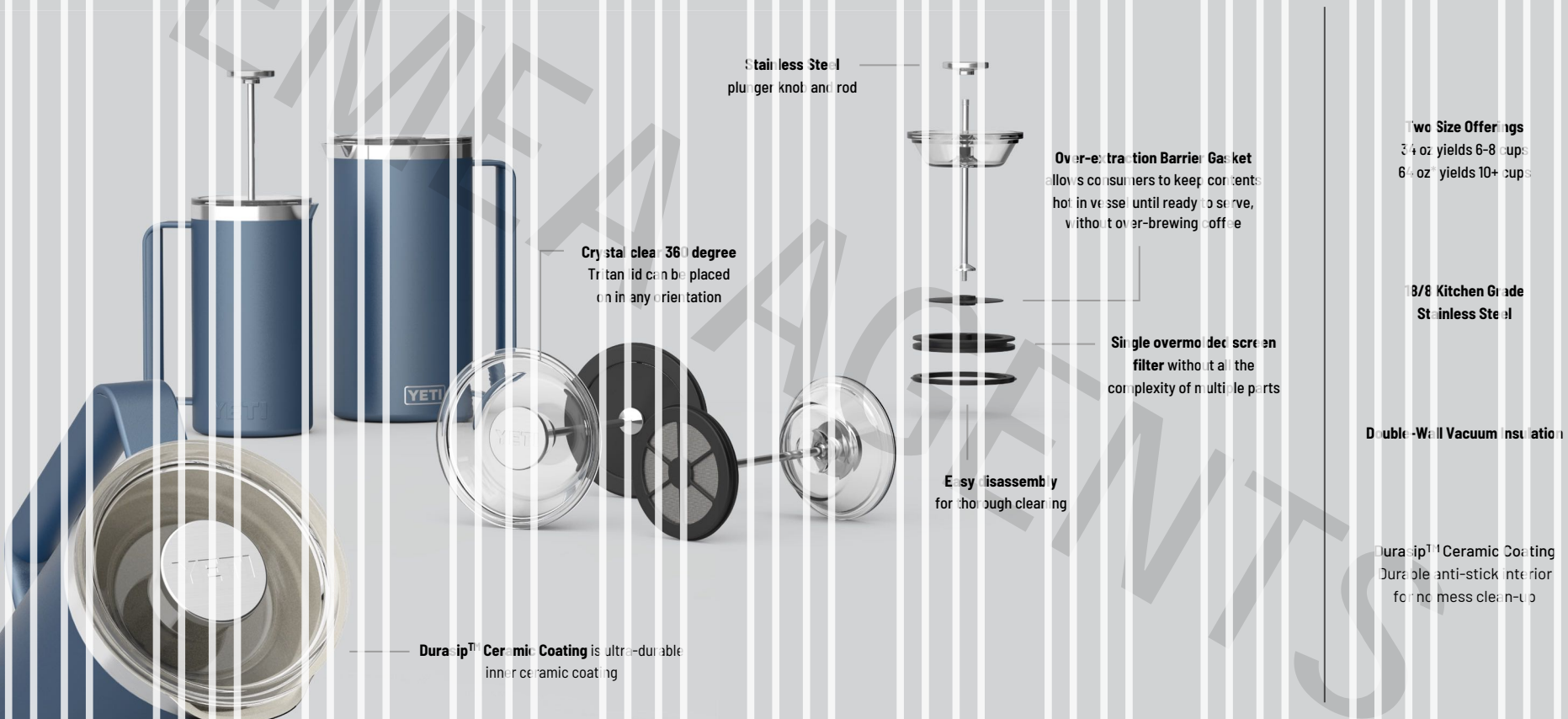
## RAMBLER TABLETOP

SCOOP | SHAKER | BUCKET | WINE CHILLER | PITCHER | 34 OZ FRENCH PRESS | 64 OZ FRENCH PRESS

£50 to £150 / €60 to €160

# RAMBLER FRENCH PRESS

# RAMBLER FRENCH PRESS



Stainless Steel  
plunger knob and rod

Crystal clear 360 degree  
Tritan lid can be placed  
on in any orientation

Over-extraction Barrier Gasket  
allows consumers to keep contents  
hot in vessel until ready to serve,  
without over-brewing coffee

Single overmode screen  
filter without all the  
complexity of multiple parts

Easy disassembly  
for thorough cleaning

Dura-rip™ Ceramic Coating is ultra-durable  
inner ceramic coating

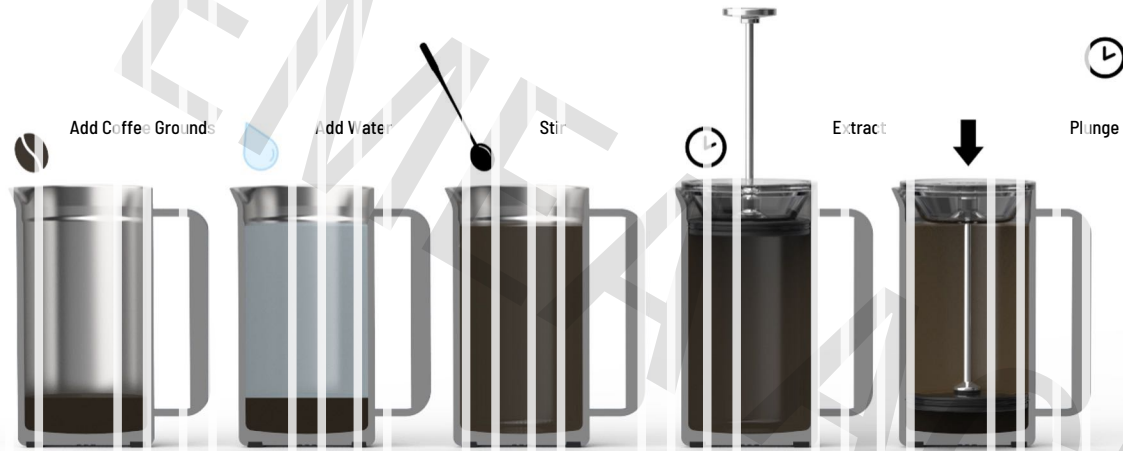
Two Size Offerings  
34 oz yields 6-8 cups  
64 oz yields 10+ cups

18/8 Kitchen Grade  
Stainless Steel

Double-Wall Vacuum Insulation

Dura-rip™ Ceramic Coating  
Durable anti-stick interior  
for no-mess clean-up

# RAMBLER FRENCH PRESS

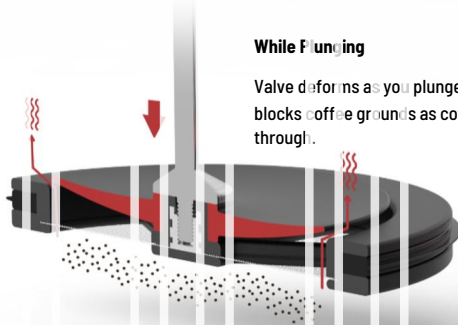


At this point you can choose to pour the coffee at your own pace. The vessel will keep the content hot while the valve prevents over-extraction of the coffee.



## While Plunging

Valve deforms as you plunge. Mesh blocks coffee grounds as coffee passes through.



## Prevent Over-Extraction

Valve separates brewed coffee from plunged grounds which prevents over-extraction of coffee.



A *How-To Brew Guide* will be included as an insert with warnings.

# RAMBLER FRENCH PRESS

## PRODUCT OVERVIEW



64oz  
£130/€150

34oz  
£110/€125

KEEP YOUR FRESHLY BREWED COFFEE  
HOT WITHOUT OVER-BREWING.



### INLINE COLOURS



### SEASONAL COLOURS



### REASONS TO BELIEVE

- **Design:** Extension of YETI's elevated design language
- **Durable:** Premium materials and construction that stand the test of time; Protect the wild with longevity and sustainable materials
- **Performance:** The **Durasi™ Ceramic Coating** is ultra-durable inner ceramic coating. Over-extraction valve mitigates over-brew coffee.
- **Easy to Use:** Dishwasher Safe



LTC LAUNCH



WHSL  
LAUNCH

### BRAND INSIGHT

Coffee is a primary beverage used with our YETI Drinkware portfolio today. New formats will drive depth in coffee use occasions and affinity in global markets.

### REASON FOR BEING

Launch French Press in two sizes that address most common household size 34 oz and a 64 oz\* French press that uses the 20" Pitcher base.

# RAMBLER 12 oz STACKABLE TUMBLER

# RAMBLER 12 oz STACKABLE TUMBLER






## PRODUCT OVERVIEW






12 oz  
£25/€30

COFFEE & ESPRESSO TO-GO

### INLINE COLOURS

-  WHITE
-  NAVY
-  BLACK
-  CHARCOAL
-  SEAFOAM

### SEASONAL COLOURS

-  KING CRAB ORANGE
-  AGAVE TEAL
-  BIG WAVE BLUE

### REASONS TO BELIEVE

- **Design:** Extension of YETI's elevated design language and functionality with stacking
- **Durable:** Premium materials and construction that stand the test of time; Protect the wild with longevity and sustainable materials
- **Performance:** Vacuum insulation to keep coffee piping hot
- **Easy to Use:** Dishwasher Safe, espresso machine, and cup holder compatible



### BRAND INSIGHT

YETI will continue to invest in coffee inspired formats that carry through natural versatility amongst many contents. Capacity relevancy is high with Cappuccinos, Lattes, Teas, Hot or Iced Coffees, (Starbucks Tall) formats that are more appropriately sized for their needs. Space comes at a premium in kitchens where stacking and nesting solutions are valuable. Introduce at £25/€30, an entry price point that naturally fits the current portfolio and capacity.

### CONSUMER INSIGHT

Launch 12oz Stackable Tumbler that addresses a critical problem statement for consumers who want to take espresso-based, coffee, or tea to-go.

Offers additional cup-holder friendly formats in right sized capacity for global markets.



# RAMBLER STACKABLE DRINKWARE

Smaller and Stronger Espresso-Based Beverages

sold in 2 packs

Espresso On-The-Go

sold as single

Coffee & Espresso On-The-Go

sold as single

6 oz Capacity Mug

4 oz Capacity Cup

8 oz Capacity Tumbler

12 oz Capacity Cup

360 Degree  
welded handle

Compatible with Small  
MagSlider Lid  
(sold separately)

Durasip™ Ceramic Coating is ultra-durable inner  
ceramic coating

Comes with YETI  
MagSlider Lid

Cup holder  
Compatible

Stackable design for easy  
storing or packing

Stackable design for easy  
storing or packing

# PORTFOLIO STRATEGY

## PRODUCT OVERVIEW





# RAMBLER WINE CHILLER

# RAMBLER WINE CHILLER

Double-Wall Vacuum Insulated  
NoSweat Design  
18/8 Stainless Steel  
Dishwasher Safe

Vertical walls align with our design language and echo the forms seen in wine bottles.

Bottom foot height, vessel radii and logo sizes and locations all match Pitcher.



Sized for 3.5" bottles which is common for champagne

3.25" is common for Chardonnay



Molded in rubber foot for soft landings when moving the vessel

Silicone dampener added to improve the user experience and prolong the vessel

## Open Chiller Design:

- ✓ Familiar consumer experience for indoor or outdoor use
- ✓ Simplistic & easy to use with elevated aesthetic
- ✓ Easy access to the bottle to see wine type or remaining capacity:

Experienced feedback from Colster family that consumer have a hard time knowing how much is left in their can, further amplified with wine and bottle weight  
Easily change out wines when emptied



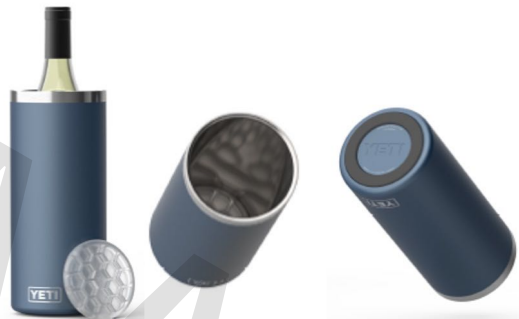
# RAMBLER WINE CHILLER

## PRODUCT OVERVIEW



£70/€80

KEEPS WINE COLD UNTIL THE LAST POUR



### INLINE COLOURS



### SEASONAL COLOURS



### REASONS TO BELIEVE

- **Design:** Indoor/outdoor use, elevated aesthetic
- **Durable:** Premium materials and construction that stand the test of time; Protect the wild with longevity and sustainable materials
- **Performance:** Everything we know and love from the Rambler® family
- **Easy to Use:** Easy access to bottle. Fits most wine and champagne bottles.



DTC LAUNCH



WHSL LAUNCH

### BRAND INSIGHT

Tabletop is a growing segment within our YETI Drinkware portfolio with the new Beverage Bucket and Pitcher. These are strong complements to our existing Barware formats addressing the ecosystem of products across crafting, serving, and consuming

### CONSUMER INSIGHT

Elevating the entertainer's collection with a cohesive arrangement of YETI products used to serve wine, bottles, and ice. The YETI Wine Chiller addresses the specific use case for keeping a bottle of wine chilled until consumption.



# RAMBLER WINE 2.0

# RAMBLER WINE 2.0

## PRODUCT OVERVIEW

Comes with YETI  
MagSlider Lid



Durasip™ Ceramic  
Coating on interior of  
vessel

Stackable design for  
easy storing or  
packing

10 oz  
£25/€30

WHILE MOST THINGS ARE BETTER OUTDOORS,  
IT'S ESPECIALLY TRUE OF WINE



### INLINE COLOURS

- WHITE
- NAVY
- SEAFOAM

### SEASONAL COLOURS

- BIG WAVE BLUE

### REASONS TO BELIEVE

- **Design:** Extension of YETI's design language in Barware with seamless Duracoat base and elevated aesthetic for indoor/outdoor use
- **Durable:** Premium materials and construction that stand the test
- of time. Protect the wild - use of recycled Stainless Steel
- **Performance:** Ultra-Durable Durasip™ Ceramic on interior of vessel.
- **Easy to Use:** Dishwasher safe.



DTC LAUNCH



WHSL LAUNCH

### BRAND INSIGHT

YETI Barware spans formats focused on use cases in beer, spirits and wine, representing approximately 10% of the Drinkware portfolio. The YETI Wine Tumbler launched in 2018 as one of the first formats vessels focused on a more specific use case. In 2020, YETI added the MagSlider lid to be included with all Wine tumblers, further driving the value proposition with a lid upgrade.

### REASON FOR BEING

As YETI moves deeper into Tabletop and Barware formats, a refresh of the Wine Tumbler is appropriately timed to launch alongside the new Wine Chiller. Thoughtful design updates will improve user ergonomics and overall capacity while still maintaining a durable and elevated aesthetic.

### COMMERCIAL CONSIDERATIONS

Launch alongside introduction of Wine Chiller in April '24 for broader storytelling around tabletop and wine expansion.

Refresh color offering to lean towards female consumer demographic.

# HYDRATION EXPANSION



# RAMBLER HYDRATION MODEL OVERVIEW



## RAMBLER HYDRATION

RAMBLER JR. | 18 OZ CHUG | 18 OZ STRAW | 26 OZ CHUG | 26 OZ STRAW | 36 OZ | 46 OZ | 64 OZ

½ GAL JUG | GALLON JUG

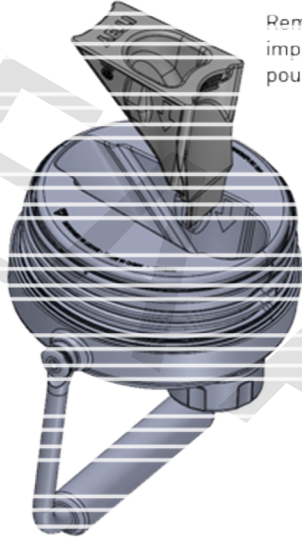
£25 to £130/€30 to €150

# RAMBLER JUG 2.0

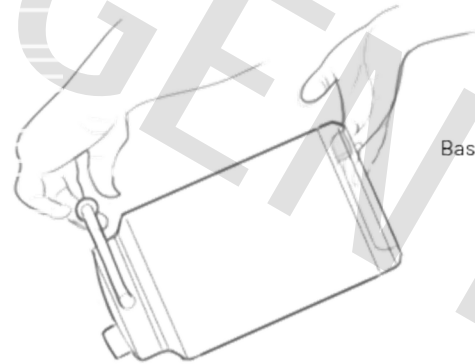
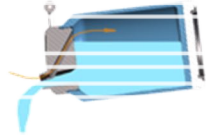
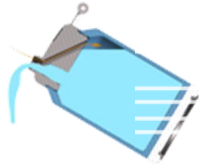
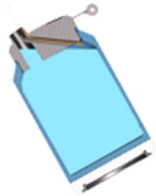
# RAMBLER JUG



Wave washer  
integration for  
handle indexing



Removable vent wedge for  
improved flow rate & smoother  
pour



Base bumper/grip ring

# RAMBLER JUG

## PRODUCT OVERVIEW






1 Gallon  
£130/€150


1/2 Gallon  
£100/€120

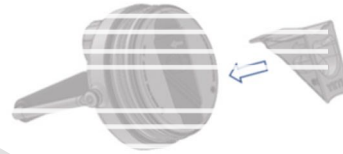


### INLINE COLOURS

-  BLACK
-  NAVY
-  CHARCOAL

### SEASONAL COLOURS

-  BIG WAVE BLUE



### REASONS TO BELIEVE

- **Design:** Improvements include: Wave washer integration for handle indexing | Removable vent wedge for improved flow rate & smoother pour | Base bumper/grip ring
- **Durable:** Premium materials and construction that stand the test of time; Protect the wild with longevity and sustainable materials
- **Performance:** 100% Leakproof, vacuum insulated stainless steel
- **Versatility:** Water storage, group sharing for hot/cold beverages



DTC LAUNCH



WHSL LAUNCH

### BRAND INSIGHT

The new Rambler Jug will offer improvements in its functionality & performance while delivering a premium user experience. Jugs will be solidified as the pinnacle beverage experience for long adventures with an ultra-durable and feature rich vessel.

### CONSUMER INSIGHT

As the two largest hydration formats in the drinkware portfolio, Jugs are positioned & utilized during all day outdoor pursuits where access to refills are limited. Their versatility offers the ability for water storage as well as group sharing for both hot & cold beverages.



# STRAW FORMAT EXPANSION

# RAMBLER STRAW MODEL OVERVIEW



## RAMBLER

STRAW CAP | 26 OZ CUP W/STRAW | 25 OZ MUG | 35 OZ MUG | 42 OZ MUG | RAMBLER JR. 12 OZ | 18 OZ STRAW  
BOTTLE | 26 OZ STRAW BOTTLE

£13 to £40 / €16 to €45

# RAMBLER 42 oz MUG W/ STRAW LID

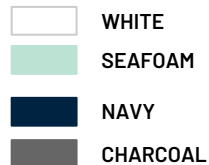
## PRODUCT OVERVIEW



42 oz  
£45/€50

ON THE GO HANDLED STRAW  
HYDRATION LEVELED UP

### INLINE COLOURS



### SEASONAL COLOURS



### REASONS TO BELIEVE

- **Design:** Extension of YETI's elevated design language
- **Durable:** Premium materials and construction that stand the test of time; Protect the wild with longevity and sustainable materials
- **Performance:** Everything you love about a Rambler with a straw lid and larger capacity
- **Easy to Use:** Dishwasher Safe



DTC LAUNCH



WHSL  
LAUNCH

### BRAND INSIGHT

Our tried-and-true Rambler 35 oz Straw Mug leveled up to keep the hydration coming on long treks.

### REASON FOR BEING

High volume hydration in a bull simple handled design with a convenient straw drinking experience that is cup holder compatible.

# STRAW BOTTLES & ACCESSORIES



# RAMBLER COLOURED STRAW MODELS

## PRODUCT OVERVIEW

### RAMBLER COLOURED STRAW BOTTLES



Rambler Jr.  
£25/€30

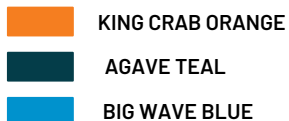
18 oz  
£30/€35

#### 24 INLINE COLOURS



NEW!

#### SEASONAL COLOURS



DTC LAUNCH



WHSL LAUNCH

### RAMBLER STRAW CAP ACCESSORY

NEW!

Fits all Rambler Bottles.

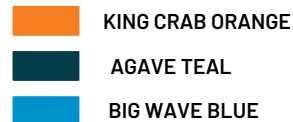


£10/€12

#### INLINE COLOURS



#### SEASONAL COLOURS



DTC LAUNCH



WHSL LAUNCH

\*Available as replacements from YETI Customer Service only

# 2024 SPRING SUMMARY

## LAUNCH TIMING

DTC LAUNCH

WHSL LAUNCH

02/22/24	2/22/24
02/22/24	2/22/24
04/18/24	4/18/24

FEB	MAR	APR	MAY	JUN
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2/22



4/18



5/1



6/24



<p><b>AGAVE</b></p>	<p><b>KING CRAB</b></p>	<p><b>ORANGE FANGA</b></p>	<p><b>FRENCH PRESS</b></p>	<p><b>BIG WAVE</b></p>	<p><b>ROADIE 32</b></p>	<p><b>JUG 2.0</b></p>
<p><b>STRAW BOTTLES</b></p>	<p><b>12 OZ STACKABLE</b></p>	<p><b>4.2 OZ STRAW MUG</b></p>	<p><b>SIDEKICK EXPANSION</b></p>	<p><b>WINE CHILLER &amp; WINE 2.0</b></p>		

# HARD COOLERS - 1<sup>st</sup> JANUARY 2024 PRICE INCREASE



	TUNDRA 35	TUNDRA 45	TUNDRA 65	TUNDRA HAUL	TUNDRA 105	TUNDRA 110	TUNDRA 125	TUNDRA 160	TUNDRA 210	TUNDRA 250	TUNDRA 350
<b>GBP Existing</b>	£250	£300	£350	£400	£480	£500	£550	£680	£800	£900	£1,300
<b>GBP 2024 Pricing</b>	£275	£325	£375	£450	£500	£550	£600	£750	£900	£1,000	£1,500
<b>EUR Existing</b>	€280	€340	€390	€450	€540	€560	€610	€760	€890	€1,000	€1,450
<b>EUR 2024 Pricing</b>	€300	€365	€415	€500	€560	€610	€665	€830	€1,000	€1,100	€1,675
<b>CHF Existing</b>	300 CHF	360 CHF	415 CHF	475 CHF	575 CHF	595 CHF	650 CHF	810 CHF	955 CHF	1,060 CHF	1,540 CHF
<b>CHF 2024 Pricing</b>	320 CHF	390 CHF	440 CHF	530 CHF	595 CHF	650 CHF	705 CHF	880 CHF	1,060 CHF	1,150 CHF	1,780 CHF
<b>DKK Existing</b>	2,099 DKK	2,499 DKK	2,899 DKK	3,349 DKK	3,999 DKK	4,199 DKK	4,549 DKK	5,649 DKK	6,599 DKK	7,449 DKK	10,799 DKK
<b>DKK 2024 Pricing</b>	2,229 DKK	2,719 DKK	3,089 DKK	3,719 DKK	4,169 DKK	4,539 DKK	4,949 DKK	6,179 DKK	7,449 DKK	8,189 DKK	12,469 DKK

NO PRICE CHANGE ON TUNDRA 75