



2H 2024 COLOUR & INNOVATION

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USA ESTE DOCUMENTO EN ESTRICTA CONFIDENCIALIDAD Y DE ESTA MANERA PROTEGEREMOS LA MARCA, CONSERVANDO EL SECRETO DE SUS NUEVOS COLORES Y PRODUCTOS HASTA EL DÍA DE SU LANZAMIENTO.



DRINKWARE UPDATES

STACKABLE STRATEGY

WHY STACKABLE?

Stackable formats have long been a part of YETI's assortment. They deliver on **Function** – with a comfortable carry, and cupholder compatibility and in **Form** – where the space saving design allows for multiple unit stacking when space is a premium.

As part of this strategy, the measuring capacity is being standardised across all press fit lid Drinkware (MagSlider).



RAMBLER STACKABLE DRINKWARE

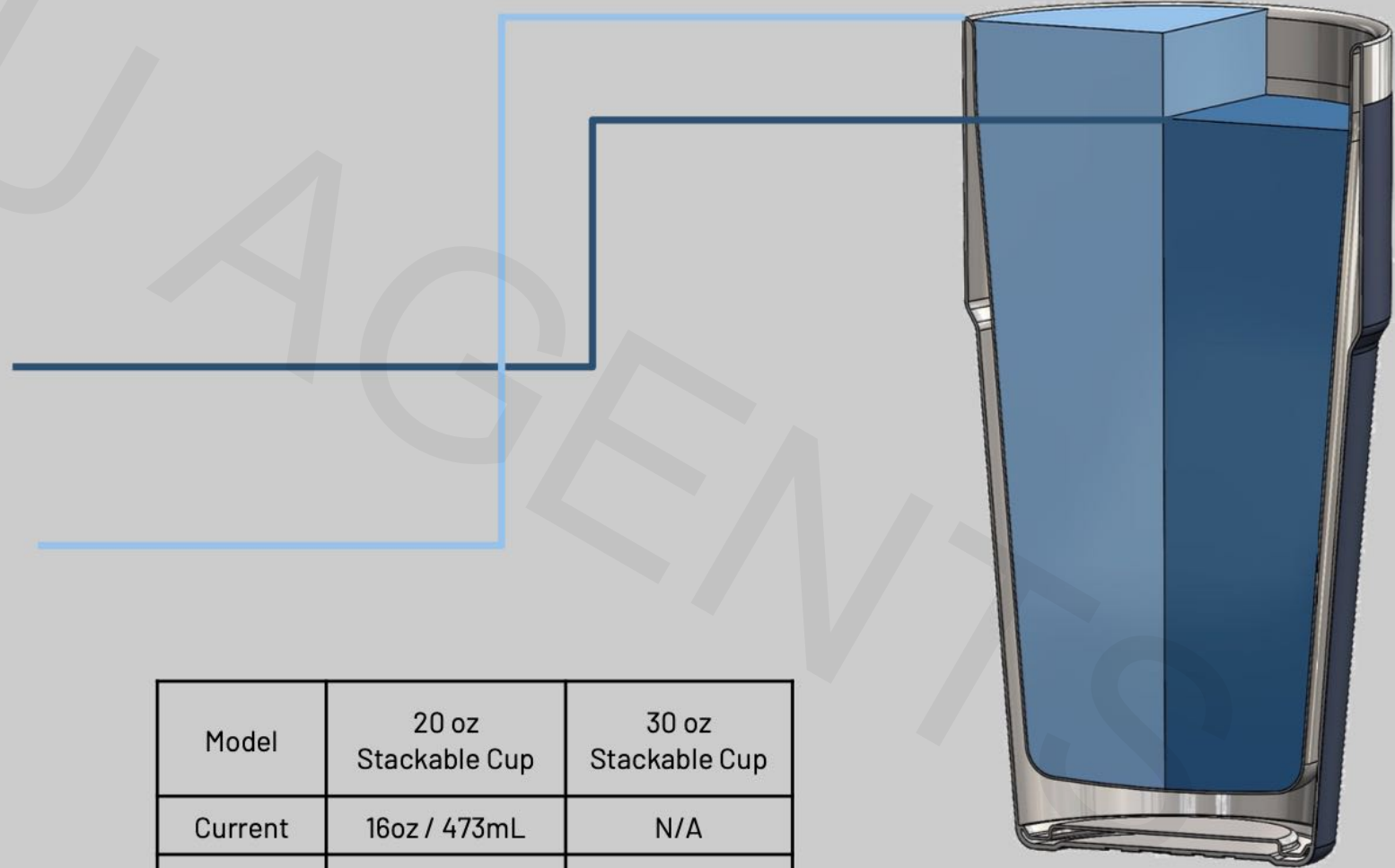
Measuring Capacity

Design: No change to vessel dimensions. Looks the same to the consumer

Current Volume Fill Line: Current capacity is measured to the bottom of the lid.

New Volume Fill Line: New capacity is measured to the brim on the vessel (no lid)

This measuring capacity is being standardised across all press fit lid Drinkware (MagSlider)



Model	20 oz Stackable Cup	30 oz Stackable Cup
Current	16oz / 473mL	N/A
New	20oz / 591mL	30oz / 887mL

STACKABLE PORTFOLIO

PRODUCT OVERVIEW



Model	8 oz Stackable Cup	16 oz Stackable Cup	20 oz Stackable Cup	30 oz Stackable Cup
Previous Name	N/A	N/A	16 oz Pint	N/A
RRP	£20/€25	£25/€30	£25/€30	£30/€35
Lid Type	Small MagSlider Lid	Medium MagSlider Lid	Medium MagSlider Lid	Large MagSlider Lid

STACKABLE PORTFOLIO

HERITAGE SKU COMPARISON



Model Name	20 oz Tumbler	20 oz Stackable Cup
Previous Name	N/A	16 oz Pint
RRP	£30/€35	£25/€30
Lid Type	Medium MagSlider Lid	Medium MagSlider Lid



Model Name	30 oz Tumbler	30 oz Stackable Cup
Previous Name	N/A	N/A
RRP	£35/€40	£30/€35
Lid Type	Medium MagSlider Lid	Large MagSlider Lid

RAMBLER STACKABLE CUPS

PRODUCT OVERVIEW



8 oz

£20/€25

16 oz

£25/€30

20 oz

£25/€30

30 oz

£30/€35

STACKABLE CUP ASSORTMENT

A newly added 16 oz capacity, offers an additional cup-holder friendly format in right sized for Cappuccinos, Lattes, Teas, Hot or Iced Coffees.

Fan favorite stackable will continue in 20 oz capacity (previously 16 oz), and offer lid versatility with pre-configured MagSlider solution.

INLINE COLOURS



WHITE



RESCUE RED



NAVY



BLACK



SEAFOAM

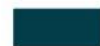


TROPICAL PINK

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



DTC LAUNCH



WHSL LAUNCH

BRAND INSIGHT

Core Tumblers (20oz and 30oz) remain part of YETI's heritage, as the first model introductions to the Rambler portfolio in 2014. With over 70M units sold since their introduction, these formats are often consumers first choice or our most iconic models.

YETI will continue to invest in new formats that meet consumer needs with beverage versatility. The Stackable Cup line up will support further Core Tumbler diversification, optimising the full portfolio with new capacities, features and lid preferences.

The stackable cup line up will meet a wide range of contents, with capacity options from 8oz to 30oz. Capacity relevancy is high with different needs across consumer preferences and YETI's expanding global footprint.

CONSUMER INSIGHT

Stackable formats have long been a part of YETI's core assortment. They deliver on **Function** - with a comfortable carry, and cupholder compatibility and in **Form** - where the space saving design allows for multiple unit stacking when space is a premium.



2H 2024
INSPIRED BY COLOUR



WILD VINE RED

Colour key words – dark, rich, elemental, grounded, classic. Dark and rich, with serious depth and a grounded, elemental presence. Wild Vine Red ties to the dark red and burgundy tones of nature and the land. With nostalgic and collegiate elements, it is also a classic colour speaking to community and connection. We will explore the diverse natural world of Wairarapa, New Zealand where “The Huntress”, Jannine Rickards, lives off the fat of the land. There’s a story from tail to table, taking us through hunt and foraging to high-end culinary and wine.

YETI

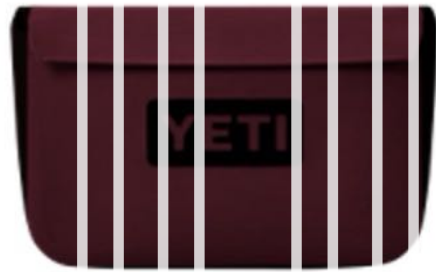
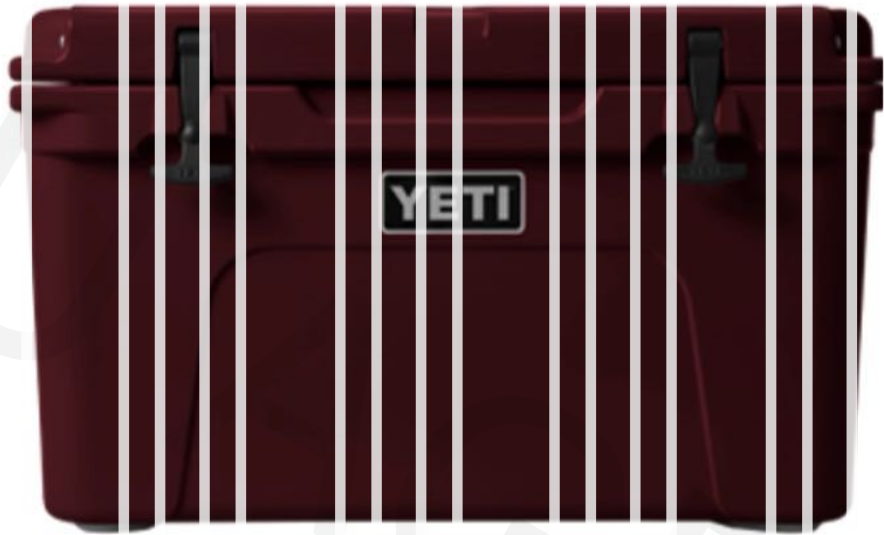


DTC LAUNCH



WHS L LAUNCH

CONFIDENTIAL



YETI

CONFIDENTIAL



WILD VINE RED ASSORTMENT LIST



NOTE: Renders are not
representative of final / all products

DRINKWARE

Rambler 10 oz Lowball
Rambler 10 oz Mug
Rambler 10 oz Wine
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 16 oz Stackable Cup
Rambler 20oz Stackable Cup
Rambler 30oz 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

BOTTLES

Rambler 12 oz Kids Bottle
Rambler 18 oz Bottle w/ Chug
Rambler 26 oz Bottle w/ Chug
Rambler 26 oz Bottle w/ Straw
Rambler 36 oz Bottle w/ Chug
Rambler 46 oz Bottle w/ Chug
Yonder .75 L Tether Bottle
Yonder 1 L Tether Bottle

BAGS

Camino 20
Camino 35
Camino 50
Sidekick Dry 3 L

HARD COOLERS

Roadie 24
Roadie 32
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

EQUIPMENT

GoBox 15
GoBox 30
GoBox 60



KEY LIME

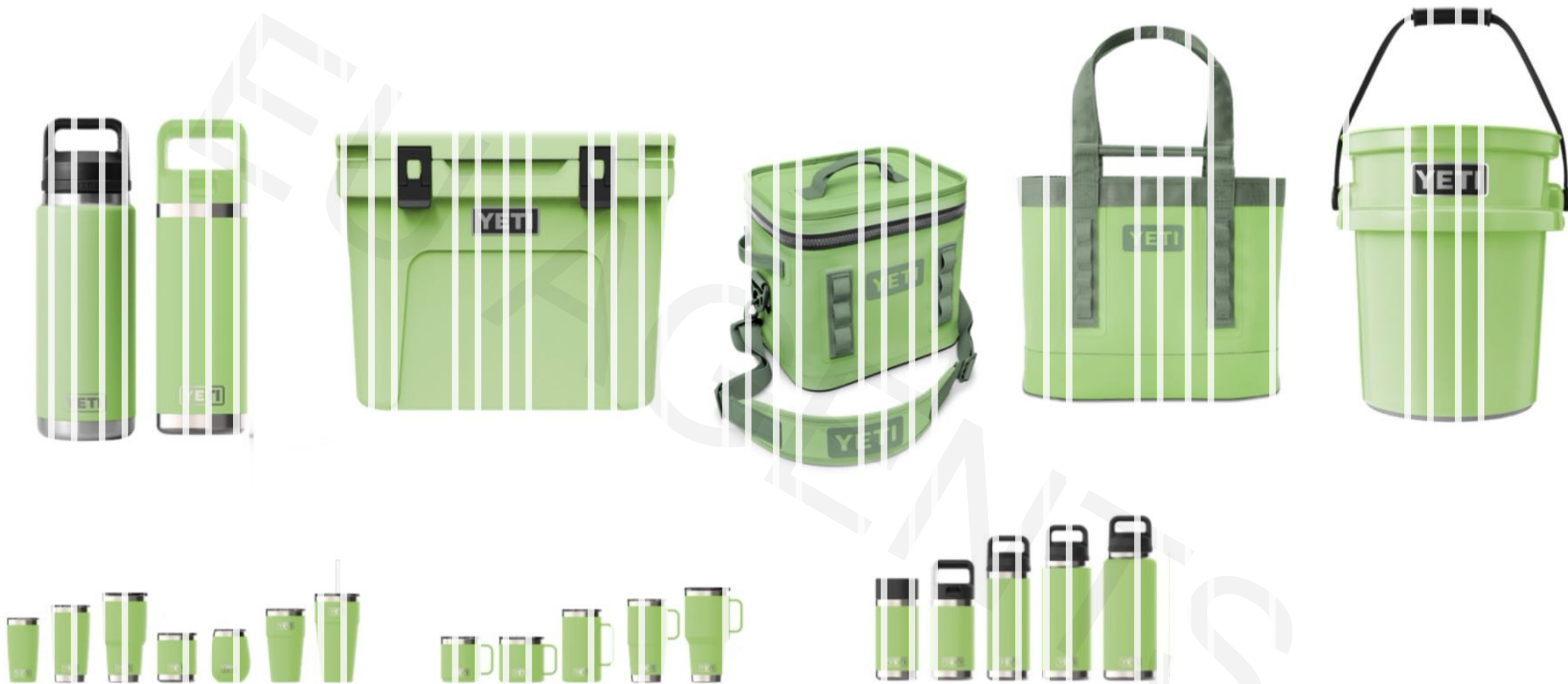
Colour key words - fresh, energizing, uplifting, calming. Pale pastel with a jolt of energy. Key Lime has a freshness that is at once calming and rejuvenating, as well as aquatic ties to river reflections, fish scale sheen, and underwater luminescence. Travelling to Key West, we'll spotlight the land of Jimmy Buffet, Bonefish, Tarpon, and Mahi and tap into generations of conservation efforts in fishing. And of course we'll celebrate with some famous Key Lime Pie.



DTC LAUNCH



WHSL LAUNCH



NOTE: RENDERERS ARE NOT REPRESENTATIVE OF ALL PRODUCTS. PLEASE REFER TO SKU LIST FOR FULL ASSORTMENT

KEY LIME ASSORTMENT LIST



NOTE: Renders are not
representative of final / all products

DRINKWARE

Rambler 10 oz Lowball
Rambler 10 oz Mug
Rambler 10 oz Wine
Rambler 14 oz Mug
Rambler 24 oz Mug
Rambler 16 oz Stackable Cup
Rambler 20 oz Stackable Cup
Rambler 30 oz Stackable Cup
Rambler 4 oz Stackable Cups
Rambler 6 oz Stackable Mugs
Rambler 8 oz Stackable Tumbler
Rambler 10 oz Tumbler
Rambler 20 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 Bottle
Rambler 12 oz Kids Bottle
Rambler 18 oz Bottle w/ Chug
Rambler 18 oz Bottle w/ Coloured Straw
Rambler 26 oz Bottle w/ Chug
Rambler 26 oz Bottle w/ Straw
Rambler 26 oz Bottle w/ Coloured Straw
Rambler 36 oz Bottle w/ Chug
Yonder 1L Tether Bottle

BOTTLE ACCESSORIES

Rambler Bottle Straw Cap

TABLETOP

Rambler Cocktail Shaker
Rambler 64 oz Pitcher
Rambler Beverage Bucket
Rambler Wine Chiller
Rambler 34 oz French Press
Rambler 64 oz French Press

BAGS

Camino 20
Camino 35 2.0

HARD COOLERS

Roadie 24
Roadie 32
Tundra 45
Tundra Haul

SOFT COOLERS

Daytrip Lunch Bag
Daytrip Lunch Box

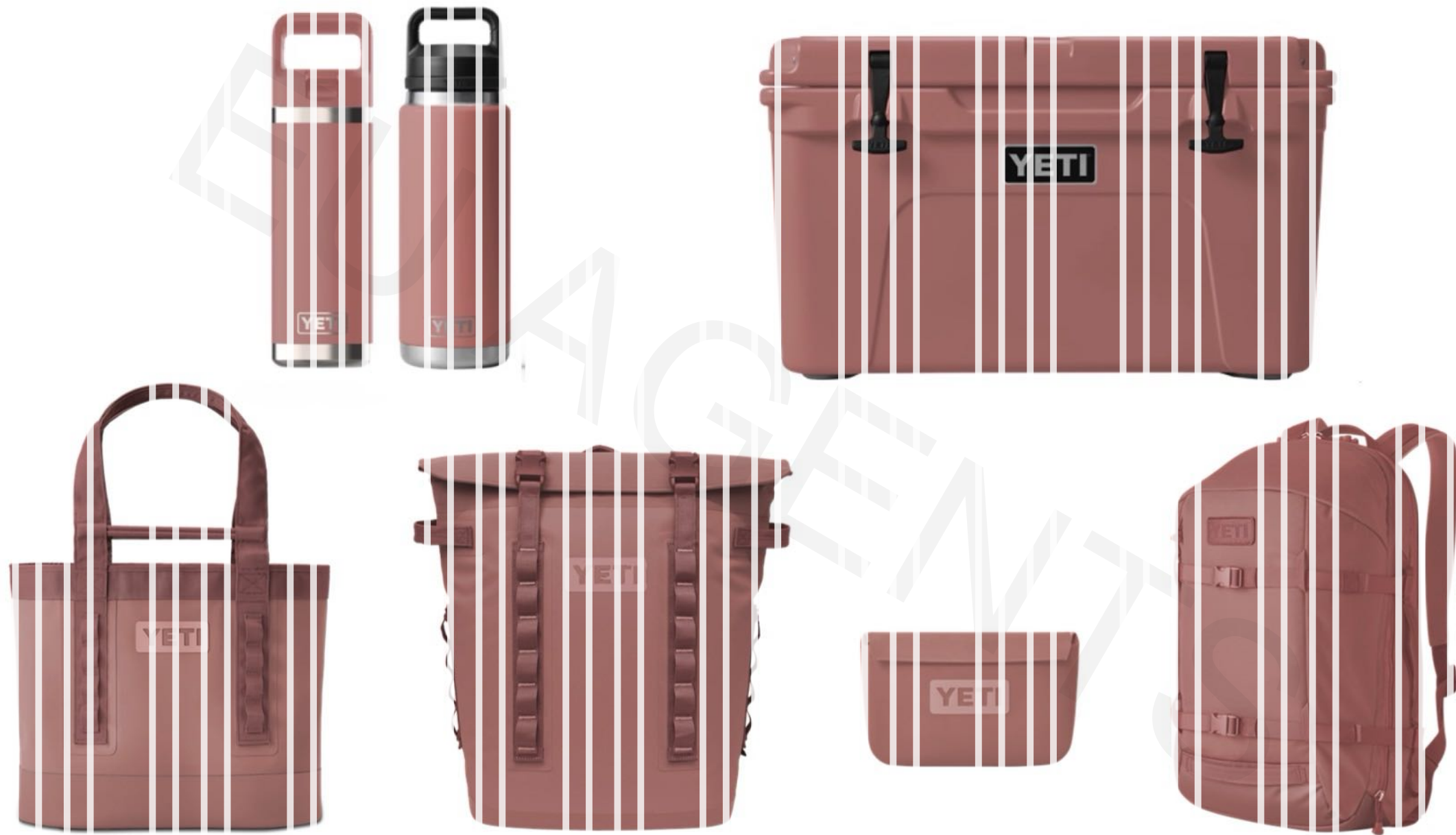
Hopper Flip 8
Hopper Flip 12
Hopper Flip 18



SANDSTONE PINK

Sandstone Pink captures the beauty, grit, and permanence of desert towers and canyons. A natural warm earth tone, it is soft and understated, but not delicate.





SANDSTONE PINK ASSORTMENT LIST



NOTE: Renders are not
representative of final / all products

DRINKWARE

- Rambler 10 oz Lowball*
- Rambler 10 oz Mug
- Rambler 10 oz Wine*
- Rambler 14 oz Mug*
- Rambler 24 oz Mug
- Rambler 4 oz Stackable Cups
- Rambler 6 oz Stackable Mugs
- Rambler 8 oz Stackable Tumbler
- Rambler 16 oz Stackable Cup
- Rambler 20 oz Stackable Cup
- Rambler 30 oz Stackable Cup
- Rambler 10 oz Tumbler*
- Rambler 20 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 Bottle
- Rambler 12 oz Kids Bottle
- Rambler 18 oz Bottle w/ Chug*
- Rambler 18 oz Bottle w/ Coloured Straw
- Rambler 26 oz Bottle w/ Chug*
- Rambler 26 oz Bottle w/ Coloured Straw
- Rambler 36 oz Bottle w/ Chug*
- Yonder .75 L Tether Bottle
- Yonder 1 L Tether Bottle

BOTTLE ACCESSORIES

- Rambler Bottle Straw Cap
- Bottle Sling Small
- Bottle Sling Large

TABLETOP

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

BAGS

- Camino 20
- Camino 35 2.0
- Sidekick Dry 1 L
- Sidekick Dry 3 L
- Sidekick Dry 6 L
- Crossroads 22 L Backpack
- Crossroads 27 L Backpack
- Crossroads 35 L Backpack

EQUIPMENT

- Lowlands Blanket
- Boomer 4
- Boomer 8

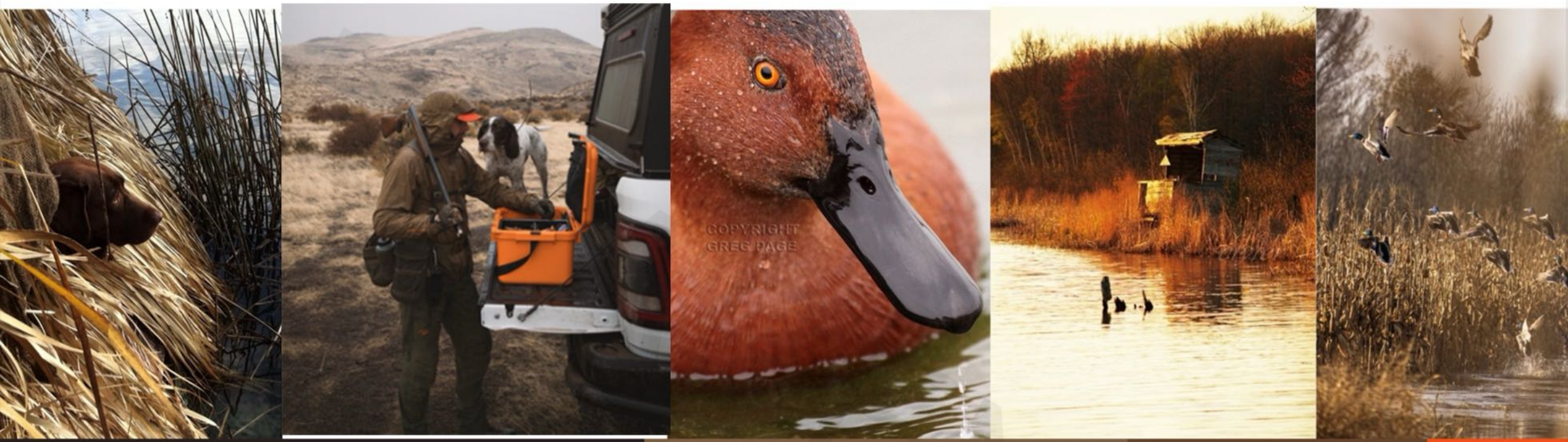
HARD COOLERS

- Roadie 48
- Tundra 45

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 Sandstone Pink
Fall 2021*



WETLANDS BROWN

This collection speaks to the spirit and commitment of our duck hunting community and pays homage to our original Wetlands Tundra (launched 2018).





NOTE: RENDERERS ARE NOT REPRESENTATIVE OF ALL PRODUCTS. PLEASE REFER TO SKU LIST FOR FULL ASSORTMENT

WETLANDS ASSORTMENT LIST



NOTE: Renders are not
representative of final / all products

DRINKWARE

- Rambler 10 oz Wine
- Rambler 10 oz Lowball
- Rambler 10 oz Mug
- Rambler 14 oz Mug
- Rambler 24 oz Mug
- Rambler 4 oz Stackable Cups
- Rambler 6 oz Stackable Mugs
- Rambler 8 oz Stackable Tumbler
- Rambler 20 oz Stackable Cup
- Rambler 10oz 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

BOTTLES

- Rambler 18 oz Bottle w/ Chug
- 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

BAGS

- Camino 20
- Camino 35 2.0

EQUIPMENT

- GoBox 15
- GoBox 30 2.0
- GoBox 60
- LoadOut 5 Gal Bucket

HARD COOLERS

- Tundra 35
- Tundra 65

SOFT COOLERS

- Hopper Flip 12

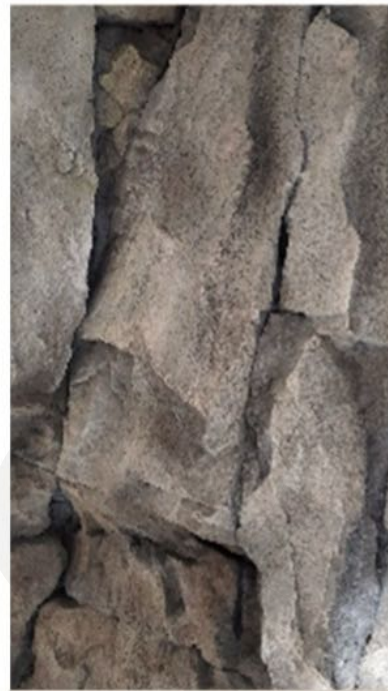
WETLANDS FLEECE & HATS





BIRCH

Birch is an elegant, warm off-white tone that will be executed primarily in drinkware but paired with stone for a two-tone look in hard and soft goods.



STONE

Stone is a new neutral at YETI. This moment highlights Stone in a larger way as part of a November drop.





NOTE: RENDERERS ARE NOT REPRESENTATIVE OF ALL PRODUCTS. PLEASE REFER TO SKU LIST FOR FULL ASSORTMENT

STONE/BIRCH ASSORTMENT LIST



NOTE: Renders are not
representative of final / all products

DRINKWARE

Rambler 10 oz Lowball
Rambler 10 oz Mug
Rambler 10 oz Wine
Rambler 14 oz Mug
Rambler 24 oz Mug
Rambler 4 oz Stackable Cups
Rambler 6 oz Stackable Mugs
Rambler 8 oz Stackable Tumbler
Rambler 16 oz Stackable Cup
Rambler 20 oz Stackable Cup
Rambler 30 oz Stackable Cup
Rambler 10 oz Tumbler
Rambler 20 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
Rambler 18 oz Bottle w/ Chug
Rambler 18 oz Bottle w/ Coloured Straw
Rambler 26 oz Bottle w/ Chug
Rambler 26 oz Bottle w/ Coloured Straw

BOTTLE ACCESSORIES

Rambler Bottle Straw Cap

TABLETOP

Rambler Cocktail Shaker
Rambler 64 oz Pitcher
Rambler Beverage Bucket
Rambler Wine Chiller
Rambler 34 oz French Press
Rambler 64 oz French Press

BAGS

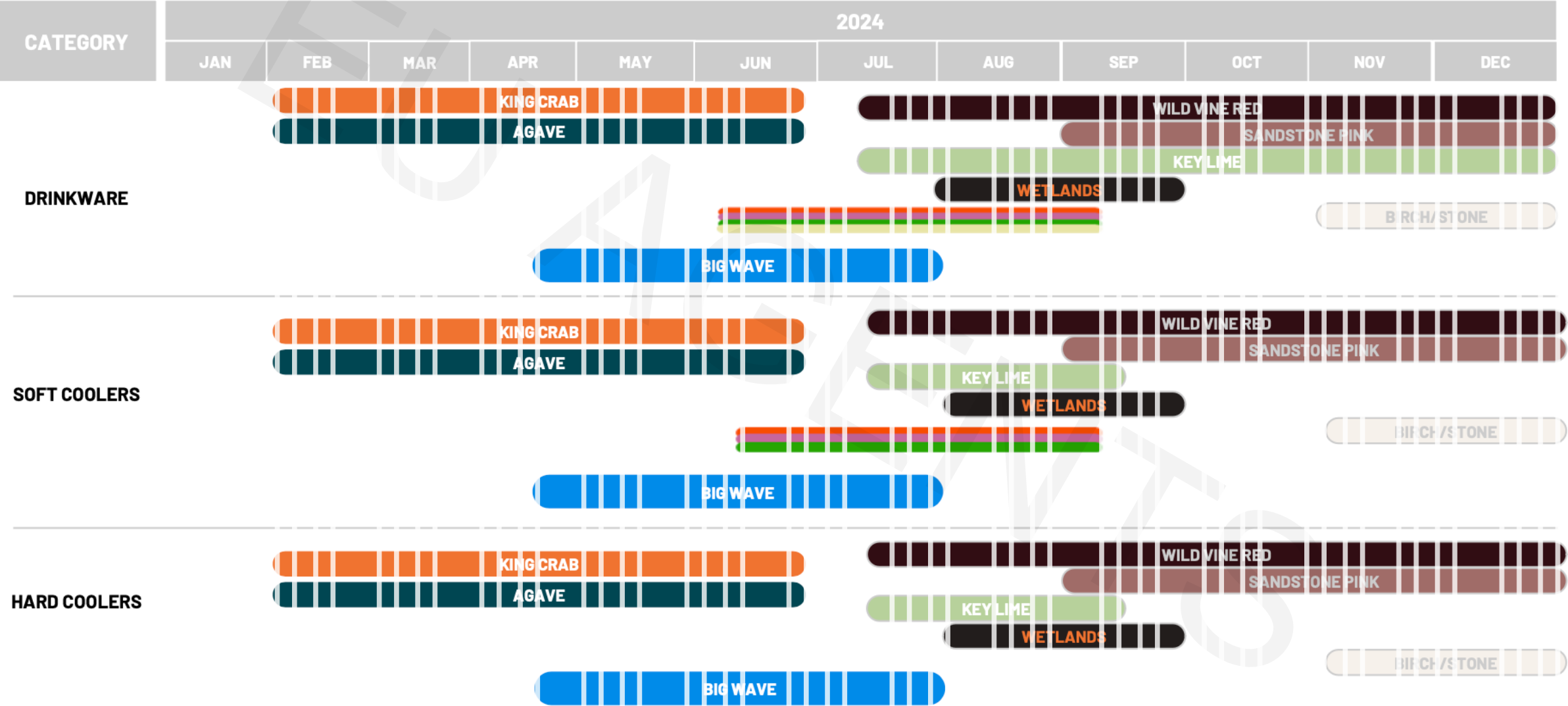
Camino 20
Camino 35 2.0
Sidekick Dry 1 L
Sidekick Dry 3 L
Sidekick Dry 6 L
Crossroads 22 L Backpack
Crossroads 27 L Backpack
Crossroads 40 L Duffel
Crossroads 60 L Duffel

SOFT COOLERS

Hopper M12 Backpack
Hopper M20 Backpack
Hopper M15 Tote
Hopper M30 Tote

SEASONAL COLOUR TIMING BY CATEGORY

LAUNCH TIMING







2H 2024 INLINE COLOUR UPDATES

THE NEW
TROPICAL PINK
 COLLECTION
 IN-LINE

PRIMARY

Pink has historically been a strong colourway for YETI, available as an In-line offering in Rambler Jr. Straw Bottle, and various seasonal offerings across the Drinkware portfolio.

In 2024, we are extending Harbor Pink and Power Pink as a multi season offering in a wide range of Drinkware models. This allows YETI offer a pink assortment through end of year to balance our In-line offering and target consumer audiences who love pink.

For 2024, the new Pink Collection will replace Harbor Pink in our Straw and expand to the full drinkware portfolio as an In-line color. New Pink is a modernised update to Harbor Pink, with a bit more punch and energy. In addition to limited seasonal Pink offerings, "New" Pink will enable YETI to have an always on 'pink' option to balance the current in-line colour mix.



NOTE: Renderings are directional and not representative of final product.

ASSORTMENT LIST

DRINKWARE

- Rambler 10 oz Lowball
- Rambler 10 oz Mug
- Rambler 10 oz Wine
- Rambler 10 oz Tumbler
- Rambler 250 ml Colster
- Rambler 330 ml Colster
- 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 16 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

TABLETOP

- Wine Chiller

BARWARE

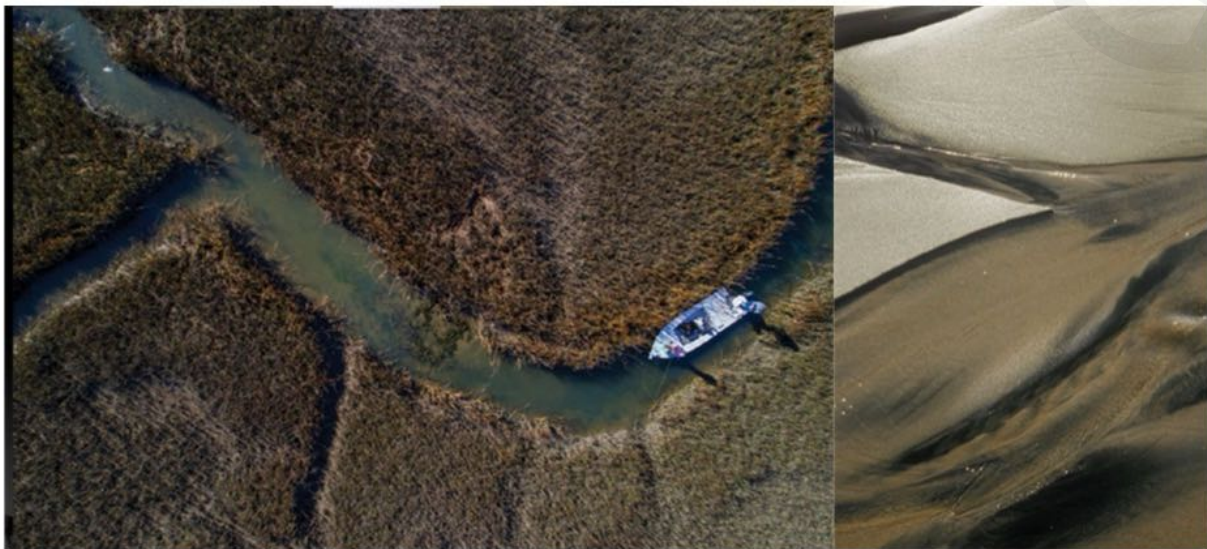
- Shot Glasses & Carry Case
- Flask

BOTTLES

- Rambler 12 oz Kids Bottle
- Rambler 12 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ HotShot
- Rambler 18 oz Bottle w/ Chug
- Rambler 18 oz Bottle w/ Straw
- 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



THE NEW
OLIVE
COLLECTION



ASSORTMENT LIST

SOFT COOLERS

DayTrip Lunch Bag
DayTrip Lunch Box

Hopper Flip 8
Hopper Flip 12
Hopper Flip 18
Hopper M12 Backpack
Hopper M15
Hopper M20 Backpack
Hopper M30

Backpack Soft Cooler 16 L
Backpack Soft Cooler 22L

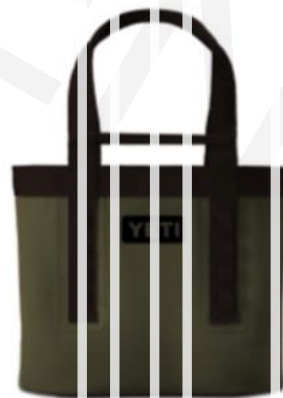
BAGS

Camino 20
Camino 35 2.0
Camino 50

Rambler Bottle Sling Small
Rambler Bottle Sling Large

SideKick 1L
SideKick 3L
SideKick 6L

Crossroads 22 L Backpack
Crossroads 27 L Backpack
Crossroads 35 L Backpack
Crossroads 40 L Duffel
Crossroads 60 L Duffel

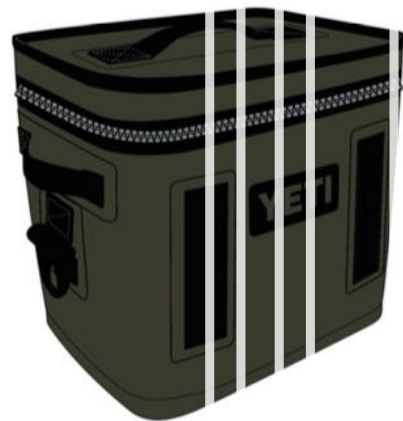


DTC LAUNCH



WHSL LAUNCH

SOFT GOODS INLINE COLOUR ADDITIONS





APPAREL & HATS

APPAREL, HATS, & PATCHES

PRODUCT OVERVIEW



Tee's
Unisex & Youth



Fleece
Men's & Youth



Sunshirts
Crew & Hoodie M | W | Y



Hats



Beanies



Patches

Inspired by everyday pursuits, authentic and focused on quality, comfort, & performance, YETI Apparel & Hats supports our brand globally.

PRODUCT UPDATES

2H24 continues the reset of the YETI Apparel & Hat product offering which will better deliver consistency in quality, agility in replenishing & leadtime, and relevant & connected graphic content.

- Focused range of products
- Curated Collections tie into cross-category & commercialization moments
- Consolidated assortment that positions key marketing styles
- Sourcing strategy enabling quick to market speed and replenishment
- YETI Quality & Performance in materials and fit.

Style availability may differ at the region & channel level. Refer to commercial lead for availability details.

2H24 APPAREL, HATS, & PATCHES

WETLANDS COLLECTION OVERVIEW



FLEECE HOODIES WILL LAUNCH ON 9/19

APPAREL, HATS, & PATCHES

PRODUCT OVERVIEW



YETI

**BUILT
FOR
THE
WILD**



yeti

**BUILT FOR
THE WILD**



DTC LAUNCH

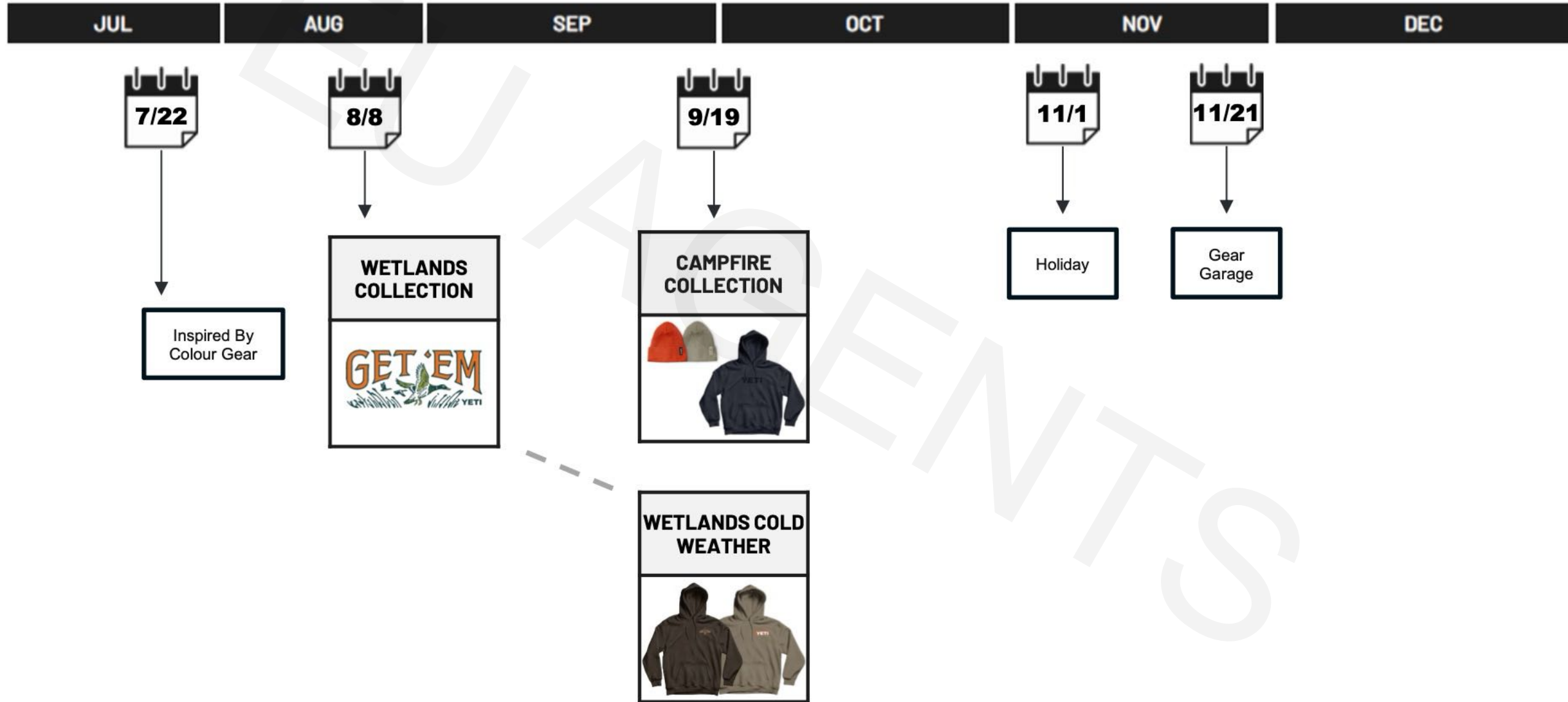


WHSL LAUNCH

YETI CAMPFIRE F24 RELEASE:
OUTFITTING SOLUTIONS FOR COLDER
WEATHER

2H24 SUMMARY

LAUNCH TIMING





HARD COOLER INNOVATION

ROADIE FAMILY MODEL OVERVIEW



ROADIE

15 | 24 | 32 | 48 | 60

£200/€230 to £480/€540



ROADIE 15

ROADIE 15 COOLER



THE MOST OFF-ROAD ROADIE

FEATURES

- 15 qt
- Convertible Shoulder/Handle Strap
- Roadie QuickLatches
- BestDamn Drainplug
- Enhanced Security

FITS

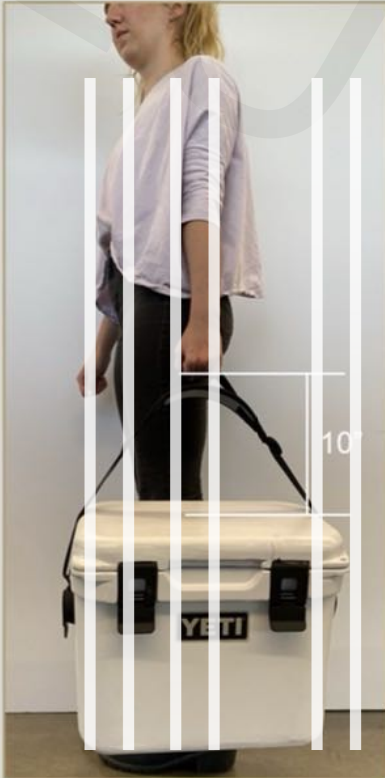
- Standard 750mL wine bottle laying down
- Upright bottle on Thin Ice
- 8 cans in a single layer
- One Medium and one Small YETI Thin Ice
- 2 Small Roadie Tritan Baskets

COMPATIBLE YETI ACCESSORIES

- Small Roadie Tritan Basket (sold separately)
- YETI Thin Ice

ROADIE 15 COOLER

DoubleDuty Handle Strap



ROADIE 15 COOLER



FEATURES TO ENABLE EXPANDED USE

Optimized Volume & Proportions

Hand Carry/Car

Golf Cart

SUP/Kayak/Canoe

ATV/UTV

Multiple Tie Down Options

AnchorPoint tie-down slots accommodate tie downs, lock bracket and lock cable.

Capability for future vehicle mount

Removable strap for mounted use

Roadie Wheeled Cooler Lockport Compatible

Allows consumers that value securing the contents to opt-in

Comfortable Low Seat

Great for marine use with low center of mass

ROADIE 15

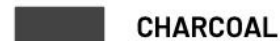
PRODUCT OVERVIEW



ROADIE 15
£200/€230



INLINE COLOURS



CHARCOAL



WHITE



NAVY



RESCUE RED



TAN

SEASONAL COLOURS



WILD VINE RED

REASONS TO BELIEVE

- **Design:** Able to accommodate most wine bottles laying down
- **Durable:** Materials, construction, everything
- **Performance:** Fabled Tundra-level cold-holding
- **Versatile & Portable:** Comfortable single hand or hands-free carrying
- **Easy to Use:** Quick access/draining



DTC LAUNCH



WHSL LAUNCH

BRAND INSIGHT

The Roadie family was built to offer Tundra performance that travels more easily with you. The large formats (Roadie 48/60) serve large crowds, the medium formats (Roadie 24/32) serve a family or group of friends, and now the Roadie 15 is your PC - personal cooler.

CONSUMER INSIGHT

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 personal format but Roadie 24 is too big and too heavy to be carried long distances. Ability to carry comfortably with one hand or hands-free while also securing to small vehicles like ATVs, golf carts, motorcycles and bicycles opens new use occasions.

REASON FOR BEING

The small by mighty Roadie 15 is YETI's answer to those looking for maximum performance with maximum portability. It thrives on kayaks in the gulf, latched to a stand up paddle board, or attached to a UTV checking trail cams at the lease.

Roadie 15 is the most portable and personal hard cooler optimized for comfortable single person carry and ability to secure to small vehicles.



CARGO EXPANSION

LOADOUT MODEL OVERVIEW



GOBOX
15 | 30 | 60

£125/€135 to £300/€340

LOADOUT
5 GAL BUCKET | 40 L CRATE

£40/€45

SWIVEL SEAT USE CASES

A SWIVEL SEAT SPEAKS TO OUR CORE HUNT COMMUNITY WHILE ALSO GROWING THE UTILITY OF THE LOADOUT BUCKET FOR A WIDER AUDIENCE

HUNTING



Dove hunting is a primary need with other relevant use cases in other types of hunting

ICE FISHING



Gives relevance in colder regions

AROUND THE HOUSE



Garage or workshop seat and storage

SIDELINE



Seating and storage on the sideline

SWIVEL SEAT

PRODUCT OVERVIEW



**SWIVEL SEAT
ACCESSORY**
£60/€70

**SWIVEL SEAT LID FOR LOADOUT BUCKET TO
PROVIDE A PREMIUM SEATING EXPERIENCE IN
PURSUIT AND BOLSTER THE UTILITY OF THE
LOADOUT BUCKET**



INLINE COLOURS



REASONS TO BELIEVE

- **Durable:** Takes advantage of bucket's durability
- **Versatile:** Continues to bolster the bucket for a variety of pursuits
- **Easy to Access:** Features a hook for easy storage when the lid isn't in use, and easy access to contents.
- **Comfort:** Turns the bucket into a comfortable seat for time in pursuit
- **Smooth Swivel:** Smooth, premium experience



DTC LAUNCH



WHSL LAUNCH

CONSUMER NEED

Consumers end up needing a variety of tools to haul, organise, store, and sit. While the bucket serves as a versatile, all-purpose tool, consumers often need inspiration on how it fits their own adventures. Adding a swivel seat to the bucket meets a need that our core consumer has **consistently asked for** and shows the broader consumer another way they could use this product.

BUSINESS STRATEGY

The LoadOut Bucket has seen high attachment rates for all accessories especially the LoadOut Lid. Accessories help tell the story of the product, and adding a swivel seat will bring new energy to the entire LoadOut Bucket family.

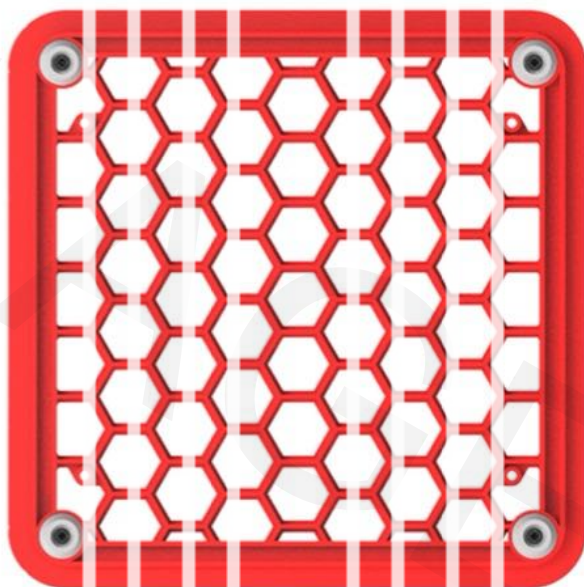


GEAR CRATE

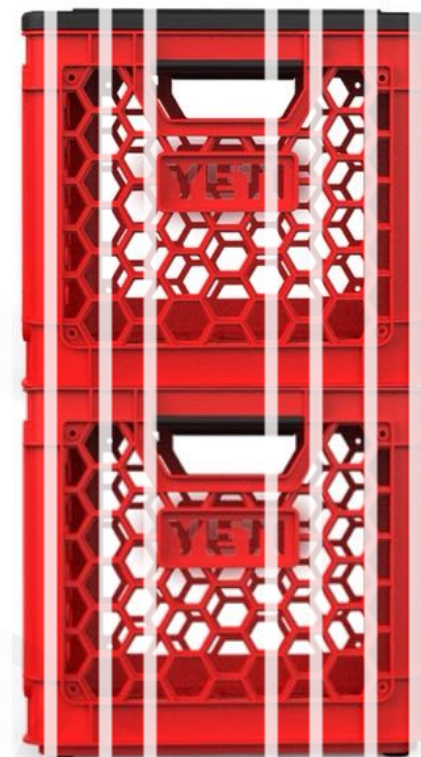
LOADOUT 40L GEAR CRATE OVERVIEW



Built to excel in a wide range of outdoor environments – salt water, sand, mud, etc.



Removable non-slip feet. Remove the feet and the unit will slide more smoothly.



Crates stack nicely together with and without lid.

LOADOUT 40 L GEAR CRATE

PRODUCT OVERVIEW



40 L GEAR CRATE

£40/€45

LID ACCESSORY

£20/€25

INLINE COLOURS



BLACK



TAN



RESCUE RED

REASONS TO BELIEVE

- **Design:** A milk crate like no other
- **Durable:** Long lasting materials and construction to stand the test of time and use in the wild.
- **Easy to Use:** Multiple units can be stacked with or without lid.



DTC LAUNCH



WHSL LAUNCH

CONSUMER NEED

Consumers use milk crates when they need a simple, rugged and strong box with no expectation of water or dust exclusion. A YETI designed solution that is built to tie and bolt down, has an available lid, and that integrates perfectly with our larger Cargo line will solve that need in ways customers aren't yet aware current products fail them.

BUSINESS STRATEGY

Building on the success of the LoadOut 5G Bucket and GoBox family, Carton gives customers another thoughtful storage and transportation option that enables more use cases and sets YETI up for further expansion.



HYDRATION EXPANSION

RAMBLER HYDRATION MODEL OVERVIEW



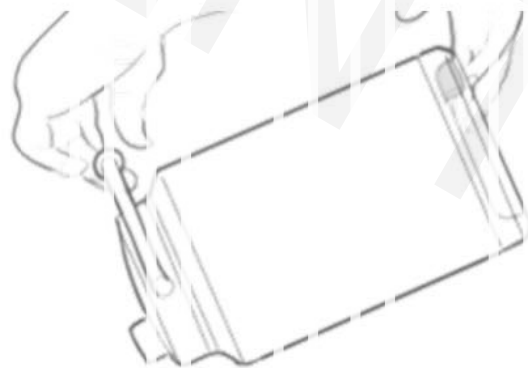
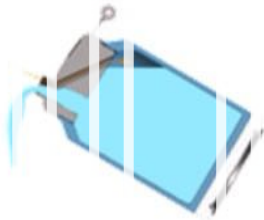
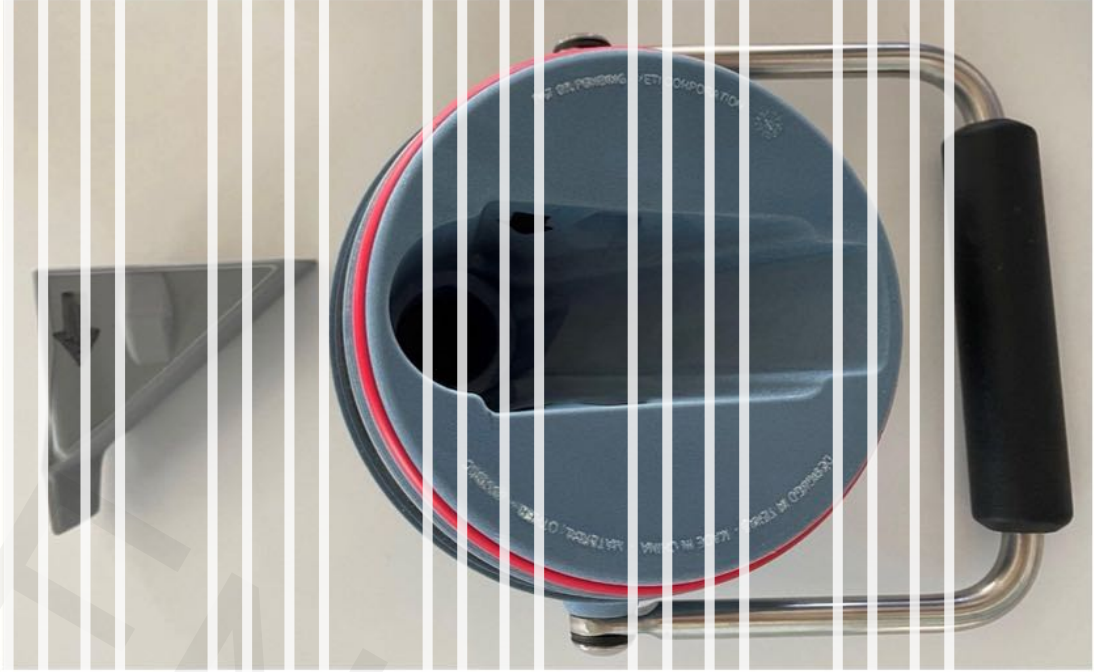
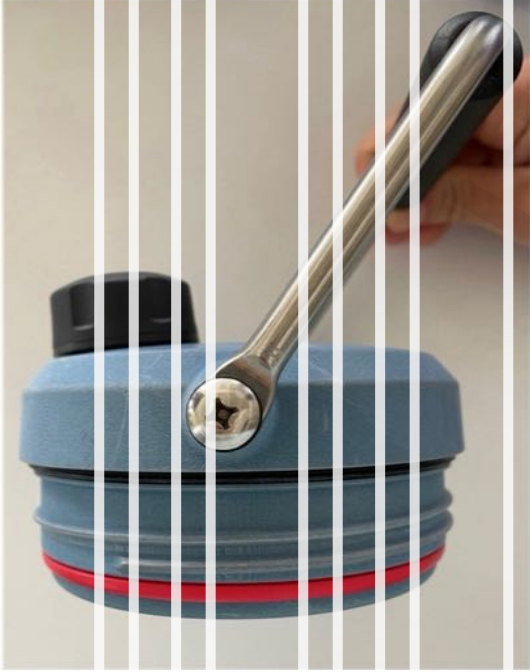
RAMBLER HYDRATION

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

£30/€35 to £130/€150

RAMBLER JUG



RAMBLER JUG

PRODUCT OVERVIEW



1 Gallon
£130/€150

1/2 Gallon
£100/€120

INLINE COLOURS

-  RESCUE RED
-  NAVY
-  BLACK
-  TROPICAL PINK
-  STAINLESS STEEL

SEASONAL COLOURS

-  WETLANDS

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 & utilised 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.



FOOD STORAGE

FOOD STORAGE OPPORTUNITY

ICE, DRINK, AND FOOD. YETI TO PROVIDE THE OPTIMAL SOLUTION FOR PROTECTING FOOD IN YETI COOLERS.



OUTFIT YOUR EXPEDITION

&

USE EVERYDAY



FOOD STORAGE OPPORTUNITY

YETI FOOD STORAGE WILL ADDRESS MULTIPLE USE OCCASIONS THAT SPAN ACROSS **OUTDOOR PURSUITS** TO **EVERYDAY USE**

CONSUMER INSIGHT

- Food Storage is primarily transported in coolers, lunch bags, or backpacks.
- Plastic has the highest ownership and future purchase intent.
- It's important that the container is transparent.
- Microwaving is the primary method for reheating in a container although preferred to do in glass.

USE CASES



PREP

FOOD
STORAGE

TRANSPORT

REHEAT

CONSUME

CLEAN

STORE

FOOD STORAGE OPPORTUNITY

OUTFIT YOUR EXPEDITION



Fully kit out your cooler. Enhance your expedition with a system. Every size has a role. Know exactly where things are .



Protect your food from wet ice. Avoid soggy sandwiches or smashed fruit.



Quickly find exactly what you're looking with transparent containers.



Keep it easy with **lightweight and durable** transparent plastic.

USE EVERYDAY



Fully kit out your lunch. Intentionally arrange your lunch with purpose. Every component has its place within your bag.



Enhance the Lid experience. Address pain points with leak, venting, sealing, and applying/removing.



Versatile use to **store in refrigerator or pantry.** Easily see your contents while stacked.



Does what it needs to. Leakproof, durable, microwave-, freezer- and dishwasher-safe.

Keeping the wild, wild by reducing single-use waste like Styrofoam containers, plastic bags/wraps, and foil.

PRODUCT FEATURES

Compatible with YETI Coolers

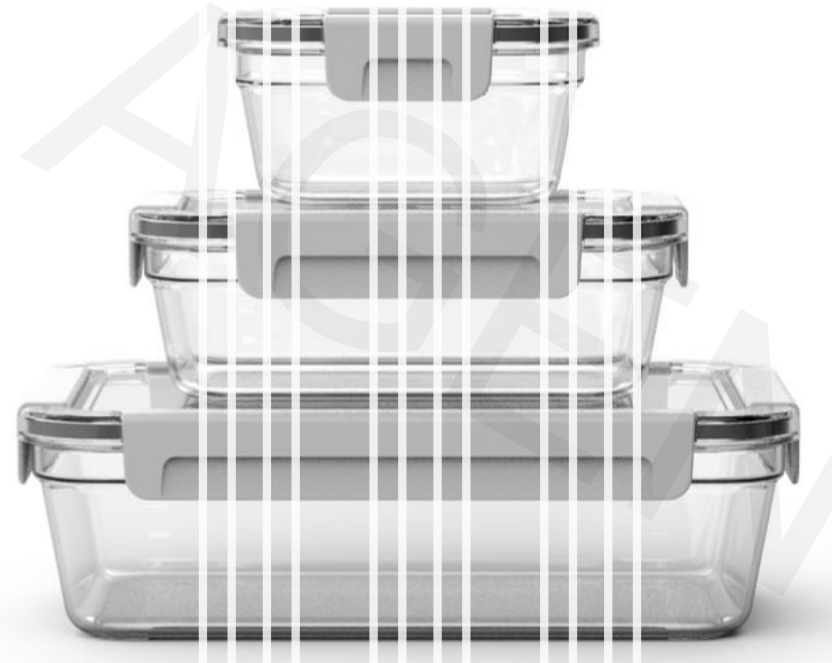
Modular, all three sizes stack on largest

Tritan Renew, **recycled material**

Transparent lid and base to **clearly see contents**

Thicker walls adds rigidity

Bases stacks (without lids) into larger sizes



Render is FPO only. Latch Colour will be Navy.

Multi-latch system to ensure security of lid to base

100% Leakproof, nothing will go out or come in

Top seal for **easy remove of lid**

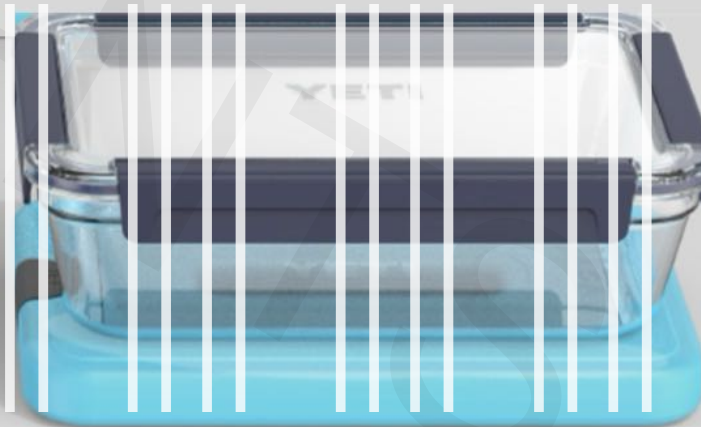
Splatter-resistant microwaving experience, microwave with lid on, latches up



FOOD STORAGE OVERVIEW

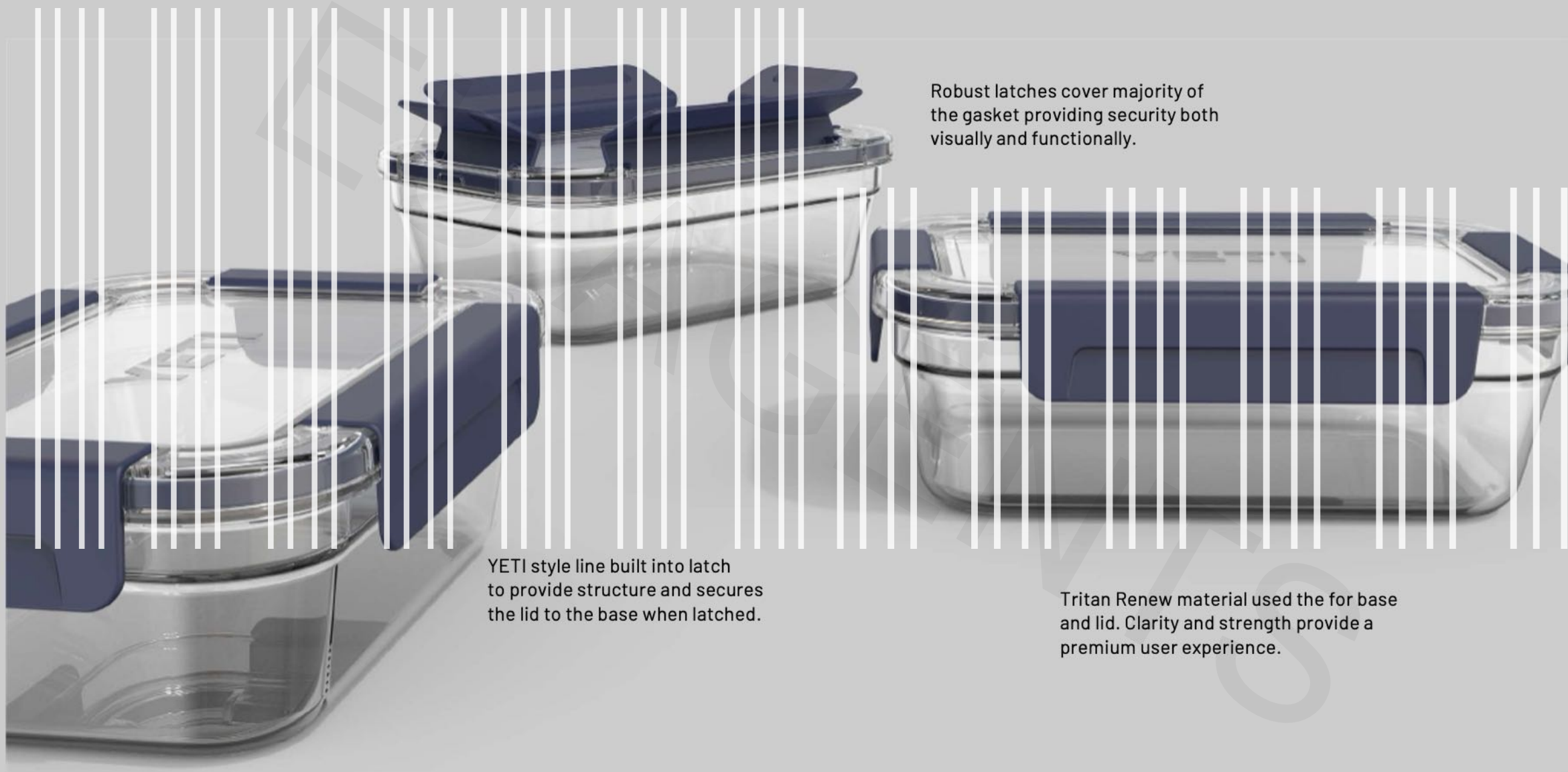


Matches YETI Thin Ice footprints.



Footprints will match our Thin Ice to ensure we prioritize an ideal fit within our soft coolers.

FOOD STORAGE OVERVIEW



Robust latches cover majority of the gasket providing security both visually and functionally.

YETI style line built into latch to provide structure and secures the lid to the base when latched.

Tritan Renew material used for the base and lid. Clarity and strength provide a premium user experience.

FOOD STORAGE OVERVIEW

Bases nest similarly to how they stack and use stepped geometry to prevent binding.

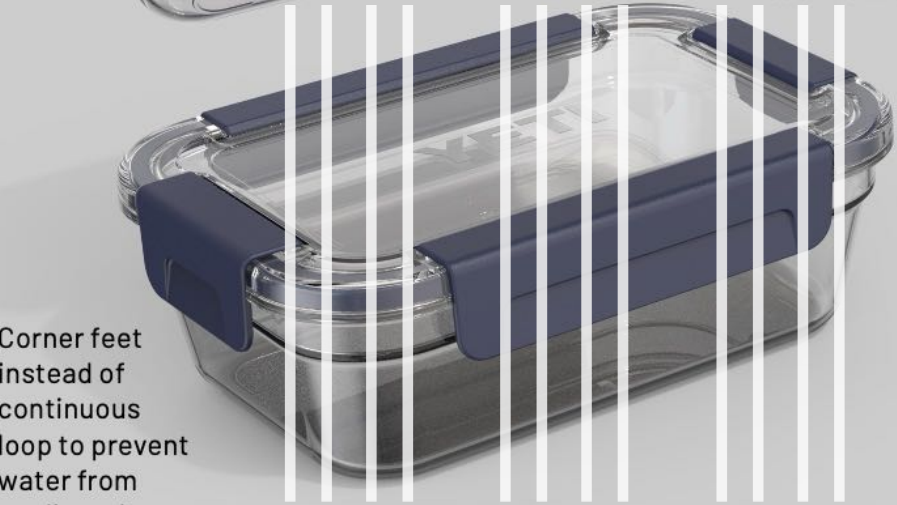
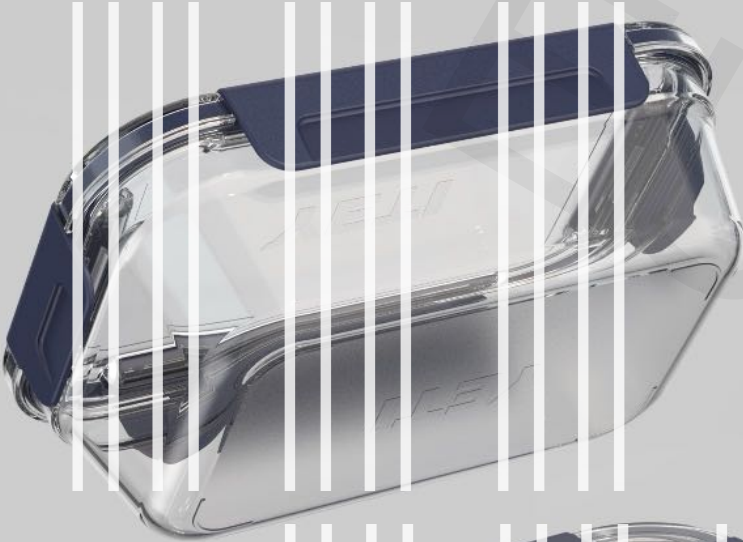


Lids Stack to save space while storing

Recess in lid ensures stacking is ideal for any sized vessel. Relates to feet on each vessel.



Stepped geometry near the top provides rigidity, structure and the ability to stack without binding. It shares the same design language as our bowls, ice bucket and stackable pints which helps communicate the function.



Corner feet instead of continuous loop to prevent water from pooling when drying.

FOOD STORAGE DETAILS



SMALL
£12/€15

MEDIUM
£16/€20

LARGE
£20/€24

YETI Coolers were built to help you get the most out of your pursuits, and YETI Food Storage is built to get the most out of your YETI Cooler. Designed to maximize space and efficiency, YETI Food Storage ensures your meals are more protected and accessible in the wild than ever before.



Render is FPO only. Latch Color will be Navy.

INLINE COLOURS REASONS TO BELIEVE

■ NAVY

- **Design:** Fully kit out your cooler or daily lunch.
- **Durable:** Long lasting materials and construction to stand the test of time and use in the wild.
- **Performance:** 100% leakproof, top sealing lid making for a seamless on + off experience.
- **Versatile:** Use to store in refrigerator or pantry. Easily see your contents while stacked.
- **Easy to use:** Leakproof, microwave-, freezer- and dishwasher-safe. BPA free and Food Safe.



DTC
LAUNCH



WHS
LAUNCH

Food Storage is a natural extension of our brand – with high relevance to existing use occasions and frequently requested by consumers and ambassadors.

Food Storage is the ideal accessory for containing and protecting food within YETI Coolers and Bags.

This addition sets up expanding the **Drinkware category into a Food and Beverage portfolio.**



BARWARE

BARWARE COLLECTION



RAMBLER PITCHER

Durasip™ Ceramic Coating is ultra-durable inner ceramic coating

Identical Rambler MagSlider component.

Wide spout opening for broad content use.

Stainless steel and double wall vacuum insulation.

Vessel includes built-in spout is helpful when a lid is not preferred.

Quick Twist MagSlider Lid.

Long handle can be held in different locations depending on how full the pitcher is.

2qt (64 oz) capacity for water, tea, lemonade, and batched cocktails.

RAMBLER 64oz PITCHER

PRODUCT OVERVIEW



64oz
£100/€120

MY PITCHER, MY PACE

INLINE COLOURS

- WHITE
- NAVY
- RESCUE RED
- TROPICAL PINK

SEASONAL COLOURS

- KEY LIME
- SANDSTONE PINK
- STONE

REASONS TO BELIEVE

- **Design:** Quick Twist MagSlider™ Lid provides a controlled flow and topped with smooth sliding magnet technology. Quick twist to remove and clean lid
- **Durable:** No Slip Grip is elongated, rounded handle for ergonomic pouring plus soft-landing foot
- **Performance:** The Durasip™ Ceramic Coating is ultra-durable inner ceramic coating
- **Easy to use:** Built-In and controlled pour spout; Dishwasher Safe



DTC LAUNCH



WHSL LAUNCH

CONSUMER INSIGHT

"Anybody want the rest of this? If not, I'm going to dump it and make more fresh sangria."

BRAND INSIGHT

Sharing a pitcher is a race against time. The YETI pitcher allows you to relish and regale at your own pace because the last glass will always be as cold as the first.

REASON FOR BEING

We have a consumer base that associates YETI with food and beverage use occasions. Provides an alternate option to Silo for small groups.

USE CASE

Take batched beverages outside to keep drinks flowing without trips back to the kitchen. 64oz / 2qt capacity ideal for serving iced teas, lemonade, or batched cocktails to friends and family.



FLASK

YETI FLASK

PRODUCT OVERVIEW



£50/€55



INLINE COLOURS

-  WHITE
-  RESCUE RED
-  NAVY
-  STAINLESS STEEL

SEASONAL COLOURS

-  KEY LIME

REASONS TO BELIEVE

- **Design:** Easy to carry and store
- **Durable:** Products built to last
- **Easy to use:** Dishwasher safe

CELEBRATE GOOD TIMES IN THE WILD WITH A CLASSIC, DURABLE, PORTABLE YETI FLASK



DTC LAUNCH



WHSL LAUNCH

BRAND INSIGHT

YETI consumers want a rugged yet elevated, durable, portable flask and shot glasses they can take with them into their outdoor pursuits. As spirits consumption continues to rise worldwide and that market continues to grow, YETI has an opportunity to further expand its Barware collection to include products used for spirits.

Our YETI Flask will serve as a handy way to sip and celebrate, and as a keepsake item for people who spend and share their best moments out in the wild.

Leveraging holiday moments and YETI storytelling around barware and elevating the outdoors, the YETI Flask represents an opportunity to re-engage our core consumer base with a simple, timeless product that is highly giftable.



SHOT GLASSES

YETI

CONFIDENTIAL

SHOT GLASSES OVERVIEW



YETI SHOT GLASSES

PRODUCT OVERVIEW



£50/€55

INLINE COLOURS

-  WHITE
-  RESCUE RED
-  NAVY
-  STAINLESS STEEL

SEASONAL COLOURS

-  KEY LIME

REASONS TO BELIEVE

- **Design:** Easy to carry and store
- **Durable:** Products built to last
- **Easy to use:** Dishwasher safe



DTC LAUNCH



WHSL LAUNCH



SUMMARY

2024 FALL SUMMARY

WHSL LAUNCH TIMING

