



Image: YETI

## YETI'S PORTABLE HOPPER COOLER IS ANYTHING BUT SOFT

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Just in time for tailgating season, soccer games, and cool-weather camping, YETI (<http://d.sg/HY5>) recently launched the Hopper (<http://d.sg/HY6>)—a new “tough-as-nails” cooler available in two sizes that plays up portability. Unlike many soft-shell coolers currently on the market, the Hopper series is leak-proof, puncture-resistant, and can keep ice cold for days at a time.

“There are a lot of portable coolers out there, but consumers have come to accept some of their flaws,” says Alex Baires, YETI Soft Coolers Category Manager. “As ice melts, they leak, and thus anything they’re sitting on becomes wet. We use the highest-end materials to prevent that from happening with the Hopper.”

Taking a softer direction with coolers may seem like a 180-degree turn from the hard-shell coolers that are YETI’s claim to fame, but the end goal is the same. Founded in 2006 by Roy and Ryan Seiders, YETI’s mission was to construct a serious outdoor product rugged enough to withstand any expedition in the wild. Models such as the Tundra (<http://d.sg/HY7>) and the Roadie (<http://d.sg/HY8>) were built to take a beating—not to mention, to prevent ice from melting quickly.

Still, the “wild at heart” brother duo couldn’t overlook how hard-shell coolers are more static in nature and not as easy to move around on more mobile-based adventures. Two years of material research, supplier sourcing, and design exploration later, and the throw-over-your-shoulder, take-anywhere Hopper was born.



(<http://cdn.blog.dickssportinggoods.com/wp-content/uploads/2015/11/yeti4.jpg>)

### How does it work?

Despite the proven success of YETI’s hard-shell models, the brand had to take a new approach in order to soften the sides. “The Hopper is its own beast,” says Baires. “It required a completely different construction from our hard coolers, but much like our hard coolers, it started with finding the best suppliers to source the best materials.”

With a waterproof and airtight Hydrolok zipper borrowed from hazmat suits and DryHide coated fabrics, similar to those used in high-performance whitewater rafts, the Hopper’s materials were inspired by some very unique places. The result is an easily transportable, personal cooler that employs closed-cell foam insulation on the sides and bottom to prevent ice from melting. If and when the ice does melt—typically days later—the welded seam construction ensures that water stays locked in no matter which way the cooler moves.





(<http://cdn.blog.dickssportinggoods.com/wp-content/uploads/2015/11/yeti1.jpg>)

Image: YETI

**Insider Tips:**

Although you may think using dry ice, a form of carbon dioxide that freezes at -109° Fahrenheit, will keep your contents extra cold in the Hopper, we don't recommend it. Instead of melting, dry ice sublimates into carbon dioxide gas. Because the Hydrolok zipper keeps the Hopper so airtight, the gas can't escape and the cooler will inflate until it bursts. (Don't try this at home.)

Instead, quick-chill your beverages with this pro tip: Fill your cooler with drinks and ice, then generously sprinkle rock salt on top of the ice and zip it closed. After just 30 minutes, your beverages will be chilled and ready to drink.



(<http://cdn.blog.dickssportinggoods.com/wp-content/uploads/2015/11/Yeti.jpg>)

Image: YETI

**Will it last?**

The combination of quality materials, industry-leading suppliers, and innovation should be enough to prove the Hopper's longevity. Just like its approach to product design, YETI takes the life of its products seriously. For example, the zipper's material is tested three times before it ever makes its way into customers' hands.

Since the adventurous life is an unpredictable one, YETI offers a three-year warranty on the Hopper, which is three times longer than the industry norm. Though Baires is quick to add, "When cared for properly, the Hopper should last a lifetime."

The Hopper 20 holds 4.6 gallons and 18 cans. The Hopper 30 holds 6.5 gallons and 24 cans. Built for "land, water, and everything in between," put the YETI Hopper to the test on your next adventure.

Written by [CARRIE ANTON](http://blog.dickssportinggoods.com/author/carrie-anton/) | Posted on NOVEMBER 6, 2015

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