

“A Wildly Strong” Cooler for the Serious Outdoorsman

By Bernard Williams, Outdoor Writer

If you are a genuine outdoor enthusiast like me; you need a cooler that will hold up to the abuse that we place on our ice chests. I finally got tired of replacing my coolers each year due to handles breaking, cracking, leaking, broken latches, and lids that cave-in. What a hassle trying to deal with these cheap leaky coolers. My dad always said, “You get what you pay for son”; this is absolutely true when it comes to buying a good cooler; one that will last. There are plenty molded coolers on the market, but none offer the 5-year warranty like a Yeti.



When I’m fishing, I use my cooler for more than just holding fish and beverages; I use it as another seat and at times a casting deck; that’s right, the non-slip top surface makes a Yeti Cooler an excellent standing platform. Those discount coolers just don’t hold up too this type of misuse. I wouldn’t

stand on one of them unless I was ready to take a fall or a swim. You get my drift.

I’ve always spent the bucks on rods, reels, tackle, electronics, and even my boats. My belief has always been buy it once, take care of it, use it forever. A quality cooler has become one of the tools of the trade; whether I’m guiding, tournament fishing, or just fun-fishing, it’s with me all the time. I don’t have to buy ice every day; most times my ice lasts the entire weekend.

I discovered just how good this cooler was on a recent fishing trip. I loaded everything the night before to get an early start on my local lake. Somehow I overslept, when I awaken I realized I was nearly an hour late. It’s something about going fishing; I almost never need an alarm clock. This time was different; you always blunder when you’re in a hurry. I set my Yeti on the back deck of the boat filled with ice, sandwiches and pops, with the intention of strapping it down before pulling off. I go back into the house to get my cup of coffee; then jump in the truck and take off; I’m only a mile or so from the interstate, in a few minutes I’m at 70 mph, rolling down the highway. I get ready to pass a slower vehicle and something catches my attention in the rearview mirror. “Oh no my



cooler”, just as I hit brakes the cooler hits the pavement, over and over, bouncing, tumbling, rolling; I think to myself, I just destroyed a \$300+ cooler. The cooler finally come to rest on the edge of the road shoulder about 60 yards behind me.

I get out and run back to salvage what I could and remove what I thought was a busted cooler; lo and behold, everything was intact, it didn't even come open. I couldn't believe my cooler had survived. Only a few scratches; lid, handles, hinges still working. No holes or cracks nowhere. Man this thing has got to be armor plated. It's almost indestructible. We've all seen blown out coolers in the highway medium; nearly all are destroyed. Not this one; it's worth every penny invested.

Well I'm certainly not advising you to try the same thing I did; by no mean. I will tell you that if you're prone to forget like I am, a Yeti will survive. A Yeti will take the misuse and abuse we outdoorsmen place on our coolers. Don't just take my word for it, try it for yourself; you'll be glad you made the investment in a Yeti.

Bernard