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## **BIG FRIG™ ROTOMOLDED DENALI COOLERS BRING HUNTERS BIG PERFORMANCE AT LOWER COST**

### **Designed for Rugged Lifestyles, New Line of Customizable Rotomolded Coolers Beats Out the Competition**

North Sioux City, SD – Outdoor enthusiasts need coolers that deliver extreme performance. Rotomolded coolers built with similar technology and materials as modern kayaks have proven to hold ice longer, and take more abuse than a standard plastic cooler. Big Frig™ looked at every element that goes into making premium rotomolded coolers and came out with the Denali cooler line, a customizable and affordable cooler series that has everything hunters and outdoor enthusiasts would want.

“I founded Big Frig because I saw a need for a first-rate, affordable rotomolded cooler,” said Brock Hutchinson, Big Frig founder. “Whether you’re packing out fresh venison after a deer hunt, bringing home fillets after a fishing trip, or just going out for a few days of relaxing along the river, outdoor enthusiasts need a serious cooler with the features and ice retention to keep stuff cold. What we don’t want is to pay the prices other cooler companies were asking for their products. The Denali Coolers fit this lifestyle at prices that are affordable, and we stand behind them.”

The Big Frig Denali series of coolers come in all of the popular sizes. The 20qt Denali is the perfect shore lunch cooler. It will hold ice for over five days and has an easy-carry handle. The 45qt and 75qt Denali coolers retain ice for over seven days. The 110qt Denali has 10+ days of ice retention. There are two Denali PRO coolers, a 70qt and a 110qt, that each retain ice for 10+ days. They are also equipped with heavy-duty wheels for easy transport over any terrain.

All Denali coolers are equipped with non-slip feet to help keep it in place. They have stainless-steel lock plates which double as bottle openers. There are molded-in fishing rulers on the lids to help with bragging rights and size limits. The drain plugs are hose-compatible and attached with a chain so you don’t lose it. The Denali coolers are also equipped with a vacuum release valve to make it easier to open. The seal is extra thick and freezer-quality to help seal the Denali tight. Each ice chest comes with a cutting-board divider and an interior basket.

The Denali series of coolers are available in a wide range of colors, as well as custom options that allow you to have a truly one-of-a-kind cooler that reflects who you are.

#### *About Big Frig*

Big Frig was founded to fill the need for a first-rate, affordable vacuum sealed tumbler and rotomolded cooler. Others in the market were very proud of their prices and didn’t have the quality or features that many people – people who actually use coolers on a daily basis – were looking for. Big Frig set out to design products that would perform as well as (if not better than) the big names in the market without the price tag. At Big Frig we believe in treating our customers like family and that family comes first. We believe in answering the phone and going the extra mile. We believe that people deserve to get a quality product for their money and a company that will stand behind it. Our products are designed and tested to stand up in the toughest conditions of the Midwest and provide high performance in every environment imaginable. To learn more about Big Frig’s full line of premium coolers and tumblers built to fit your lifestyle, visit [bigfrig.com](http://bigfrig.com)

