

5301 N. Commerce Ave Suite C  
Moorpark, CA 93021

Tel 805 529 3700  
Fax 805 529 3701

Contact: Jonina Costello / [jcostello@full-throttlecom.com](mailto:jcostello@full-throttlecom.com)  
Jason Bear / [jbear@full-throttlecom.com](mailto:jbear@full-throttlecom.com)  
Phone: (805) 529-3700

## **BIG FRIG 10-QUART DENALI COOLER IS PERFECT FOR YOUR LUNCH OR PICNIC**

### **Customizable, 10-Quart Rotomolded Denali Cooler is the Perfectly Portable, Compact Way to Keep Things Cold for Work or a Day Trip**

North Sioux City, SD – People have been singing the praises of rotomolded coolers for years. Big Frig looked at every element that goes into making premium rotomolded coolers with its Denali customizable and affordable cooler series. The latest Denali Cooler is the new 10-quart model, designed for everyday use.

“We developed the 10-quart model for the everyday worker,” said Brock Hutchinson, Big Frig founder. “We wanted a durable, easy-to-use and portable cooler that was perfect for carrying your lunch every day, or for use on day trips to pack a picnic, or carry some cold drinks. It was important to me that this cooler still have all the features of the Denali line, and that makes it a tremendous value.”

The 10-quart Denali cooler has an aluminum carry handle and is equipped with non-slip feet and stainless-steel lock plates that work as bottle openers. There are molded-in cup holders on the lid and tie-down anchors to keep the cooler secure in the back of the truck or ATV. The seal is extra thick and freezer-quality to help seal the Denali tight. The 10-quart Denali will carry 10-pounds of ice, or will hold 14 12-ounce cans. It will retain ice for three or more days.

Denali 10-quart coolers are available in white, tan and desert camo colors. They carry a suggested retail price of \$119.99 and can be customized with your own logo and/or graphics.

#### *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)



**Editor's Note: For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com)**