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[Why are YETI coolers so expensive? There are two pretty simple answers : technology and marketing.](#) The Austin, Texas-based company was founded by the Seiders brothers: two avid outdoorsmen who felt there weren't any coolers on the market that kept their catches, kills, and beverages cold enough for long enough.

[How YETI Made Its Coolers a Status Symbol in America - Business Insider](#) : yeti-coolers-so-expensive-brand-marketing-out...

[TUNDRA 45 HARD COOLER](#) Our most popular size, it's great for overnight camping trips with a crew of four.

[YETI Coolers Buyer's Guide](#) yeti : cooler-buyers-guide

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Octagon, as an applicant S can now post their profile during the fight. The lubricant helps to reduce friction and can make it more difficult for an opponent's strikes To Open