



Spring 2026



Innovation That Doesn't Blend In—It Wins.



reddot winner

BrüMate has earned 7 prestigious international Red Dot Design Awards, making us the most awarded drinkware and cooler brand in the world. These awards recognize exceptional product design and innovation on a global stage.

Our award-winning lineup includes the Era, Resa, Müv, Nav, BrüTank, MagPack, and Paragon Hydration Pack—each honored for pushing boundaries in form, function, and performance.

This recognition is a testament to our relentless pursuit of game-changing innovation and products that don't just meet expectations—they redefine them.



Designed Like the Earth Depends On It

Real leaders are always thinking about the future. At BrüMate, we've made the future our business. Innovating for tomorrow is the driving force behind every decision we make, and we're taking steps to ensure those decisions are focused on a better and more eco-friendly future with all of our tomorrows in mind. Our commitment is far from complete, but we continue to put in the work.



Contents

Technology

Health + Hydration

- Era
- Resa
- Straw Covers
- Rise
- Leap
- MultiShaker

Mugs + Tumblers

- Müv
- Nav

Beer + Can Coolers

- Hopsulator Slim
- Hopsulator Trio

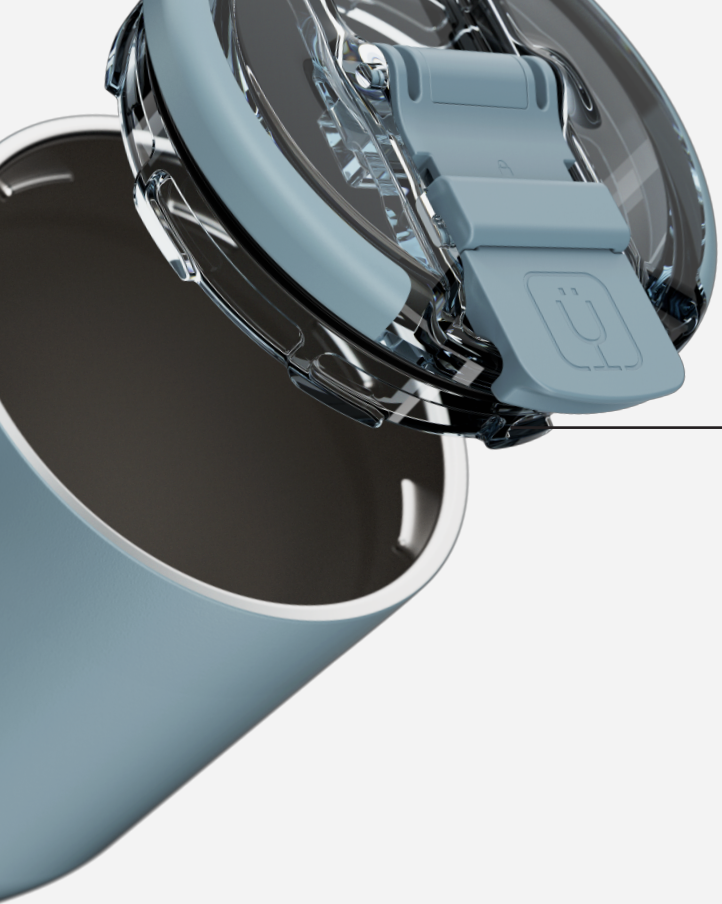
Wine + Barware

- Uncork'd
- Champagne Flute
- Togosa
- Rocks
- Cocktail Shaker

Coolers + Pack

- MagPack Series
- Paragon Hydration Pack
- BrüTank Series

Product Data

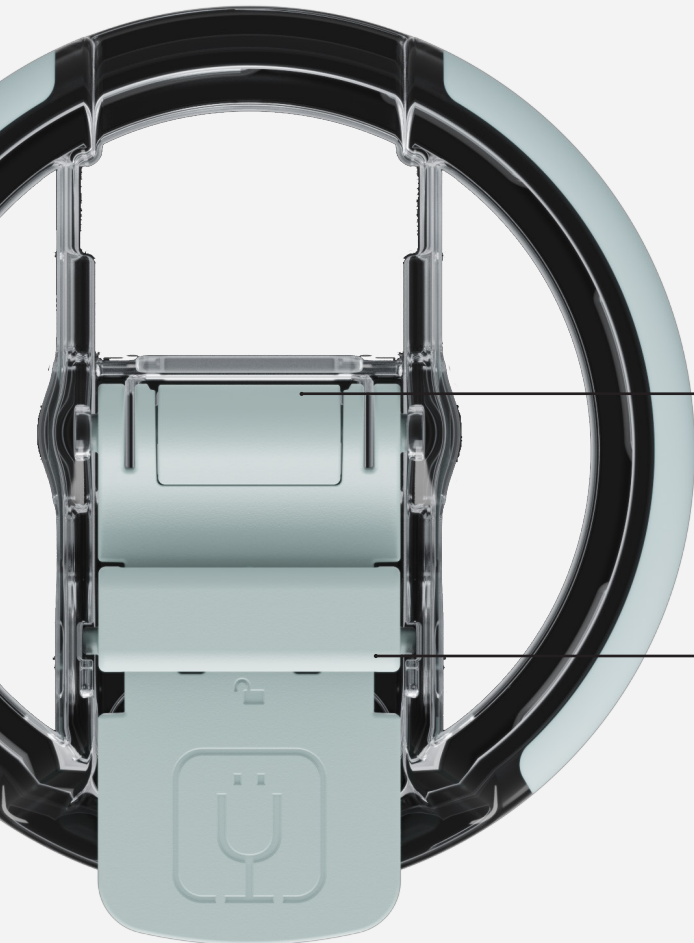


OctaLock™ Threading System

Our patented OctaLock™ thread system was made for an effortless spill-proof seal with 8 different locking lid positions.

U-Turn™ Leakproof Straw Lid

Our 100% leakproof straw lid technology making its debut in the Era family. Just turn to sip, and turn back to lock.



MagFlip™

Our MagFlip™ lid uses magnets to assist with opening and closing. It also ensures your lid stays open while you drink.

BevLock™

BevLock™ makes our lid fully leakproof. Simply slide the lid forward to lock, and back to unlock - allowing the tab to open.



ColdKey™ Stainless Steel Straw

The world's first integrated stainless steel straw system, designed to provide a plastic free drinking experience.



Pivot™ Leak Free Magnetic Lid Seal

MagPack™ insulated coolers are zipper-free, with our innovative Pivot™ magnetic lid to seal in the cold and prevent leaks without the hassle.

IceShield™ Technology

The new MagPack™ IceShield™ insulation keeps your goods the perfect temperature for days on end.

Repel™ Waterproof Shell

Our Repel™ shell is made from a durable, water-proof and puncture proof fabric that's built to last.

DrinkReady™ Technology

Our removable reservoirs, used in the BrüTank™ 55qt, 35qt, + 20qt, allows you to mix up your favorite drinks in the cooler and remove it for easy cleaning.

TapTech™ Technology

We believe that if you can put a tap on it, you should. Mix your drinks right in the cooler and dispense on-the-go. Or, remove the tank to increase capacity.





Health + Hydration

We are dedicated to redefining innovation and style with our Health + Hydration Collection. From insulated, leakproof water bottles with turn-to-sip lids that keep drinks refreshingly cold to versatile straw tumblers that are both functional and fashionable, our products are designed for those who value wellness and style. Whether you're at the gym, on a hike, or simply on the go, our Health + Hydration Collection ensures you stay hydrated and look good doing it.

Era, Resa, Straw Covers, Leap, Rise, + MultiShaker Series

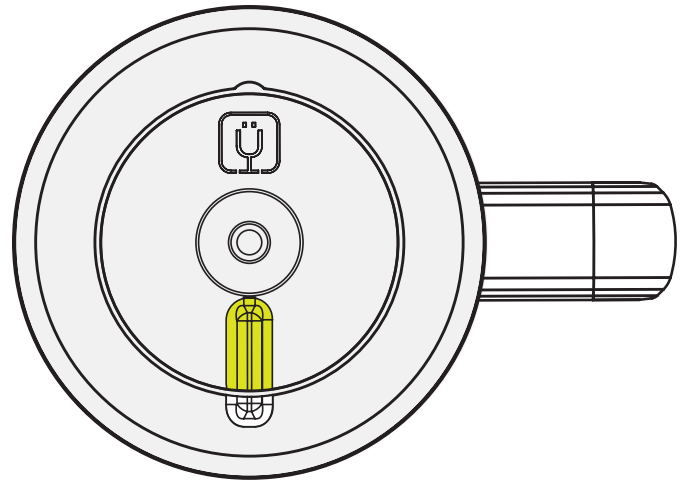




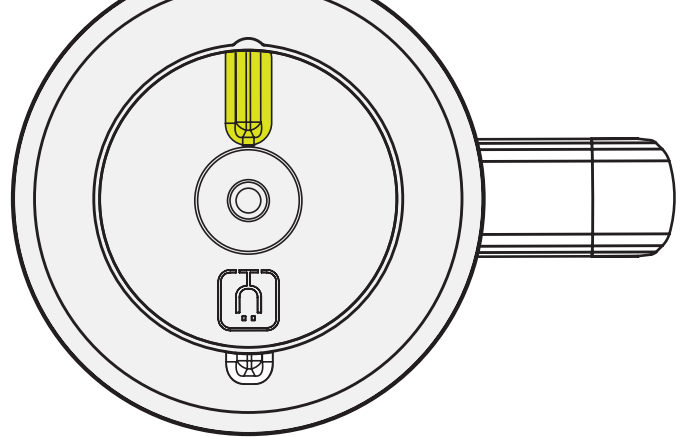
Ü-Turn™ Leakproof Straw Lid

Our 100% leakproof straw lid technology is featured on the Era, Resa, and Leap Series. Simply turn to sip and turn back to lock. For easy cleaning, turn the lid halfway, then pull on the straw to remove the center piece.

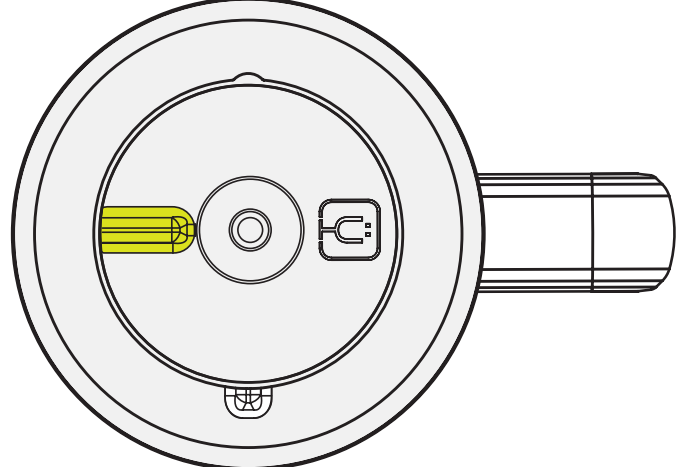
Open



Locked + 100% Leakproof



Straw Removal



Era Series



Ü-Turn™ Lid Technology • 100% Leakproof • 20, 30, + 40 Ounce Size

Era 20oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Era 30oz US MSRP: \$39.99, *Premium Finishes US MSRP: \$42.99



Era 40oz US MSRP: \$44.99, *Premium Finishes US MSRP: \$47.99



Resa Series

Ü-Turn™ Lid Technology • 100% Leakproof • 25 + 35 Ounce Size

Resa 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Resa 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99



Straw Covers

Magnetic Compatible with Era + Resa • Not Compatible with Leap

Magnetic Straw Covers US MSRP: \$9.99



New
Rise Series

100% Leakproof • ColdKey™ Technology • Sip or Chug Lid • 25 + 35 Ounce Sizes

Rise 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Rise 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99





Removable SoftSip™
Mouthpiece

MagFlip™ Locking Lid

Easy Carry
Swing Handle

Removable ColdKey™
Stainless Metal Straw

25oz or 35oz
Capacities

Silicone Sleeve to
Prevent Dents + Dings

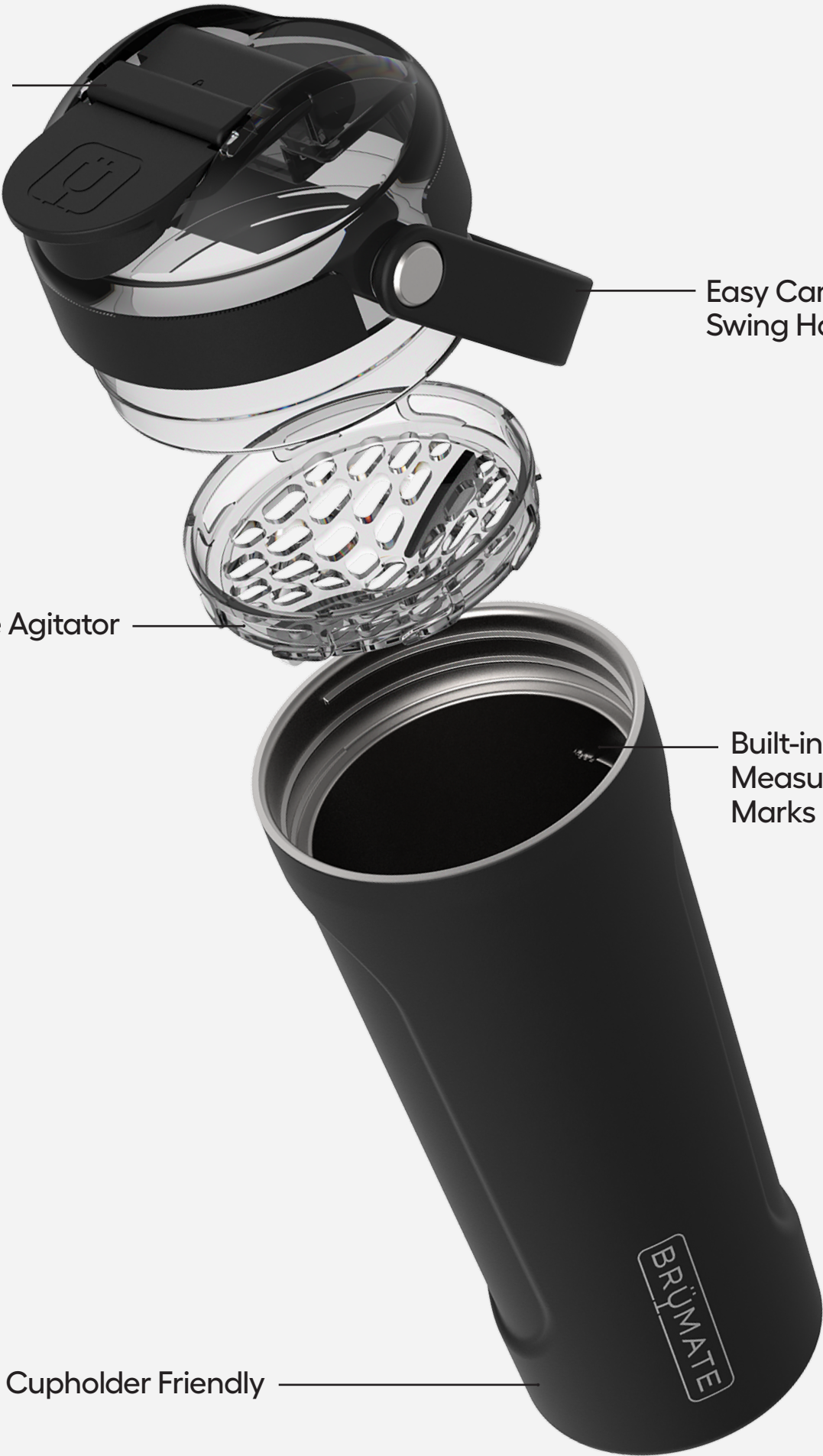
BevLock™ Locking Lid with MagFlip™ Technology

Easy Carry Swing Handle

Removable Agitator

Built-in Measurement Marks

Cupholder Friendly



Leap

Ü-Turn™ Lid Technology • 100% Leakproof • 12 Ounce Size

Leap 12oz US MSRP: \$27.99



Prickly Pear
DWLP12PPR



Primrose
DWLP12PRM



Neon Pink
DWLP12NPK



Lavender
DWLP12LAV



Glacier
DWLP12GLC



Nightfall Blue
DWLP12NFB



Kiwi
DWLP12KIW



Mocha
DWLP12MCA



Java
DWLP12JAV



Supernova
DWLP12SNV



Neutron
DWLP12NTR



Aurora
DWLP12ARR



Stardust
DWLP12SRD

MultiShaker

100% Leakproof • MagFlip™ Lid • Cup Holder Friendly • 25 Ounce Size

MultiShaker 25oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Dune
DWMS25DNE



Prickly Pear
DWMS25PPR



Guava
DWMS25GVA



Primrose
DWMS25PRM



Neon Pink
DWMS25NPK



Rose Taupe
DWMS25RTP



Lavender
DWMS25LAV



Lilac Dusk
DWMS25LLD



Glacier
DWMS25GLC



Blue Agave
DWMS25BAV



Nightfall Blue
DWMS25NFB



Sage
DWMS25SGE



Kiwi
DWMS25KIW



Mocha
DWMS25MCA



Java
DWMS25JAV



Matte Black
DWMS25MBK



*Dark Aura
DWMS25DAU



Mugs + Tumblers

Our Mugs + Tumblers Collection redefines on-the-go beverage enjoyment. More than just functional, these mugs reflect our commitment to style and innovation. Featuring BevGuard™ Technology, they keep drinks at the ideal temperature, whether it's hot coffee on a chilly morning or an ice-cold refreshment on a warm day. With sleek, durable designs, they're a must-have for anyone who values form and function during a busy commute or active lifestyle.

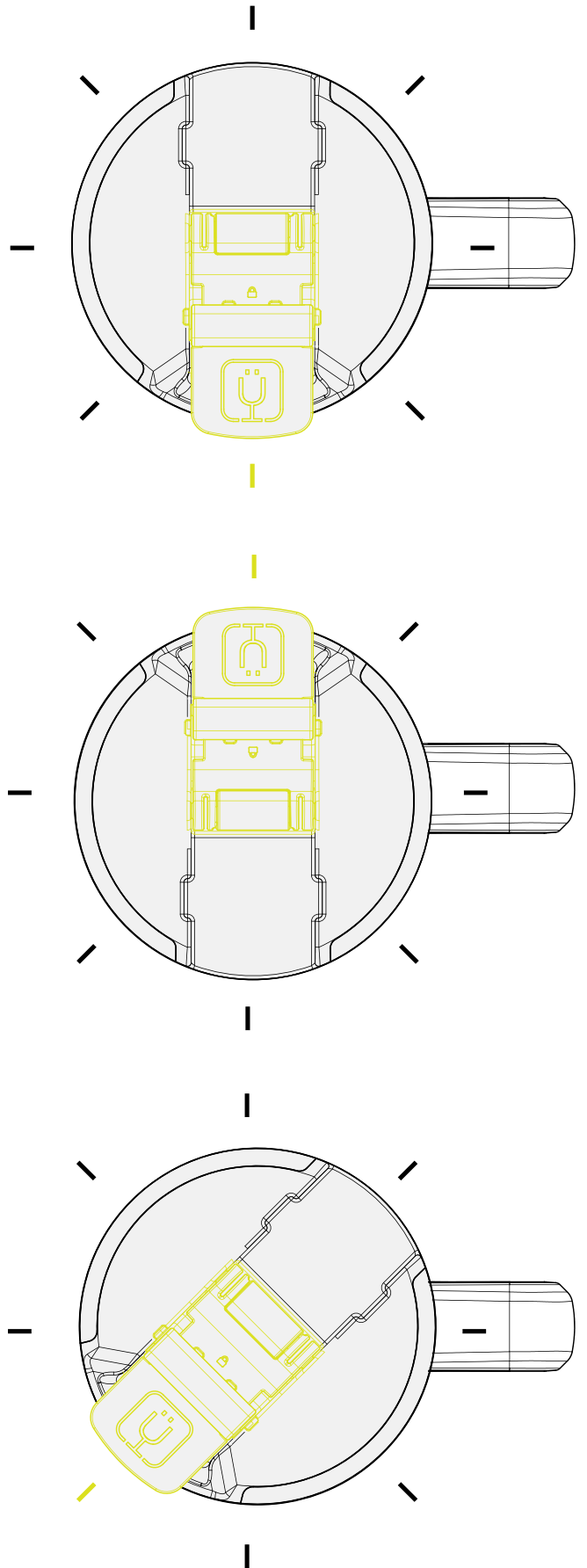
Müv, + Nav Series





OctaLock™ Lid

The OctaLock™ lid is easy to remove and secure, featuring 8 lockable positions thanks to our patent-pending thread design. Simply align the lid just before your desired position, push down, and twist right to lock it in place.



Müv Series



OctaLock™ Lid Technology • 100% Leakproof • 15, 25, + 35 Ounce Size

Müv 15oz US MSRP: \$32.99, *Premium Finishes US MSRP: \$35.99



Müv 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Müv 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99



Nav Series redden design award

OctaLock™ Lid Technology • 100% Leakproof • 25 + 35 Ounce Size

Nav 25oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Dune
DWNV25DNE



Guava
DWNV25GVA



Primrose
DWNV25PRM



Neon Pink
DWNV25NPK



Rose Taupe
DWNV25RTP



Lavender
DWNV25LAV



Lilac Dusk
DWNV25LLD



Glacier
DWNV25GLC



Blue Agave
DWNV25BAV



Nightfall Blue
DWNV25NFB



Sage
DWNV25SGE



Kiwi
DWNV25KIW



Mocha
DWNV25MCA



Java
DWNV25JAV



Matte Black
DWNV25MBK



*Dark Aura
DWNV25DAU

Nav 35oz US MSRP: \$39.99, *Premium Finishes US MSRP: \$42.99



Dune
DWNV35DNE



Neon Pink
DWNV35NPK



Lavender
DWNV35LAV



Lilac Dusk
DWNV35LLD



Nightfall Blue
DWNV35NFB



Sage
DWNV35SGE



Kiwi
DWNV35KIW



Mocha
DWNV35MCA



Java
DWNV35JAV



Matte Black
DWNV35MBK



*Dark Aura
DWNV35DAU



Can Coolers

Our Can Cooler Collection is a game changer, transforming the way people enjoy their canned beverages. Featuring triple insulation, 100% leakproof lid accessories, Push-Lock™ technology to secure cans, and a non-slip base, this collection delivers unmatched convenience and performance.

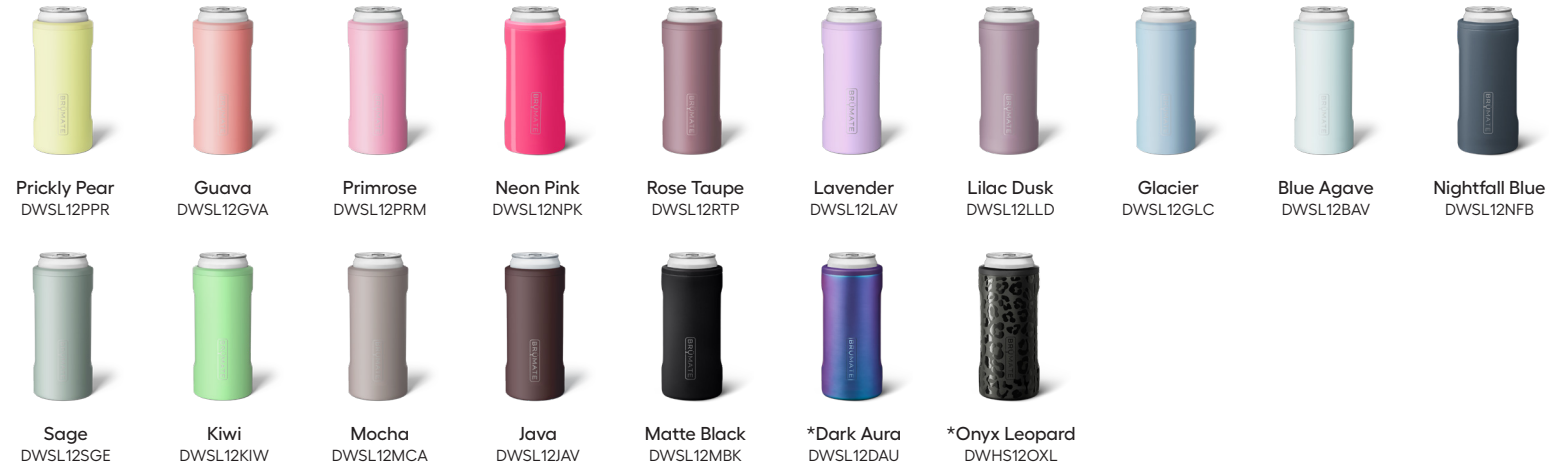
Hopsulator Slim + Hopsulator Trio



New Tech
Hopsulator Series Now with OctaLock™ Technology

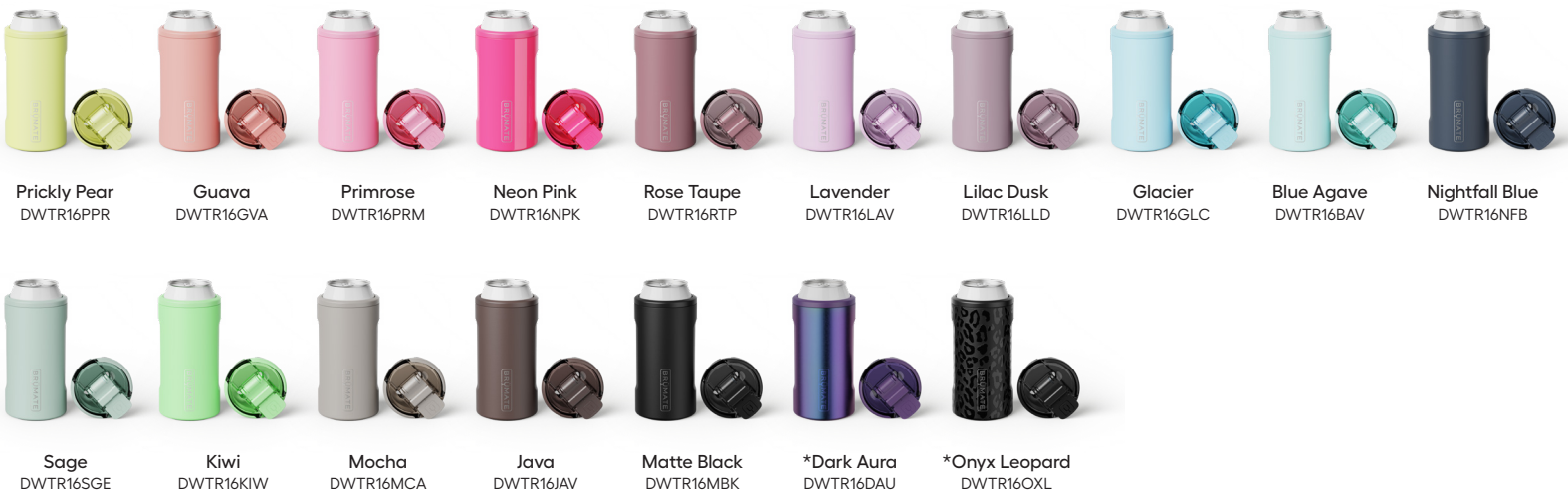
Slim 12oz US MSRP: \$24.99, *Premium Finishes US MSRP: \$27.99

Works With All 12oz Slim Cans



Trio 16oz US MSRP: \$29.99, *Premium Finishes US MSRP: \$32.99

3-in-1 Design • 100% Leakproof Lid • Works With 12oz + 16oz Cans





Wine + Spirits

We're dedicated to elevating the way you enjoy wine and spirits with stylish, functional products. From insulated, leakproof tumblers that keep drinks at the perfect temperature to shakers and cocktail tools that make mixing effortless, this collection suits both connoisseurs and casual enthusiasts. Whether it's whiskey, wine, or a creative cocktail, every sip is as satisfying as the last.

Uncork'd, Champagne Flute, Togosa, Rocks, + Cocktail Shaker Series



Uncork'd

Uncork'd 14oz US MSRP: \$27.99, *Premium Finishes US MSRP: \$30.99

OctaLock™ Lid Technology • 100% Leakproof • 14 Ounce Size



Dune
DWUD14DNE



Prickly Pear
DWUD14PPR



Guava
DWUD14GVA



Neon Pink
DWUD14NPK



Rose Taupe
DWUD14RTP



Lavender
DWUD14LAV



Lilac Dusk
DWUD14LLD



Blue Agave
DWUD14BAV



Nightfall Blue
DWUD14NFB



Sage
DWUD14SGE



Mocha
DWUD14MCA



Matte Black
DWUD14MBK



*Dark Aura
DWUD14DAU

Champagne Flute

2x the Size of a Typical Flute • 12 Ounce Size

Champagne Flute 12oz US MSRP: \$24.99



Glitter White
DWCF12GWT



Guava
DWCF12GVA



Glitter Rose Gold
DWCF12GRG



Sage
DWCF12SGE



Matte Black
DWCF12MBK



Dark Aura
DWCF12DAU

Togosa

2-in-1 Design - Wine Chiller + 100% Leakproof Pitcher • 49 Ounce Size

Togosa 49oz US MSRP: \$69.99



Glitter White
DWTG50GWT



Glitter Rose Gold
DWTG50GRG



Lilac Dusk
DWTG50LLD



Sage
DWTG50SGE



Nightfall Blue
DWTG50NFB



Matte Black
DWTG50MBK

Rocks

OctaLock™ Lid Technology • 100% Leakproof • 12 Ounce Size

Rocks 12oz US MSRP: \$27.99, *Premium Finishes US MSRP: \$30.99



Dune
DWRO12DNE



Neon Pink
DWRO12NPK



Nightfall Blue
DWRO12NFB



Sage
DWRO12SGE



Matte Black
DWRO12MBK



Polished Stainless
DWRO12PSL



*Dark Aura
DWRO12DAU

Cocktail Shaker

OctaLock™ Lid Technology • 100% Leakproof • 20 Ounce Size

Cocktail Shaker 20oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Dune
DWCS20DNE



Neon Pink
DWCS20NPK



Nightfall Blue
DWCS20NFB



Sage
DWCS20SGE



Matte Black
DWCS20MBK



Polished Stainless
DWCS20PSL



*Dark Aura
DWCS20DAU



Packs + Coolers

Our coolers are the most feature-packed on the market, available in a range of sizes and styles to fit any occasion. Whether you're at the beach, on a picnic, or exploring the outdoors, they keep your drinks ice-cold for hours with one-of-a-kind innovations. Featuring built-in taps, removable drink tanks, rugged construction, and smart design details, our coolers make it easy to transport your goods while keeping them at the perfect temperature.

MagPack, Paragon Hydration Pack, + BrüTank Series



MagPack Series

Pivot™ Leakproof Magnet Seal Lid | 12, 18, + 24 Can Sizes

MagPack 12 Can US MSRP: \$149.99



Primrose
COMP12PRM

Lilac
COMP12LLD

Nightfall Blue
COMP12NFB

Graphite
COMP12GRT

MagPack 18 Can US MSRP: \$174.99



Primrose
COMP18PRM

Lilac
COMP18LLD

Nightfall Blue
COMP18NFB

Graphite
COMP18GRT

MagPack 24 Can US MSRP: \$199.99



Primrose
COMP24PRM

Lilac
COMP18LLD

Nightfall Blue
COMP18NFB

Graphite
COMP18GRT

Pivot™ Technology
Our patented magnetic lid seals in the cold and prevents leaks without the hassle of normal zippered coolers.

IceShield™ Technology
Closed-cell insulation to keep your food and drinks the perfect temperature for days.

Repel™ Shell
Made from durable, water-resistant, and antimicrobial fabric that's built to last.



Paragon Hydration Pack

40 Fluid Ounce Reservoir Size

Paragon 40oz US MSRP: \$149.99



Rose Taupe
BKHP57RTP

Carbon
BKHP57CBN

Lightweight Alloy™ insulated reservoir keeps water cold for 24+ hours and prevents frozen hoses in cold weather

Easy to Fill 100% Leakproof Design

ColdKey™ Stainless Steel Straw

No Plastic or Metallic Taste

Dishwasher Safe Reservoir System



BrüTank Series reddot design award

Built-in Tap + Drink Tank • 20, 35, + 55 Quart Sizes

BrüTank 20qt US MSRP: \$199.99



Ice White
COBK20WHT



Neon Pink
COBK20NPK



Lilac Dusk
COBK20LLD



Blue Agave
COBK20BAV



Denim
COBK20DEN



Charcoal
COBK20CHR

BrüTank 35qt US MSRP: \$299.99



Ice White
COBK35WHT



Neon Pink
COBK35NPK



Lilac Dusk
COBK35LLD



Blue Agave
COBK35BAV



Denim
COBK35DEN



Charcoal
COBK35CHR

BrüTank 55qt US MSRP: \$399.99



Ice White
COBK55WHT



Neon Pink
COBK55NPK



Lilac Dusk
COBK55LLD



Blue Agave
COBK55BAV



Denim
COBK55DEN



Charcoal
COBK55CHR

Secure Latches

Bottle Opener

2.8 Gallon
Removable
Drink Tank

Built-in Tap

All Terrain Wheels



Health + Hydration

Era 20oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99

									
Dune DWER20DNE	Prickly Pear DWER20PPR	Guava DWER20GVA	Primrose DWER20PRM	Neon Pink DWER20NPK	Rose Taupe DWER20RTP	Lavender DWER20LAV	Lilac Dusk DWER20LLD	Glacier DWER20GLC	Blue Agave DWER20BAV
									
1 95429 06631 4	1 95429 06643 7	1 95429 06632 1	1 95429 06983 4	1 95429 06642 0	1 95429 06639 0	1 95429 06634 5	1 95429 06635 2	1 95429 06920 9	1 95429 06629 1
									
Nightfall Blue DWER20NFB	Sage DWER20SGE	Kiwi DWER20KIW	Mocha DWER20MCA	Java DWER20JAV	Matte Black DWER20MBK	*Dark Aura DWER20DAU	*Onyx Leopard DWER20OXL		
									
1 95429 06638 3	1 95429 06640 6	1 95429 06633 8	1 95429 06637 6	1 95429 06903 2	1 95429 06636 9	1 95429 06630 7	1 95429 06390 0		

Era 30oz US MSRP: \$39.99, *Premium Finishes US MSRP: \$42.99

									
Dune DWER30DNE	Prickly Pear DWER30PPR	Guava DWER30GVA	Primrose DWER30PRM	Neon Pink DWER30NPK	Rose Taupe DWER30RTP	Lavender DWER30LAV	Lilac Dusk DWER30LLD	Glacier DWER30GLC	Blue Agave DWER30BAV
									
1 95429 06389 4	1 95429 05355 0	1 95429 05686 5	1 95429 06982 7	1 95429 05354 3	1 95429 05042 9	1 95429 06052 7	1 95429 05038 2	1 95429 06919 3	1 95429 05040 5
									
Nightfall Blue DWER30NFB	Sage DWER30SGE	Kiwi DWER30KIW	Mocha DWER30MCA	Java DWER30JAV	Matte Black DWER30MBK	*Dark Aura DWER30DAU	*Onyx Leopard DWER30OXL		
									
1 95429 05044 3	1 95429 05041 2	1 95429 06156 2	1 95429 05043 6	1 95429 06902 5	1 95429 05037 5	1 95429 06388 7	1 95429 06390 0		

Era 40oz US MSRP: \$44.99, *Premium Finishes US MSRP: \$47.99

									
Dune DWER40DNE	Prickly Pear DWER40PPR	Guava DWER40GVA	Primrose DWER40PRM	Neon Pink DWER40NPK	Rose Taupe DWER40RTP	Lavender DWER40LAV	Lilac Dusk DWER40LLD	Glacier DWER40GLC	Blue Agave DWER40BAV
									
1 95429 05033 7	1 95429 05358 1	1 95429 05031 3	1 95429 06981 0	1 95429 05343 7	1 95429 05034 4	1 95429 06051 0	1 95429 05028 3	1 95429 06918 6	1 95429 05030 6
									
Nightfall Blue DWER40NFB	Sage DWER40SGE	Kiwi DWER40KIW	Mocha DWER40MCA	Java DWER40JAV	Matte Black DWER40MBK	*Dark Aura DWER40DAU	*Onyx Leopard DWER40OXL		
									
1 95429 05036 8	1 95429 05032 0	1 95429 05521 9	1 95429 05035 1	1 95429 06901 8	1 95429 05027 6	1 95429 05026 9	1 95429 05025 2		

Resa 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Resa 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99



Magnetic Straw Covers US MSRP: \$9.99



Rise 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Rise 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99



Leap 12oz US MSRP: \$27.99



MultiShaker 25oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Mugs + Tumblers

Müv 15oz US MSRP: \$32.99, *Premium Finishes US MSRP: \$35.99



Müv 25oz US MSRP: \$37.99, *Premium Finishes US MSRP: \$40.99



Müv 35oz US MSRP: \$42.99, *Premium Finishes US MSRP: \$45.99



Nav 25oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Nav 35oz US MSRP: \$39.99, *Premium Finishes US MSRP: \$42.99



Can Coolers

Slim 12oz US MSRP: \$24.99, *Premium Finishes US MSRP: \$27.99



Trio 16oz US MSRP: \$29.99, *Premium Finishes US MSRP: \$32.99



Wine + Spirits

Uncork'd 14oz US MSRP: \$27.99, *Premium Finishes US MSRP: \$30.99

									
Dune DWUD14DNE	Prickly Pear DWUD14PPR	Guava DWUD14GVA	Neon Pink DWUD14NPK	Rose Taupe DWUD14RTP	Lavender DWUD14LAV	Lilac Dusk DWUD14LLD	Blue Agave DWUD14BAV	Nightfall Blue DWUD14NFB	Sage DWUD14SGE
									
Mocha DWUD14MCA	Matte Black DWUD14MBK	*Dark Aura DWUD14DAU							
									

Champagne Flute 12oz US MSRP: \$24.99

					
Glitter White DWCF12GWT	Guava DWCF12GVA	Glitter Rose Gold DWCF12GRG	Sage DWCF12SGE	Matte Black DWCF12MBK	Dark Aura DWCF12DAU
					

Togosa 49oz US MSRP: \$69.99

					
Glitter White DWTG50GWT	Glitter Rose Gold DWTG50GRG	Lilac Dusk DWTG50LLD	Sage DWTG50SGE	Nightfall Blue DWTG50NFB	Matte Black DWTG50MBK
					

Rocks 12oz US MSRP: \$24.99

						
Dune DWRO12DNE	Neon Pink DWRO12NPK	Nightfall Blue DWRO12NFB	Sage DWRO12SGE	Matte Black DWRO12MBK	*Dark Aura DWRO12DAU	Polished Stainless DWRO12PSL
						

Cocktail Shaker 20oz US MSRP: \$34.99, *Premium Finishes US MSRP: \$37.99



Wine + Spirits

MagPack 12 Can US MSRP: \$149.99



MagPack 18 Can US MSRP: \$174.99



MagPack 24 Can US MSRP: \$199.99



BrüTank 20qt US MSRP: \$199.99



Ice White
COBK20WHT



Neon Pink
COBK20NPK



Lilac Dusk
COBK20LLD



Blue Agave
COBK20BAV



Denim
COBK20DEN



Charcoal
COBK20CHR



BrüTank 35qt US MSRP: \$299.99



Ice White
COBK35WHT



Neon Pink
COBK35NPK



Lilac Dusk
COBK35LLD



Blue Agave
COBK35BAV



Denim
COBK35DEN



Charcoal
COBK35CHR



BrüTank 55qt US MSRP: \$399.99



Ice White
COBK55WHT



Neon Pink
COBK55NPK



Lilac Dusk
COBK55LLD



Blue Agave
COBK55BAV



Denim
COBK55DEN




Charcoal
COBK55CHR










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