



# BottleKeeper®

## **About BottleKeeper**

Built for those who hate warm beer, soda or sparkling water but love warm hands, BottleKeeper® creates innovative products that protect the world from a lukewarm drinking experience. The company was launched in 2013 by cousins and founders Adam Callinan and Matt Campbell, who saw a solution for better beer after a few beachside swigs from a steaming red party cup. Since then, the koozie-killing company was featured on Shark Tank in November 2018 earning a \$1 Million combined offer from Mark Cuban and Lori Greiner, and today generates eight-figure revenues as one of the largest direct-to-consumer retailers of specialty beverage accessories on the market, selling over 3 products every minute. Blending best in category innovation and a broad and growing patent portfolio, BottleKeeper products are designed from the ground up based on the feedback of tens of thousands of customers, including the recently launched CanKeeper, and keeps your enclosed beverage cold from the first sip to the last whether you're BBQ'ing at the tailgate, hangin' at the beach, or working at your desk. For more information, please visit [www.bottlekeeper.com](http://www.bottlekeeper.com).

## **Tagline:**

- Because life is too short to drink warm beer.®

## **Resources:**

- **Website:** [www.BottleKeeper.com](http://www.BottleKeeper.com)
- **Media Kit:** [here](#)
- **Social:**
  - [Instagram](#) // [Facebook](#) // [LinkedIn](#) // [Twitter](#)
- **Blog & News:** <https://www.bottlekeeper.com/press>

## **Executive team:**

### **Adam Callinan, Co-founder, CEO & Chief Beer Digester**

Adam Callinan is the Co-Founder and CEO at BottleKeeper®, the fast-paced and sarcasm-infused solution to the warm beer and broken bottle epidemics that have plagued the world for centuries. Prior to BottleKeeper, Callinan spent over a decade as an entrepreneur, building businesses in eCommerce, consumer products, technology and medical devices. He is also a founding partner at WonderMeant Media, a boutique film development and production company focused on impactful projects, including bringing to life the story of Nick Yarris, Author of "The Fear of 13", whom spent 23 years in solitary confinement on death row for a murder he didn't commit. Callinan holds a B.S. in Molecular and Cellular Biology from the University of Arizona and resides in Manhattan Beach with his exceptionally lovely wife Katie and brand new baby girl Vivienne.

## [Matt Campbell](#),

### **Co-founder, President & Chief Beer Consumer**

Matt Campbell is the Co-Founder and President at BottleKeeper. In this role, Campbell helps to oversee manufacturing and product development for all BottleKeeper. Prior to BottleKeeper, Campbell helped to found Campbell-Parnell, an EPA/CARB certified alternative fuel vehicle conversion company. Campbell received both a B.S. in Molecular and Cellular Biology and M.B.A. degrees from the University of Arizona, and currently lives in Phoenix.

### **Offices:**

- El Segundo, CA (HQ)
  - Phoenix, AZ
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## **BottleKeeper Product Information**

**BottleKeeper 2.0:** Launched in September 2017 as an update to the original BottleKeeper, BottleKeeper 2.0 is insulated to keep your beer colder, longer, and protected from breakage. It features a powder coated finish for superb feel and durability, a bottle opener built into the cap, and a tether to keep it attached. For even more cold beer lovin' Cold beer not included. Bummer, we know.

- **Size:** Available in Standard (12oz), Stubby (12oz)
- **Bottle Compatibility:** 99% of 12oz bottles, full list of compatible brands [here](#)
- **Materials:** Stainless Steel (304), BPA free plastic
- **MAP Price:** \$29.99
- **Features:**
  - Insulated with neoprene and padded for impact
  - Attached cap seals inner bottle for extended freshness
  - Bottle opener built into cap with tether



**BottleKeeper X:** Launched in 2018, BottleKeeper X is double walled and vacuum insulated to keep your beer colder and longer than ever before (and by longer we mean up to 6 hours of cold frothy deliciousness). The BK X will fit 99% of Standard shaped beer bottles like Corona, Bud and Stone, and comes standard with a built-in bottle opener. Mind. Officially. Blown.

- **Size:** Available in Standard (12oz)
- **Bottle Compatibility:** 99% of 12oz bottles, full list of compatible brands [here](#)
- **Materials:** Stainless Steel (304), BPA free plastic
- **MAP Price:** \$34.99
- **Features:**
  - Double walled and vacuum insulated
  - New quick access cap for easy access
  - Attached cap with opener seals inner bottle for extended freshness





### CanKeeper:

Launched in late 2019, CanKeeper the newest member of the BottleKeeper family and completely sold out in the first 3 weeks its launch. CanKeeper is double walled and vacuum insulated to keep your beer, soda or sparkling water colder and longer than ever before (and by longer we mean up to 6 hours of cold frothy deliciousness). The CanKeeper has a spring loaded base to allow for a wider range of can sizes and a lid with a closeable slider, helping to keep the cold in and the bugs out.



- **Size:** Available in 12oz and 16oz
- **Bottle Compatibility:** 99% of 12oz and 16oz cans, full list of compatible brands [here](#)
- **Materials:** Stainless Steel (304), BPA free plastic
- **MAP Price:** \$34.99-\$36.99
- **Features:**
  - Double walled and vacuum insulated
  - Cap with slider keeps cold in and bugs out
  - Spring loaded base allows for wider range of cans



### BK Wave:

Coming in Q2 2020, BK Wave is a subsidiary product line inspired by the BottleKeeper product success with a heavy influence on sustainability and the environment, with a portion of net proceeds going to support ocean cleanup charities.



- **Size:** Available in 12oz Standard
- **Bottle Compatibility:** 99% of 12oz beer bottles, full list of compatible brands [here](#)
- **Materials:** 100% recycled post-consumer plastic (base and body)
- **MSRP Price:** \$24.99, MAP \$19.99
- **Features:**
  - Base and body made from 100% post-consumer recycled plastic
  - Insulated with neoprene and padded for impact
  - New quick access cap for easy access
  - Cap with opener seals inner bottle for extended freshness