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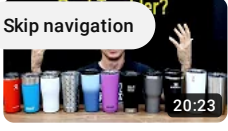
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57 replies



@AdamDrew 3 weeks ago

This is so wild to me, since I was almost completely unaware of the Stanley craze. I have a ten-year-old Stanley coffee press in old-school green, and when I bought it, they were still marketing themselves as "The same insulated bottle your grandpa used to take coffee with him when he went fishing."

1.8K likes and Reply button

40 replies



@ericktrevino 3 weeks ago

Props to you for reporting how this Stanley trend was not an accident or created by influencers, but instead a carefully crafted marketing scheme. Haven't seen other major news organizations point this out!

949 likes and Reply button

9 replies



@angerock49 3 weeks ago

It's hard not to feel despair at how much consumerism is worsening! Drop culture is waste culture. Thank you for your explanations!

295 likes and Reply button

6 replies

Skip navigation



@auggo 3 weeks ago

Stanley cups are also a particularly American phenomena in large part to their design, with the U.S.'s stadium and car culture uniquely (and obnoxiously) lending itself to the cupholder friendliness of the Stanley bottle.

874 likes and Reply button

32 replies



@drgenio2006 3 weeks ago

stanley did something similar before in Argentina. "mate" is a traditional drink. a type of tea if you want, anyways, a lot of people carry a hot water bottle with them everywhere. stanley made a special version for argentina. it's the same bottle, but with a spout. it sold like crazy. everyone wanted THE stanley bottle... an imported american brand to make the most traditional drink of the country that's been in our culture since colonial times. LOL.

251 likes and Reply button

7 replies



@leafy_5 3 weeks ago

As a BlenderBottle fan myself, I hope y'all remember to wash your lids really well. Fancy design leaves a lot of nooks and corners for mold to grow. Great video!!!

883 likes and Reply button

22 replies



@chenzenzo 3 weeks ago

I bought a 32oz Stanley thermos in 2010 for \$12 bucks. They've been around for over a hundred years and make fine products. I've seen affluent teenagers with mullets walk into my work wearing Champion sweatshirts, Jordan's from 1987 and wraparound sunglasses. Crazes go away, but with today's social media presence and FOMO culture, these marketing campaigns can be carefully crafted to suit the times...
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928 likes and Reply button

14 replies



@spaguetto1d.7933 3 weeks ago

This is weird. Back in 2020, I worked at a sporting goods store. In the field of steel drinkware, Yeti was king, with hydroflask as crown prince. A few other brands competed for third, like corksicle and maybe another. I remember the Stanley mugs rounding out the bottom, rarely selling. Crazy to see how things have changed

296 likes and Reply button

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now I finally get it! The fact that the same guy is behind this makes so much sense

20 replies

@ballardtrip 3 weeks ago
When Hydroflask and Yeti water bottles were all the rage and were supposed to be so great at keeping water cold, I thought, Big Whoop, It's a thermos, I've had a thermos forever. Now we've come full circle, it really is a Thermos.

38 likes, Reply

5 replies

@_weasel 3 weeks ago
lol I saw a "what your water bottle says about you" article and my reaction was just, "It says I'm thirsty."

59 likes, Reply

1 reply

@dasmysteryman12 3 weeks ago (edited)
When I first heard about this I legit thought they were selling thousands of replicas of the NHL Stanley cup in various colours.

29 likes, Reply

@pickyeteer 3 weeks ago
News anchor: "Are you familiar with these Stanley cups?"

Skip navigation Sharks: "Next question, please"

25 likes, Reply

3 replies

@EpicBenjo 2 weeks ago
As someone that has had a Stanley travel mug for years, I feel embarrassed bringing it out of the house because people will think I bought it because of this craze...

11 likes, Reply

@Lekstil 3 weeks ago (edited)
This is a very American phenomenon. I'm European, but have been living in the US for over 10 years, and I remember one of the first culture shocks I had here, was the obsession with water bottles. Maybe it's crazier than ever right now, but there's always been the Hydroflasks and Camelbaks. Somehow Americans are weird about staying 'hydrated'. One other thing that is a lot less common in Europe, is being obsessed about brands. Everything here needs to be a status symbol. While in Europe, it's a lot more important that your coat looks good and fashionable, here you have to make sure everyone sees the Canada Goose logo on your 2000\$ coat.

384 likes, Reply

51 replies

@Douglas.Jenkins 3 weeks ago
Yes, they are popular, and conspicuous. But with that high center of gravity, and narrow bottom, they tip over so easily ... and that's a lot of beverage to leak/spill!

38 likes, Reply

1 reply

@matthewdrummond1340 3 weeks ago
If I got out of bed as early as I am to Phil's video this morning I could lead a more productive life.

55 likes, Reply

1 reply

@snowpoint720 3 weeks ago
I never saw these cups before last Christmas. Everybody was going crazy for them. Thanks for the video. It all makes sense now.

15 likes, Reply

1 reply



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hydroflask craze - I think Terence Reilly realized he could apply the drop craze to Hydroflasks and....here

ended off here the way it has in the US, so watching America from the outside the craze looks absolutely
\$200 cup resellers. I've been so curious trying to get to the bottom of what is driving this craze and
where it came from but trying to look up stuff about it only results in people just attributing it to influencers and TikTok, which doesn't really explain it to me. There's

@ilRosewood 3 weeks ago
The other aspect I want to deep dive into is the water bottle brand trend. Nalgene, Contigo, Camelbak, Swell, Hydroflask, Yeti, Stanley - it's been a wild ride.

23 likes, 1 comment, Reply

2 replies

@toamastar 3 weeks ago
this craze only popped onto my radar like a couple days before christmas and then I saw a singular pink Stanley cup sitting on the shelf in Tesco a couple days later... I felt like i saw a cryptid

6 likes, 1 comment, Reply

@sagealling40 3 weeks ago
From hydroflask to Stanley... the water bottle war continues.

44 likes, 1 comment, Reply

3 replies

@poopesure 3 weeks ago
The Stanley Stanley Tucci collab would make me actually think of buying one of these.

72 likes, 1 comment, Reply

2 replies

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Got my Stanley's before the craze in 2020. My coffee cup is used daily and works so good. Got a free beer pint I use for water. The quencher for my wife. Didnt know Stanley's would be such a craze.

8 likes, 1 comment, Reply

1 reply

@DeputatKaktus 3 weeks ago
I own a few Stanley things. I would consider myself a „fan“ of the brand on account of them just making good mugs / containers that have been going strong for years in my case.

My favorite is what they call „The Admiral's Mug“. It is wider at the (rubber covered) bottom than it is at the top and holds an impressive amount of coffee. And it is ...
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17 likes, 1 comment, 1 heart, Reply

@AaronEdwards 3 weeks ago
Never used one of the water bottles that's all the rage - but I've had a Stanley thermos for years and that thing slaps! My point being, they know how to make a good product.

4 likes, 1 comment, Reply

@laterskateboards 3 weeks ago
Why is there not an NHL stanley cup stanley cup. That's the collab we're missing.

13 likes, 1 comment, Reply

1 reply

@DaftRebel 3 weeks ago
Here in south america, specially on Argentina, Uruguay and Chile, places where to drink "mate" is more ubicous and often than drinking coffee, Stanley thermos are everyehere to show off

6 likes, 1 comment, Reply

@bullydungeon9631 3 weeks ago
I love stanley mugs, used them for years on construction siyes and such, they take a beating and seal tight

2 likes, 1 comment, Reply

because I'm thirsty, and was utterly confused when someone told me I was so fashionable...

Stanley Tucci bottle 😂



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