



BITTLE  
Where sharks are the  
payoff, YETI Ambassador

**YETI DISPATCH**  
CATALOGING STORIES FROM THE WILD AND THE GEAR THAT FUELS THEM.

**LOOKING BACK ON A WILD IDEA**  
A cooler born out of frustration found a community of like-minded anglers, hunters, cowboys, and pitmasters.

**FLY BY NIGHT**  
YETI Ambassador Cody Townsend takes on an uphill pursuit.

**A MUSKY FISHERMAN**  
Chris Wilken enacts a plan to catch a temperamental beast.

FALL - WINTER **18** GEAR

**YETI DISPATCH**

**VENICE, LOUISIANA STRIKING RED GOLD**  
This oil-slicked swampland may be the best place in the world to catch redfish, but there's a reason you've never heard of it.

**YETI VS. CLASS IV**  
We sent our new Panga duffel down America's least gentle stream.

**MAN'S BEST FRIEND**  
Some dogs are brought from the wild. Today, they take us back into it.

FALL - WINTER **17** GEAR

**YETI DISPATCH**

**SURFING AUSTRALIA'S BITTEN-OFF EDGE**  
Where sharks are the risk, but wild, golden-era surf is the payoff, YETI Ambassador Dan Malloy books a ticket.

**BRITTLE**  
YETI Ambassador Brittain promises a new route to Bears Ears.

**COWBOY LEGENDS**  
How the Old West jumped land and more westernized will.

GEAR

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**BUILT FOR THE WILD.**

In the wild, we're never the ones in charge. We only know ourselves and our gear and set out to let the pursuit teach us a thing or two. But out there, what might take us down can instead build us up. And there's only one way to find out. We go full bore into uncharted territory, willing to trust a stranger or baby, ignoring instincts that say "shut it," fish, and hunt — all in one day. There's no better way to do it. That's why everything we make is built for the wild — because there's nowhere we'd rather be.

**FEATURED STORIES**

For the Outback	10
Henry's Life	20
Ambassador Series: Forge in L.A.	24
A Brittle Piece	24
The Legend of the Pando	24
Kick the (Single-Use) Bottle	24

**YETI**  
BUILT FOR THE WILD | 1

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SPRING - SUMMER **18** GEAR

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FALL - WINTER **17** GEAR



# A B R I T I S H I E P L A C E

## FINDING MY PEOPLE ON AN UNCLIMBED DESERT LINE

Story by  
**BRITTANY GRIFFITH**  
ROCK CLIMBER/  
YETI AMBASSADOR

Jeremiah's truck rumbled south across the desert with me buckled into the passenger seat, trying to breathe and keep a light expression on my face. I don't know if it was working.

It was dark, and we were headed off-grid for five days to a remote canyon in Bears Ears, gunning for the first free ascent of Hell Bitch. It's an old aid line on Angel Arch Tower, the only known route to the summit. No one knew if it was possible to free climb.

Photos by  
**JEREMIAH WATT**



**BEARS EARS  
NATIONAL MONUMENT, UT**  
Spotted: Jackson Marvel sending  
the crux pitch.



# HUNGRY LIFE

When you're in an epic location, even instant food can be pretty damn good. But instant is often forgettable. Like most things that take a little work, a good meal is satisfying on more than one level. Montana-based chef, hunter, fisherman, and wild foods forager Eduardo Garcia lets Mother Nature set the menu and creates meals that are their own experience. Here, we take a page out of Eduardo's book to inspire doing the same. Save the imitation beef stroganoff for desperate times and take the opportunity to pursue something better — it'll be worth it.

INSPIRATION AND RECIPES BY  
**EDUARDO GARCIA**

ILLUSTRATIONS BY  
**NARDA LEBO**

The images and drawings used herein are for illustrative purposes only. They are not intended as a guide for identification. This article is intended to be used for inspirational and entertainment purposes only. You should never eat any wild plants, mushrooms, herbs, weeds, trees, or bushes without multiple sources of positive identification. Some may be poisonous.

## LOCATION 1

# BOUNDARY WATERS

Duluth, Minnesota

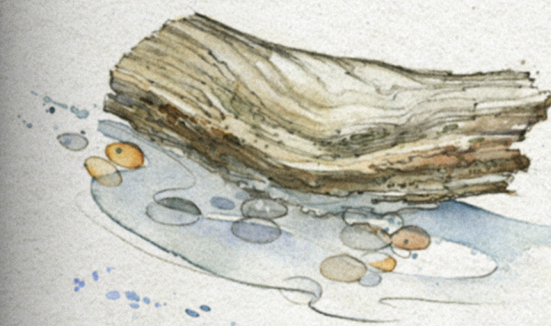


If you're spending a few days fishing for walleye in this pristine territory between Canada and the United States, you don't have to wait until you've made a catch to have a good meal. Park your canoe on the shoreline and search the trails. It just so happens that during early and peak walleye season, you can also find the makings of a breakfast as satisfying as a night spent sleeping in a tethered canoe.

## FIELD TIP

### BE RESOURCEFUL:

Take the concept of a paper plate one step further by using driftwood instead.



## WHAT TO LOOK FOR



WATERCRESS

### EASY TO FIND:

**Watercress**  
Best found before they flower.

### WORTH THE HUNT:

#### Blue Chanterelle Mushroom

Look near old-growth conifer trees.



BLUE CHANTERELLE MUSHROOM

## WHAT TO MAKE



### CAMPFIRE EGG & WATERCRESS SALAD

A salad with the fresh, unique flavor of a tasty wild green.

**PREP TIME:** 15 minutes  
**YIELD:** Serves 2

#### INGREDIENTS FROM HOME

2 Tbsp. of oil, butter, or bacon drippings  
2 fresh eggs  
salt and pepper  
lemon

#### INGREDIENTS FROM THE FIELD

1 handful of blue chanterelle mushrooms  
2 handfuls of watercress

#### DIRECTIONS

1. In large skillet, heat the fat, then fry eggs and mushrooms over campfire; when cooked, remove eggs and mushrooms from the pan.
2. Use skillet as a mixing bowl and quickly add watercress, salt and pepper, and a squeeze of lemon.
3. Toss with remaining residue of the cooked eggs and mushrooms.
4. Place dressed watercress on the eggs and enjoy.





A FREESKIER FINDS HIMSELF BAREFOOT IN THE SURF IN A WHOLLY UPRILL PURSUIT.

STORY BY: YETI Ambassador Cody Townsend // PHOTOS BY: Nick Kelley  
LOCATION: Gabon



HOLCOMBE, WISCONSIN  
A small band of committed musky anglers set out. The water was the same temp as last year. The flow was normal. But the musky was underfoot.

I LAY AWAKE IN MY CAMPER, LISTENING AS THE HEATER LOST ITS BATTLE WITH NOVEMBER'S COLD. I COULDN'T SLEEP. I HADN'T CAUGHT A MUSKY IN THREE DAYS AND I NEEDED TO KNOW WHY.

Story by: Chris Wijlen Photos by: Nick Kelley



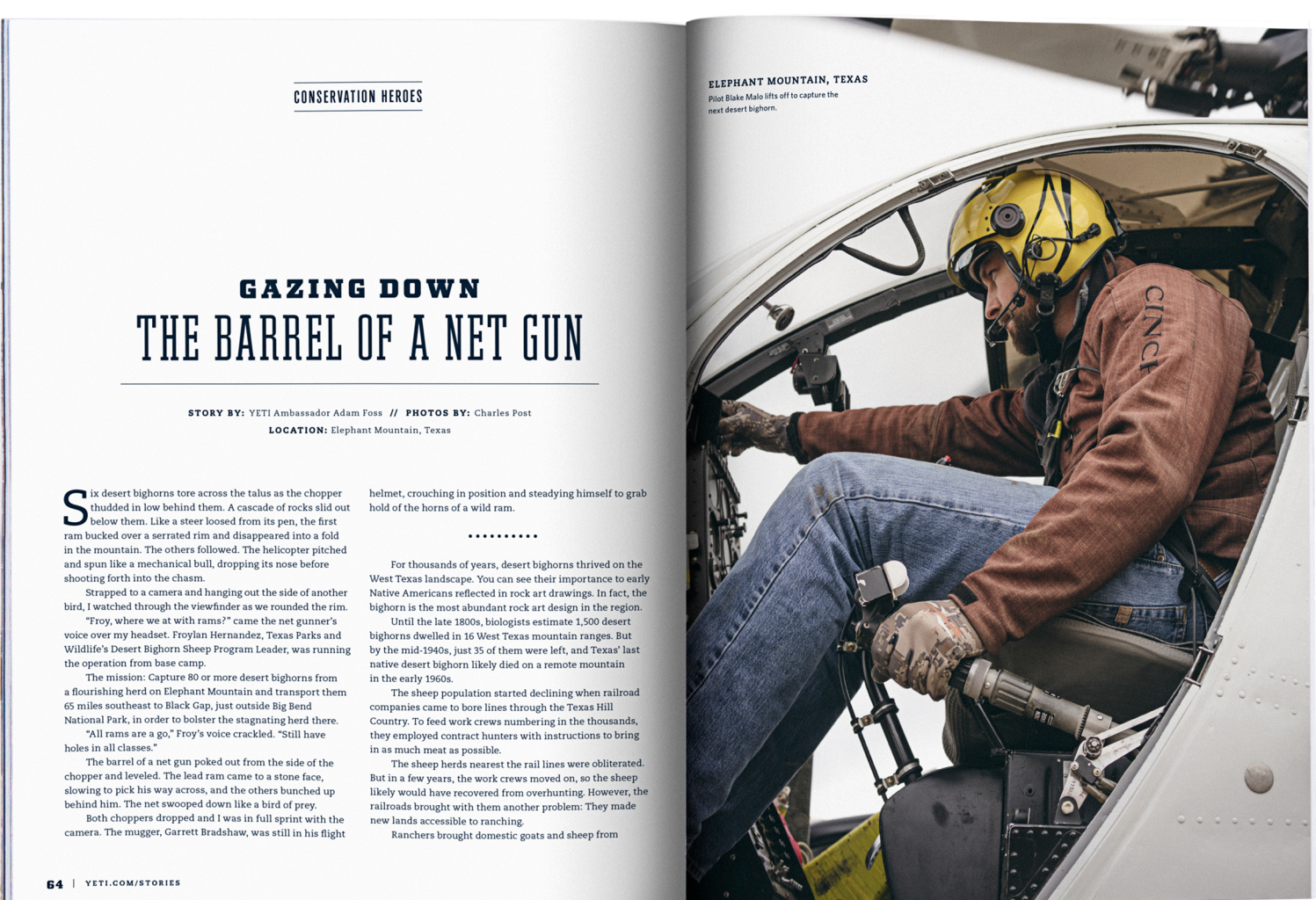
ANGLER'S PARADISE, WISCONSIN  
One angler's comfy getaway trip is another's primary residence. For one guy of the year, William has everything a fishing-casualist man could want.

## OFF-GRID RICHES

There's only one thing to do with an obsession: Nurture it. When executing your plan to catch a temperamental beast, eliminate faulty gear from the equation.

- 5-GALLON LOADOUT BUCKET WITH LID AND GEAR BELT**  
Keep tackle protected and tools at the ready with this three-piece mobile bar shop.
- SCIENTIFIC ANGLERS FLY LINE**  
Attract the attention of the picky eaters with a line that cuts through the water faster.
- OBVIS WIRE LEADER**  
You'll need something to keep the toothy ones from getting through your line.
- CAMO TRUCKER HAT WITH PATCH**  
One essential that'll pull its weight well beyond musky season.
- STOWMASTER MUSKIE NET**  
Because a big fish requires a big net.
- KNIFE COMPACT BOLT CUTTERS**  
For that wire leader we talked about.
- GLOOMIS MUSKIE ROD**  
When casting what feels like a wet sock over and over and over, get a rod that's up for the challenge.
- RAMBLER 10 OZ LOWBALL**  
Bare the midnight oil with hot coffee that'll stay hot.

BUILT FOR THE WILD | 53



ELEPHANT MOUNTAIN, TEXAS  
Pilot Blake Malo lifts off to capture the next desert bighorn.

## CONSERVATION HEROES

### GAZING DOWN THE BARREL OF A NET GUN

STORY BY: YETI Ambassador Adam Foss // PHOTOS BY: Charles Post  
LOCATION: Elephant Mountain, Texas

Six desert bighorns tore across the talus as the chopper shuddered in low behind them. A cascade of rocks slid out below them. Like a steer loosed from its pen, the first ram bucked over a serrated rim and disappeared into a fold in the mountain. The others followed. The helicopter pitched and spun like a mechanical bull, dropping its nose before shooting forth into the chasm.

Strapped to a camera and hanging out the side of another bird, I watched through the viewfinder as we rounded the rim.

"Troy, where we at with rams?" came the net gunner's voice over my headset. Froylan Hernandez, Texas Parks and Wildlife's Desert Bighorn Sheep Program Leader, was running the operation from base camp.

The mission: Capture 80 or more desert bighorns from a flourishing herd on Elephant Mountain and transport them 65 miles southeast to Black Gap, just outside Big Bend National Park, in order to bolster the stagnating herd there. "All rams are a go," Froy's voice crackled. "Still have holes in all classes."

The barrel of a net gun poked out from the side of the chopper and leveled. The lead ram came to a stone face, slowing to pick his way across, and the others bunched up behind him. The net swooped down like a bird of prey.

Both choppers dropped and I was in full sprint with the camera. The mugger, Garrett Bradshaw, was still in his flight

helmet, crouching in position and steadying himself to grab hold of the horns of a wild ram.

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For thousands of years, desert bighorns thrived on the West Texas landscape. You can see their importance to early Native Americans reflected in rock art drawings. In fact, the bighorn is the most abundant rock art design in the region.

Until the late 1800s, biologists estimate 1,500 desert bighorns dwelled in 16 West Texas mountain ranges. But by the mid-1940s, just 35 of them were left, and Texas' last native desert bighorn likely died on a remote mountain in the early 1960s.

The sheep population started declining when railroad companies came to bore lines through the Texas Hill Country. To feed work crews numbering in the thousands, they employed contract hunters with instructions to bring in as much meat as possible.

The sheep herds nearest the rail lines were obliterated. But in a few years, the work crews moved on, so the sheep likely would have recovered from overhunting. However, the railroads brought with them another problem: They made new lands accessible to ranching.

Ranchers brought domestic goats and sheep from





# TUNDRA

A COMMUNITY 10 YEARS IN THE MAKING

Ten years ago we introduced the world to the YETI Tundra. Now, there's a decade of stories to look back on because of the communities that brought the Tundra into their lives and pursuits. Anglers and hunters, then river guides, pitmasters, oilfield workers, and ranchers shared our frustrations with disposable coolers and were quick to recognize the value of a cooler that held up to daily abuses. Their Tundras are permanent fixtures in their pickups, on their boats, in their BBQ rigs they deemed their cooler indispensable. Thanks to them and all the others who followed their lead, the story of the Tundra is a rich one that we



## TUNDRA

The Tundra is the original YETI cooler. Frustrated by coolers that would break, leak, and do a poor job keeping it's, we created the Tundra tough enough to stand up to the wild. So use it as a cutting platform and trust it will keep your catch and drinks cold — or better — so you never have to halt a good time due to substandard gear.

**ICE FOR DAYS.** **ColdLock™ Gasket** — A heavy-duty gasket creates the airtight seal that keeps your cooler cold and dry in the dark. **FullWall™ Design** — Extra-thick walls hold 2" more ice than standard coolers — so you can keep your gear cold longer. **PermaFrost™ Insulation** — Permanent insulation keeps your cooler cold longer.

**DAMN-NEAR INDESTRUCTIBLE**

- T-Box Lid Latches** — Heavy-duty latches are made with patented technology to give Tundra the strength and durability you need.
- HeavyDuty™ Hinge System** — Independent hinges are placed on the inside of the lid, away from the hinges and latches, so they can't break.
- Reinforced Construction** — The unique design of the Tundra's body is built to withstand the toughest conditions. Built with heavy-duty polyethylene, it's tough and built to last.

YETI IS THE ORIGINAL. TUNDRA IS THE ORIGINAL. FREE SHIPPING ON COOLERS AND BAGS.

