

MONDAY UPDATE | EVERYDAY DRINKWARE

Built for everyday life: why Randmar sees value in Bubba.

The products people use most are often the products that solve a simple need well. Bubba drinkware is made for busy days - commuting, work, school, travel, fitness and weekends outdoors - with practical formats, bold colours and dependable everyday performance.

01 GO BIG ON HYDRATION The 40 oz Trailblazer supports long commutes, workouts, travel and outdoor days.	02 KEEP THE DAY MOVING Insulated stainless steel helps drinks stay at the right temperature without exterior sweating.	03 GIVE CUSTOMERS CHOICE Multiple sizes, colours and lid styles make the assortment easy to personalize and merchandise.	04 SELL FROM CANADIAN STOCK Available now from Randmar's Laval and Edmonton fulfilment centres.
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A brand built around real moments

Bubba began in 1997 with a straightforward idea: make drinkware people enjoy using. The brand grew from the original Bubba Keg into bottles and tumblers designed for social occasions, everyday routines and life on the move. That history still shows in the products today - useful capacities, comfortable carrying features and designs that feel approachable rather than overly technical.

The everyday-use story is easy to understand

The 40 oz Trailblazer is the lead opportunity. Its large capacity, vacuum-insulated stainless-steel body, covered straw spout and carrying handle make it a practical companion for the car, gym, job site, campus or trail. The 24 oz Hero XL and Envy S tumblers provide more compact choices for desks, cup holders, gifting and daily routines.

Featured Bubba products available through Randmar

- Trailblazer 40 oz Water Bottle, Lavender Frost - MPN 2208633
- Trailblazer 40 oz Water Bottle, Scuba - MPN 2224037
- Hero XL 24 oz Tumbler, Magenta/Galactic - MPN 2223955
- Hero XL 24 oz Tumbler, Indigo - MPN 2223954
- Envy S 24 oz Tumbler, Scuba - MPN 2224038
- Envy S 24 oz Tumbler, Lavender Frost - MPN 2208470

Why it belongs in a reseller assortment

Bubba crosses customer groups without requiring a complicated sales pitch. It can be positioned for commuters, students, employees, travellers, fitness customers and outdoor enthusiasts. The assortment also supports individual products, colour stories, multi-unit offers, gifts and seasonal promotions - giving resellers several ways to test demand and expand around the products that sell.

RANDMAR ANGLE	Bubba combines a recognizable brand, useful everyday features and strong Canadian inventory. Visit Randmar or contact John in Business Development to review the available assortment and choose the right products for your store.
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Sources: Randmar Central inventory, catalogue and brand sales activity reviewed October 26, 2026; Bubba Brands - Trailblazer 40 oz product details and brand information. Availability can change. Do not share costs, margins, customer information or private order data.