

# Cooler uses dirt instead of ice

By Jenn Harris, Los Angeles Times

Ice-cold beer is essential to any summer party, but no one volunteers to pick up the ice, then to restock halfway through the party. eCool, a company in Denmark, is attempting to solve the party ice predicament with an ice-less cooler.

The eCool earth cooler is an underground cooler that uses dirt to chill your beer instead of ice. According to the website, you use a garden drill to create a hole in the ground. Or it says that if “you’re a real man” you can dig one yourself.

Once you place the cooler in the ground, you use a lever to lower up to 24 cans of beer into the cooler. You use the same lever to lift the cans out of the cooler when you’re ready to drink.

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