

Picnic on Wheels

The Cruizin Cooler could be cruising to a horse show near you.

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Most horse show competitors can agree that there are times when you're simply too tired to trudge back to the show barn or the horse trailer to grab a cold drink or a snack, and the concession stand has far too long of a line. But have we actually come to the point where we desire a motorized cooler on wheels?

Yes, that's right. You can now purchase a cooler that you can ride to the backgate. Just think: You can have your own tailgate party right behind the tails of the show horses.

The so-called Cruizin Cooler (www.cruizincooler.com) has room to stash 24 12-ounce beverage cans plus a large bag of ice. Or you can swap things around and store several lunches. The 300-watt rechargeable motor allows the cooler to carry around a 300-pound rider up to 13 mph. There is also a 500 watt model available. Originally aimed at campers and outdoorsmen, the Cruizin Cooler is cruising into other markets.

"I saw these at the NFR (the National Finals Rodeo) last year, and they were really popular. The vendor there could hardly keep up with the sales, so I thought this would be a great product to market to the horse show crowd," says Dave Dailey, president of Dailey Fence and Supply based in Ohio. According to Dailey, his company sells products that make life, "easier and more convenient for horse owners."

Ah yes, what a grand idea. Now the golf carts at major horse shows can duel it out for parking spaces with rideable coolers!