



S'WELL LAUNCHES STAINLESS STEEL STRAW SET, EXPANDING ITS LINE OF ACCESSORIES WITH NEW SUSTAINABLE SOLUTION

NEW YORK, March 14, 2019 – [S'well](#), creator of the original, fashion hydration accessory, is adding to its growing roster of accessories with the launch of the Stainless Steel Reusable Straw Set. Including four flexi stainless steel straws and one custom cleaning brush, S'well's Stainless Steel Reusable Straw Set offers thoughtful design and versatility while continuing to help consumers minimize single-use plastic consumption.

“We know how important it is to design products that enhance the drinking experience while helping the planet,” said Sarah Kauss, founder and CEO, S'well. “Our new straws do just that, extend an already notable lineup of accessories to help individuals customize their S'well products to meet their personal needs.”

Each straw includes high-grade, 18/8 stainless steel and a flexi neck made of FDA food-grade silicone. The flexi-neck allows for comfortable sipping and beverage temperature control, creating the optimal drinking experience. The straws pair well with a wide array of S'well and S'ip by S'well products including The Original 17oz Bottle, 16oz Traveler, 18oz Tumbler and 15oz S'ip by S'well Bottle, among others.

The Stainless Steel Straw Set comes on the heels of several additions to the S'well accessory lineup. Recent launches include S'well's pop-top Commuter Lid (\$10) to fit all Traveler sizes, plus the drink-thru Sport Cap (\$10) and grab-and-go Swing Cap (\$10) for S'well Original Bottles.

The S'well Stainless Steel Straw Set is available now for \$12 on [swellbottle.com](#) and at select retailers. For more information and to shop the accessory line, visit [swellbottle.com](#) or follow [@swellbottle](#).

About S'well

Launched in 2010, S'well is a global manufacturer, wholesaler and online retailer of reusable, insulated products that fuse style and performance with purpose. S'well beverage and food containers are beautifully crafted and composed of BPS-free, food-grade, stainless steel. Most S'well beverage products keep drinks cold for up to 24 hours and hot for up to 12, while its food containers offer extended temperature control and versatility. Additional product lines include S'ip by S'well and S'nack by S'well.

S'well is committed to helping create and sustain positive change, by minimizing single-use plastic consumption and supporting communities in need with UNICEF and Breast Cancer Research Foundation (BCRF). S'well has been named to the Inc. 500 List of fastest-growing, privately-held companies (#99) and a #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization, among other honors. S'well products are sold in 65 countries. Visit [www.swellbottle.com](#) to learn more.

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