



Product Guide

JANUARY 2024

riofriogoods.com

RIO  **FRIO**
CHILL RIVER GOODS

Thoughtful Goods for Chill Times

SOCIAL RESPONSIBILITY

We believe in social responsibility, which is why we source in small batches from ethical producers.

Our products use recycled and organic materials whenever possible, we avoid plastics in shipping, support local businesses and small designers, and promote causes that directly support the health and well-being of our planet. A portion of our proceeds is donated to maintain dark skies and clean waters in the Texas Hill Country.

MODERN MATERIALS

Our quick-dry, recycled nylon caps have been put to the test on multi-day canoeing expeditions on the Devils and Rio Grande rivers. Not to mention, many chill outings on the Frio!

VINTAGE VIBES

Our small batch chain stitched caps are hand-cranked by our friends at Chainsmoke NYC. Our embroidered items are stitched by a local Texas artisan. Each product is one-of-a-kind.

SMALL BATCH PRODUCTION

Small batch means limited quantity and high quality. We make only what we need. No fast fashion here!

ENVIRONMENTAL CONSERVATION

A portion of our proceeds is donated to Keep it Real Beautiful (The Real County chapter of the Keep Texas Beautiful Program).

Your purchase supports:

- Dark Skies
- Recycling and Litter Prevention
- Beautification
- Frio River Preservation



Pecan Grove

BEANIE

Limited Release — Batch 003

Fisherman's rib beanie made of recycled materials with Rio Frio logo patch centered on the folded cuff.

One Size with a longer body for a loose fit.

PRODUCT DETAILS

Ribbed Knit

Heavy Weight

Loose Fit

50% Recycled Wool / 50%
Recycled Acrylic

Available Sizes

One Size

Retail Price

\$34



Mountain Cedar

QUICK DRY CAP

Limited Release — Batch 003

Grab this popular river-ready cap in Mountain Cedar green with a Rio Frio signature patch embroidered in deep blue.

Lightweight, quick-dry cap that's durable enough to wear on the water. This mid-profile, 5-panel cap is made for outdoor versatility and chill vibes.

PRODUCT DETAILS

100% Recycled Nylon
Quick-Dry
Plastic Snapback
Mesh Support
One Size

Retail Price
\$37



Cedar Thatch

DAYPACK

Limited Release — Batch 003

Pack it all up for the day in this versatile, 4 gallon backpack in a green and black Cedar Thatch pattern with a Rio Frio signature patch embroidered in deep blue.

PRODUCT DETAILS

100% recycled polyester
Large zippered main compartment with interior pocket
Smaller zip-front compartment with water resistant zipper
Side pockets fit a water bottle
Adjustable shoulder straps

Dimensions

16-1/2 x 9-3/4 x 6

Retail Price

\$47



Desert Clay

SWEATSHIRT

Limited Release — Batch 004

Our new favorite... This cozy crewneck sweatshirt is designed in a dusky Desert Clay colorway with stealth Rio Frio embroidery.

The recycled content in each shirt saves approximately 6 plastic bottles from the landfill.

PRODUCT DETAILS

Women's Relaxed Fit
Drop Shoulder
Wide Cuff
Mid-weight
80% Cotton, 20% Recycled Polyester Fleece

Available Sizes

Small, Medium, Large

Retail Price

\$64



Desert Clay

QUICK DRY CAP

Limited Release — Batch 004

Grab this popular river-ready cap in a dusky Desert Clay colorway with stealth Rio Frio embroidery.

Lightweight, quick-dry cap that's durable enough to wear on the water. This mid-profile, 5-panel cap is made for outdoor versatility and chill vibes.

PRODUCT DETAILS

100% Recycled Nylon
Quick-Dry
Embroidered Graphic
Plastic Snapback
Mesh Support
One Size

Retail Price
\$42



Clear Springs

FOAM TRUCKER

Limited Release — Batch 004

Stay cool in our structured, mid-profile Clear Springs foam trucker cap with breathable recycled polyester mesh in a classic blue.

The slim Rio Frio embroidery in our signature Frio blue has great texture and quality vibes.

Made for outdoor versatility and chill vibes.

PRODUCT DETAILS

Mid-profile

Embroidered Graphic

Snapback Closure

100% Polyester Foam Front and Bill / 100% Recycled Polyester Mesh Back

Retail Price

\$42



Prickly Pear

FOAM TRUCKER

Limited Release — Batch 004

Stay cool in our structured, mid-profile Prickly Pear foam trucker cap with breathable recycled polyester mesh in Cedar green.

The slim Rio Frio embroidery in our neon green has great texture and quality vibes.

Made for outdoor versatility and chill vibes.

PRODUCT DETAILS

Mid-profile

Embroidered Graphic

Snapback Closure

100% Polyester Foam Front and
Bill / 100% Recycled Polyester
Mesh Back

Retail Price

\$42



Ultra Marine

FOAM TRUCKER

Limited Release — Batch 004

Stay cool in our structured, mid-profile Ultra Marine foam trucker cap with breathable recycled polyester mesh in a classic marine blue.

Emblazoned with our Rio Frio signature patch embroidered in deep blue.

Made for outdoor versatility and chill vibes.

PRODUCT DETAILS

Mid-profile

Embroidered Patch

Snapback Closure

100% Polyester Foam Front and Bill / 100% Recycled Polyester Mesh Back

Retail Price

\$36



Spring Cypress

FOAM TRUCKER

Limited Release — Batch 004

Stay cool in our structured, mid-profile Spring Cypress foam trucker cap with breathable recycled polyester mesh in a classic blue.

Emblazoned with our Rio Frio signature patch embroidered in deep blue.

Made for outdoor versatility and chill vibes.

PRODUCT DETAILS

Mid-profile

Embroidered Patch

Snapback Closure

100% Polyester Foam Front and Bill / 100% Recycled Polyester Mesh Back

Retail Price

\$36



Deepest Bluest

QUICK DRY CAP

Limited Release — Batch 001

Our founding product, River ready with hand-crafted, vintage vibes. Our friends at Chainsmoke.nyc hand-cranked our custom designed chainstitch.

Looking for a lightweight, quick-dry cap to wear on the water? We got you. This mid-profile, 5-panel cap is made for versatility.

Due to the hands-on process, each hat is one-of-a-kind, but they all have the same techie, water-resistant qualities and vintage vibes.

PRODUCT DETAILS

100% Recycled Nylon
Quick-Dry
Chainstitch Graphic
Plastic Snapback
Mesh Support

Retail Price

\$47



Caliche Road

ACTIVE CAP

Limited Release — Batch 002

With hand-crafted vintage vibes and outdoor-ready performance, this cap is just as chill on the streets as it is on the river. We've worn this style on the water for over a year, and love how it's held up.

Caliche Road is a warm white with black braided rope and matching graphic. Our custom design is a hand-cranked chainstitch by our friends at Chainsmoke NYC.

PRODUCT DETAILS

Chainstitch Graphic

70% cotton, 30% nylon

Soft-structured with reinforced
flip down mesh support

Five-panel, low-profile with braid

Flat bill

UPF 50+

Snapback closure

Retail Price

\$47



Pink Granite

ACTIVE CAP

Limited Release — Batch 002

With hand-crafted vintage vibes and outdoor-ready performance, this cap is just as chill on the streets as it is on the river. We've worn this style on the water for over a year, and love how it's held up.

Pink Granite is a dusty blush with maroon braided rope and matching graphic and snap closure. Our custom design is a hand-cranked chain stitch by our friends at Chainsmoke NYC.

PRODUCT DETAILS

Chainstitch Graphic

70% cotton, 30% nylon

Soft-structured with reinforced
flip down mesh support

Five-panel, low-profile with braid

Flat bill

UPF 50+

Snapback closure

Retail Price

\$47



Fall Cypress

ACTIVE CAP

Limited Release — Batch 002

With hand-crafted vintage vibes and outdoor-ready performance, this cap is just as chill on the streets as it is on the river. We've worn this style on the water for over a year, and love how it's held up.

Fall Cypress is a deep rust color with black braided rope and tonal orange graphic. Our custom design is a hand-cranked chain stitch by our friends at Chainsmoke NYC.

PRODUCT DETAILS

Chainstitch Graphic
70% cotton, 30% nylon
Soft-structured with reinforced
flip down mesh support
Five-panel, low-profile with braid
Flat bill
UPF 50+
Snapback closure

Retail Price
\$47



Rio Frio Classic

SIGNATURE STICKER

Our durable outdoor-rated vinyl stickers are laminated, they're weather-resistant, and they're perfect for your water bottle, cooler, dry box, or anywhere you end up sticking them!

Thick, durable vinyl protects your stickers from scratches, water & sunlight.

PRODUCT DETAILS

3.5" x 2"

Weather-resistant vinyl

Retail Price

\$3



Rio Frio Night Glow

SIGNATURE STICKER

Light up your life with this glowing version of our signature sticker. These stickers gain their power from the light, and work even better when they have been exposed to sun. Charge em up during the day, and watch them come to life at night.

Our durable, outdoor-rated, glossy stickers are laminated to protects them from scratches, water & sunlight. They're weather-resistant, and perfect for your water bottle, cooler, dry box, or anywhere you end up sticking them!

PRODUCT DETAILS

Glow-in-the-dark

3.5" x 2"

Weather-resistant laminate

Glossy

Retail Price

\$7