

I Drink, Therefore I Am

Gear to win gold in the beer olympics

WORDS JEREMIAH J. SHAW ILLUSTRATION CINDY MENJIVAR

BRRR-ACHO

USB Refrigerator [\$30]

This retro mini-mini-fridge plugs into a USB port on your laptop and chills the beverage of your choice down to a frosty 47 degrees within minutes. For the gamers among you, it's the perfect size to stash beverages that will help you level up your diabetes and keeps your Bawls cool on those late nights spent hunched over your monitor like an osteoporotic Quasimodo while you scream into your headset about how the Alliance are "all a bunch of nubs."

dreamcheeky.com

GONE IN SIXTY SECONDS

Power Hour CD [\$10]

I recently had a birthday, and dozens of my closest friends gathered at my place—partly to congratulate me on another year of survival— but mostly because they knew "Power Hour" was going to occur.

For those of you who didn't go to college, the rules of Power Hour are simple: take one shot of beer every minute for 60 minutes. (And before you scoff there, Ramanujan, 60 shots = five beers in one hour.) Now, to avoid having people simply stare at their watches, we instead played a CD that had exactly one minute of 60 different hit songs from the '80s. Each song snippet was followed by a sound alerting the revelers that it was time to tip their shot glass. Obviously, you can't have our CD, but this collection from powerhourcd.com should serve quite nicely for your boozing. powerhourcd.com

THE GOLDEN RULE

Kegbot [\$150 in parts]

If there's one thing everyone hates, it's a keg remora. You know them. They're the jackasses at the party who do absolutely nothing but attach themselves to your 1,000 ounces of barleypop and suck it dry. Now there's a new weapon to combat these walking party fouls: The Kegbot. Each drinker requires a unique identifier—like a PIN code—which they must enter before the Kegbot will allow beer to be dispensed through the tap. Kegbot also tracks how much beer has been consumed by each person who enters their code, as well as the total calories consumed per person. It does require a certain amount of assembly, but if you're the type of person who'd require a login to drink, you're probably anal enough to set up the damn thing. kegbot.org

GO LONG!

Bierstick [\$20]

We have no idea why such a thing is necessary, but we're willing to try just about anything once. And the best thing we can say about using the Bierstick is that it works exactly as advertised. It totally shoots beer. Fast. And lo, do the Earth's fratboys rejoice. For not only couldst they rocket a full PBR down their throat in less than two seconds, but the divine Bierstick doth also double as a penis enlarger, thus smiting another of their embarrassing birds with one mighty stick ... so to speak. bierstick.com

BOOZE CRUISE

Reef BYOB Sandal [\$46]

Picture this. You're at Schlitterbahn. The temperature is climbing into the 100s, and you could certainly use an adult beverage before hopping into the pool. Then it hits you—you're wearing your Reef BYOB sandals! So you remove one, open the hidden tab on the sole and surreptitiously pour the alcohol you concealed within the hidden bladder into a highball glass. (Along with a dash of foot sweat and pavement grime for added kick.) Disgusting? Yes. Although we suppose it's no worse than wading around in a giant urine swap meet, otherwise known as "a public pool." reef.com

