

Beyond the 'Quencher Woman': Stanley 1913 Plots Next Act After Viral Fame

Mention the brand Stanley 1913, and you might picture a young woman flaunting a colored or bedazzled water tumbler on TikTok.

In the past five years, the Stanley Quencher—also known as the Stanley cup—has achieved viral fame, particularly among millennial and Gen Z women. Kate Ridley, chief brand officer of Stanley owner PMI WW Brands, said the company “fondly” refers to those fans who helped fuel the brand’s success as “the Quencher Woman.”

But while Stanley wants to “continue nurturing” those loyalists, it’s now thinking beyond viral fame, she said.

Its future hinges on targeting a wider, international audience and broadening its image beyond the hydration category to a “premium lifestyle brand rooted in food and beverage culture,” according to Graham Nearn, chief product and sustainability officer of PMI WW Brands.

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