ARIZONA TRAIL COLLECTION

Aravaipa Trail Hydration.

Four single-flavor pouches for packet pickup and an optional monthly refill through the Aravaipa shop.





Hydration

Raspberry / Orange



Hydrogen + Hydration

Tropical / Lemon

Hydration

An electrolyte drink mix for the flask a runner carries on training days.



Packaging concept / Final label pending

Raspberry

15 sticks per single-flavor pouch

Orange

15 sticks per single-flavor pouch

AT RETAIL

Place the two flavors side by side at packet pickup. A runner can buy a pouch and tuck individual sticks into a vest for later runs.

Hydrogen + Hydration

Molecular hydrogen and electrolytes in one flavored powder stick, mixed with water.



Packaging concept / Final label pending

Tropical

15 sticks per single-flavor pouch

Lemon

15 sticks per single-flavor pouch

AT RETAIL

Give the hydrogen formula its own listing in the Aravaipa shop. Runners can reorder the exact flavor they took home from the race.

THE MERCHANDISE OPPORTUNITY

One weekend. Two places to sell.

Start with one Arizona merchandise table and one online collection.

Packet pickup

The 2025 Cocodona guide lists merchandise at select packet pickups. An Aravaipa pouch gives runners something to take home while existing partners serve on-course hydration.

Cocodona 2025 Crew & Pacer Guide, p. 3

Online reorders

The Javelina shop already carries a Nalgene bottle and a CamelBak. Show the pouch alongside the bottles and let runners save the link to their preferred flavor.

Aravaipa shop, Javelina collection

The next event

The 2026 to 2027 Desert Runner Trail Series runs October through April. Compare by-flavor sales at the first event with online reorders before sizing the next order.

Desert Runner Trail Series

THE FIRST ORDER

Choose the first race, opening quantity and flavors. ICHOR prepares artwork for approval and works with Aravaipa on production and delivery dates.

SUBSCRIPTION & FULFILLMENT

A monthly refill from Aravaipa.

A runner picks up Raspberry with their bib. A QR code on the pouch could open that flavor in the Aravaipa shop, where they could buy once or subscribe to a monthly refill. Subscribers could skip a delivery, pause or cancel.

ILLUSTRATIVE MONTHLY VOLUME

100 paid refills

If 100 runners each buy one pouch a month for 12 months, that's 1,200 pouches sold through Aravaipa between race weekends.

You purchase your branded products at wholesale, choose your retail price and sell through your approved channels. Build a recurring revenue stream around products your community can reorder.

Who ships the pouches?

For race weekend

ICHOR can deliver cases to an agreed Aravaipa receiving point. Aravaipa sells individual pouches at pickup.

For online orders

Aravaipa can ship from its stock or explore having ICHOR pack and ship online orders directly to runners. Aravaipa keeps the storefront and customer relationship.

Email Paul Dagnino, Founder of ICHOR

Discussion concept. Terms subject to agreement.