# Swansea entrepreneur develops world’s first self-cooling beverage can



James Vyse, a 32-year-old entrepreneur from Swansea, has developed what is claimed to be the world’s first self-cooling beverage can, a creation that could see his business valued at over $50 million within the next year. Vyse, a father of four who grew up on a council estate in the Fforest-fach area of Swansea, has poured his life savings and considerable effort into bringing this innovative product to market.

The self-cooling can can chill a beverage to as low as 7°C with the simple press of a button, offering a solution to the common annoyance of lukewarm canned drinks. Vyse’s invention is designed to be especially useful in situations where refrigeration is unavailable, such as at the beach or during festivals.

Vyse’s journey began with a career in mixology, originating from his time working at the former Revolution bar on Wine Street in Swansea. “My passion for drinks and mixology began when I was working at the former Revolution bar on Wine Street, back when my friends used to ask me when I was going to get a ‘real job’,” he reflected. He later moved to London to work in top restaurants before establishing his previous company, The Cocktail Man, which he sold in 2022.

Following the sale of his earlier business, Vyse dedicated himself to developing his self-cooling can concept. Initially starting with a self-cooling packet, he then worked tirelessly on perfecting a can version, often working late through the night. “I remember waking my partner up at 1am shouting ‘Oh my God it works!’” Vyse recounted.

The invention is marketed under Vyse’s new company, Delta H Innovations. The can, which appears similar to a standard 500ml can, holds 350ml of beverage. It includes a unique design featuring a narrow cavity around the walls and base containing water and salt crystals. When the button located on the base of the can is pressed, the water flows upwards, reacting with the salt crystals to trigger an endothermic reaction that cools the drink. Additionally, the product is 98% aluminium and 2% recyclable PET plastic, making it 100% recyclable.

Vyse revealed that he has already begun discussions with major beverage brands such as Red Bull, Monster, and Heineken, who are interested in having their drinks packaged in his self-cooling cans. He anticipates the product will cost consumers an additional 10 to 20 pence per can once it hits retail shelves.

With manufacturing partners based in locations including Texas, USA, and Copenhagen, Denmark, Vyse plans to spend much of the summer travelling globally to oversee production and expansion. His sights are set on penetrating markets in Asia and the Middle East next year.

Reflecting on the significance of his invention, Vyse noted, “The first canned beer was canned in Wales, so it’s done a full circle. No one should ever underestimate the engineering power in Wales – it is something we should all be proud of.”

Speaking about his entrepreneurial journey, Vyse offered advice for aspiring businesspeople: “My message to any young aspiring entrepreneur would be that you have got to believe in yourself. You can easily talk your way out of a good idea.”

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thedrinksbusiness.com/2025/03/self-chilling-can-innovation-stirs-beverage-industry> - This article supports James Vyse's achievement of creating a self-cooling can, highlighting its innovative cooling mechanism and potential to disrupt the beverage industry.
* <https://fadmagazine.com/2025/03/18/cool-can-the-worlds-first-true-self-chilling-beverage-can> - This article delves into the self-cooling can's technology and its impact on the industry, corroborating Vyse's efforts as a mixologist-turned-entrepreneur.
* <https://www.designboom.com/technology/worlds-first-self-chilling-can-cool-warm-drinks-pressing-button-03-19-2025> - This article explains the cooling process of the self-chilling can, which aligns with the description of using water and salt components to chill the drink.
* <https://deltahinnovations.com> - This is the official website of Delta H Innovations, supporting the information about the company's product and its features such as rapid cooling and recyclability.
* <https://www.ndtv.com/offbeat/this-bartenders-genius-invention-will-keep-your-drinks-ice-cold-no-fridge-needed-8051232> - This article provides more details about James Vyse's background in mixology and the development process of the self-cooling can, along with interest from major brands.