

HUNTING

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RETAILER

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SNOW GEESE

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HARD-HITTING AMMO
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- 6HRS BATTERY LIFE
- OPERATING TEMPERATURE- (-20 TO 110 DEGREES FAHRENHEIT)
- WEIGHT- 17OZ



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PRECISION RIFLESCOPE

PRECISE



30
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Our best-selling 15-pound Jurassic Rocks will now be featured in a rugged wooden display box, combining durability with eye-catching appeal. The sturdy, handcrafted design draws attention to it on the sales floor while proudly showcasing the premium quality and trusted reputation customers have come to expect. It's always hard to make a rock look sexy, but this is as good as it gets, and remember — it's what's on the inside that matters!

Since 2015, the Jurassic Rock family has continued to grow, making it easier than ever to enhance the wildlife on your property. Our Apple-Spiced aroma has proven to be a fan favorite, drawing deer in with its irresistible scent while delivering the essential minerals they crave. We've infused this proven attractant into our finely crushed mineral rock, creating one of the most effective and reliable attractants on the market. Think of this as your daily multivitamin, that now tastes great and helps you remem-

ber to take it every morning!

New for 2026, we're excited to introduce a convenient 2-gallon bucket of Apple Crushed Rock, perfect for smaller setups or for maintaining existing mineral sites. It joins our trusted 50-pound 5-gallon BUCKitLOAD and 20-pound Apple Crushed bag, both of which have been proven by hunters for their consistent results.

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With your continued support, we'll keep pushing forward with new products to help hunters everywhere succeed and keep the outdoor traditions strong. You can stock Jurassic Rock and Do All Outdoors products directly or order through your favorite distributor. Visit JurassicRock.com for more information and follow us on Facebook, TikTok, YouTube, and Instagram for the latest news and field updates.

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NSSF Promotes Schilling and McNamara to VP Roles

NSSF, the firearm industry trade association, announced two forthcoming additions to its executive leadership team. Effective January 1, 2026, Melissa Schilling will become VP of Exhibitions and Events, and John McNamara will serve as VP of Member Services. Chris Dolnack, NSSF senior vice president and chief customer officer, will be retiring April 2, 2026, after nearly three decades of service to the association.

“Both Melissa and John will be outstanding additions to NSSF’s executive team,” said NSSF President and CEO Joe Bartozzi. “Their commitment to excellence and to NSSF’s mission has and will continue to drive our organization forward.”

“I also extend an enormous amount of thanks to Chris Dolnack for his leadership and service to NSSF and our industry over the years,” Bartozzi said. “He has played an immense role in the success of NSSF and its signature event, the SHOT Show, and we wish him all the best in his well-

earned retirement.”

Schilling joined NSSF in 2003 and has been an integral part of the organization’s growth. She has advanced through many roles during her tenure, most recently serving as managing director of Exhibitions and Events, where she has led the planning and execution of the SHOT Show and NSSF’s other events held throughout the year. She has also held roles in public relations and led NSSF’s recruitment and retention efforts.

McNamara joined NSSF in 2017, starting as senior director of Retailer Services and advancing to managing director of Member Services in 2021. He has played a key role in strengthening the association’s member relationships and engagement, developing partnerships, increasing revenue, and aligning departmental goals with organizational strategy. Before joining NSSF, he served as executive vice president at firearm manufacturer PTR Industries.

WOOX Selects New Agency

WOOX Italian-made gunstocks, axes and knives, crafted with the finest materials and the latest technology, is proud to announce they have partnered with Joel Harris of Harris Global Marketing & Communications.

“With over 20 years of experience and expertise handling public relations for many of the industry’s

premier brands, we know that Harris Global Marketing & Communications will be a critical piece of our brands growth strategy,” said Ben Fleming, CEO of WOOX USA.

Harris will be the first point of contact between WOOX and the professional media, ensuring timely assets are delivered and tight deadlines are met. Along with creating

and distributing the company’s press releases, Harris will be the point-of-contact for all sponsorships, sample products, information and image requests.

“I’m honored and looking forward to being the point-of-contact for all of the media’s needs for WOOX,” said Joel Harris, Owner/CEO of Harris Global Marketing

& Communications. “I have admired this brand since its inception as I’ve always had an appreciation for fine wood crafted products. I look forward to communicating about all this brand has to offer.”

For more information about all WOOX premium stocks, knives, axes and accessories, please visit www.wooxstore.com.

Otis Technology Promotes Brad McIntyre to Chief Executive Officer

Otis Technology, a leader in firearm maintenance, is proud to announce the promotion of Brad McIntyre to Chief Executive Officer, effective January 1, 2026. McIntyre currently serves as Executive Vice President and has been a dedicated member of the Otis team for over 25 years.

Throughout his tenure, McIntyre has been instrumental in developing and strengthening Otis Technology’s relationships with government/military and international partners.

“Brad’s promotion is a natural evolution for Otis,” said Bill Kleftis, current CEO of Otis Technology. He continues, “he’s not a newcomer; we’ve grown together, and he’s helped shape the company into what it is today. His ability to inspire teams and execute strategy has been instrumental in our success. I am confident that under Brad’s leadership, Otis will continue

to thrive and evolve while staying true to our roots.”

Doreen Williams, Otis Technology’s founder and Chairwoman of the Board, added, “When I hear the word Otis, I feel family. Brad has been part of the Otis family for many years, and his promotion is not just a milestone for the company, but a reflection of the culture we’ve nurtured since day one. His leadership is grounded in integrity, mutual respect, and a deep commitment to our employees, customers, and the communities we serve. His leadership will carry Otis forward with strength and purpose.”

McIntyre will succeed Bill Kleftis, who has served as CEO since 2022. Kleftis will remain with the company in an advisory capacity through Q1 2026 to ensure a seamless transition.

For more information, visit otistec.com and shooters-choice.com.

Radians Outdoors Welcomes Brett Bryan as Director of Sporting Goods

Radians Outdoors, a manufacturer of safety products for shooters and hunters, recently hired Brett Bryan to lead its Sporting Goods Division. His work will focus on providing distributors and retailers with the tools, insights, and pro-

grams that fuel long-term partnerships and growth.

Bryan has over 20 years of retail experience. He spent the last six years as a National Account Manager with Black Rifle Coffee Company, where he played a key

role in the explosive growth of the brand.

Prior to Black Rifle Coffee Company, he spent eight years as a Hunting and Tactical Apparel Buyer for Bass Pro Shops after leadership roles at Walgreens and

Walmart. His extensive background across retail operations, merchandising, and national account management will support Radians’ ongoing growth in the sporting goods sector.



Whitetails Unlimited Grants More Than \$160,000 to NASP

Whitetails Unlimited (WTU) awarded more than \$160,000 in grants to the National Archery in the Schools Program (NASP) this past fiscal year. NASP is an in-school target archery program aimed at improving educational performance among students in grades 4-12, with 1.3 million students participating in all 50 states. With this program, students are learning focus, self-control, discipline, patience, and life lessons required to be successful in the

classroom and in life.

Both WTU and NASP are deeply committed to helping develop archers and hunters, especially when it comes to youth. WTU's support of various local NASP programs over the years has not only supported their mission of preserving the hunting tradition and shooting sports, but it has also allowed young archers the opportunity to learn and grow, both as individuals and as outdoorsmen and women.

KUIU Sold to Investor Group

High-performance hunting gear and apparel brand KUIU Ultra-light Hunting announces it has been acquired by an investor group comprising conservation-driven families and businesses, including Cox Enterprises.

KUIU will continue to be a privately held brand dedicated to driving industry-leading innovation across its product lines while maintaining its high-quality standards that consumers have come to know and trust. CEO Melissa Woolf will continue leading the company under its new ownership, and the current operational structure will remain intact.

"Shared values are at the heart of this investment decision, and we couldn't ask for a better outcome for our people and the KUIU nation," stated Woolf. "By partnering with investors who have a passion for KUIU, hunting, and conservation, the company ensures its culture and legacy will continue to thrive for generations to come."

The families and businesses investing in KUIU are guided by a deep respect for the outdoors along with a commitment to ongoing stewardship. Founded in 2011, KUIU was built to push the boundaries of performance gear, in-

corporating ultralightweight design and advanced technical materials and features. This acquisition represents a long-term investment allowing KUIU to continue delivering exceptional, purpose-built products for customers who demand performance in every environment.

KUIU has five retail stores: one in Dixon, California; three in Texas — Dallas, Houston, and San Antonio; and a pop-up store at Molly's Place in Easton, Maryland. The investment will support KUIU's expansion of its brick-and-mortar retail presence, offering more in-person shopping experiences for its customers across the U.S. The long-term brand strategy includes domestic and international growth through expanding retail, e-commerce, and exclusive partnerships.

"The investing families are more than just customers; they are passionate supporters and generous contributors to causes they believe in," states Woolf. "In fact, Cox Enterprises and the James M. Cox Foundation have contributed over \$325 million to environmental and conservation efforts. We look forward to working with Cox on expanding our Conservation Direct initiative."

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NSSF
The Firearm Industry
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 GRAND VIEW
OUTDOORS

How to Turn Difficult Conversations Into Growth Opportunities



A step-by-step guide to navigating difficult conversations in both your business and personal lives.

BY JEFF HADEN

Another joy of adulthood. I've got to have one of those thorny conversations. Not fun.

Difficult conversations are inevitable at some point in most people's lives, despite their lack of popularity. Avoiding them only leads to bigger problems down the road. The good news? With a clear framework, tough conversations can strengthen relationships, foster growth and achieve better results.

Whether it's within the context of

your business or your personal life, this step-by-step guide provides a road map for navigating challenging dialogues with calm, empathy and assertiveness.

STEP ONE: PREPARE YOURSELF

Before initiating a difficult conversation, take a moment to think about how you feel and why you need to have the conversation. What is the core issue you want to address? What are your goals and desired outcomes? Are you trying to affect a behavioral

change, or do you simply want to be right? If the answer is the latter, you may wish to pause before starting a dialogue.

A well-formed goal statement is a good way to outline your intentions and keep your actions in check. For example, you might say to yourself, "I want to discuss the project schedule change that happened without my input. My goal is to be included in the future and find a solution that works for everyone now. I'm not placing blame."





STEP TWO: SET THE STAGE

As the saying goes, timing can be everything. Given that fact, schedule a suitable time and location for the conversation. The goal is to ensure you have privacy and few distractions. For instance, you could say, “I need to discuss something important regarding the project timeline. Can we talk in the conference room at 2 p.m. today?”

STEP THREE: DESCRIBE THE SITUATION OBJECTIVELY

Once you and the other person are together, it's time to explain the situation objectively. Stick to the facts without judgment or blame and use “I” statements to express your perspective. “I” statements tend to reduce defensiveness and create an environment of mutual understanding.

Begin with “I feel” to take ownership of your emotions. Describe the behavior or situation objectively

and without judgment. Explain the reason behind your feeling. For example: “I feel frustrated that the deadline was moved again without consulting me. I’m now task-saturated and unable to get my project work and other work done by the new milestone. I understand there may be valid reasons for the shifting timeline, and I would appreciate being included in decisions moving forward. This isn’t the first time I’ve been left out of discussions. I would also like to see how we might adjust the current schedule.”

STEP FOUR: ALLOW THE OTHER PERSON TO RESPOND

After you’ve shared your perspective, listen actively and allow the other person to respond without interrupting. Additionally, ask clarifying questions to ensure you fully understand their point of view and validate the other person’s emotions and experiences. You might say, “I understand

that speed was the goal. Can you tell me how I might be included in scheduling decisions in the future?”

STEP FIVE: IDENTIFY COMMON GROUND

As the conversation progresses, look for areas where you agree or share similar goals. Validating each other’s perspectives and emotions can help build trust and create a foundation for finding a mutually acceptable solution. For instance, you could say, “It seems we both want to deliver a high-quality project, even if we have different views on the timeline and how it gets adjusted.”

STEP SIX: PROPOSE SOLUTIONS

Next, collaborate and be willing to compromise while at the same time standing firm on your core needs and boundaries. For example, you might suggest, “What if we extend the deadline by two weeks? That way, we

“As the conversation progresses, look for areas where you agree or share similar goals.”

can ensure the project is completed without cutting corners.”

STEP SEVEN: SUMMARIZE AND CONFIRM NEXT STEPS

As the conversation comes to a close, summarize the agreed-upon solution and action items. Express appreciation for the open discussion and the other person’s willingness to work through the issue constructively. For example, you could say, “To recap, we’ll extend the deadline to allow more time, and you’ll provide an additional team member to assist me. Thank you for working through this constructively and for committing to including me to the extent possible when making future scheduling changes.”

STEP EIGHT: FOLLOW UP

It’s essential to implement the agreed-upon solution and check in regularly to provide feedback on what’s working or if any adjustments are needed. You might follow up by saying, “Now that we’ve had a week with the new plan, how do you think it’s going so far? Is there anything we should tweak or address?”

Difficult conversations may never be easy, but with practice and a commitment to effective communication, they can become opportunities for growth, understanding and stronger connections with those around us. **HR**

These three electronic predator callers will bring the coyotes running.



Die-hard predator hunters are a very distinct part of the overall hunting community. While most big-game hunters are happy to take an occasional shot at a coyote when they get the chance, many predator hunters dedicate much of their time, effort and money to hunting coyotes, bobcats and other predators. In fact, if you know any passionate predator hunters, you

If you've ever called a coyote in at a dead run from a quarter mile away, it's easy to understand the drive. I still remember the first time a coyote charged at my call with reckless abandon. I was so startled by the animal's rush that I missed several shots, teaching that song dog a lesson in careless-

In recent years, electronic callers have taken over the scene, and for good reason — they are loud, pro-

When it comes to hunting retailers, there are many options for e-callers from various manufacturers to sell in your store. Let's review some good choices from reputable call makers Foxpro, Freq, and Mojo.

FOXPRO X360

Called by the manufacturer as its "most advanced unit ever," the X360 is Foxpro's flagship digital game call, setting a new benchmark in audio quality and featuring numerous cutting-edge features. The device provides an industry-leading dynamic range of 32-bit Ultrasonic sound through a seven-speaker system with three XHD+ speakers, which now include three enhanced tweeters for better frequency response, along with a full-range speaker. The X360 offers a frequency response range of 100 Hz to over 40 kHz, making it effective at attracting even the most elusive predators.

The new and innovative Advanced 360 sound feature randomly moves sounds across speakers, creating unmatched realism and urgency without the rhythmic patterns of a motor simply going back and forth. With five selectable urgency settings, predator hunters can customize this randomly moving sound from a low-key start to a high-chaos sound. During non-hunting times, Bluetooth connectivity enables audio streaming from your phone. The X360 also includes two Music Modes that equalize the speakers for optimal music playback.

The unit comes with a whopping 350 sounds in a huge variety of categories.

A special feature that should get a lot of attention from approaching predators is the X360's dual built-in decoys to mimic a bird attacking a rodent. MSRP for the X360 is \$1,499.95.



FREQ ULTRASONIC GAME CALL

Freq calls its popular Ultrasonic Game Call the "world's first ultrasonic, full-spectrum electronic game call." While it functions like traditional e-callers, it also features two high-quality True Cast speakers. One is a low-frequency speaker that plays sounds at the end of the spectrum that humans can hear, while the other emits high-frequency sounds. These speakers produce full-spectrum sound that was recorded with advanced recording equipment made specifically to capture both low and high (ultrasonic) sounds.

This e-caller is fully equipped with over 200 different animal and bird sounds, most of which are full-spectrum and ultrasonic. These sounds include various calls of coyotes and bobcats, as well as other sounds that attract a range of predators and birds. Additionally, the caller features three professional, 15-minute call sequences created by game-calling expert Gary Roberson — one each for coyotes, bobcats and foxes. Other features include a communication range of over 300 yards, the ability to create a personal favorites list, large, easy-to-read text, a side button for quick screen contrast adjustments, three programmable "hot buttons" and the option to create custom sequences.

FREQ's built-in clever case protects the call, makes it easy to transport and offers plenty of storage. It includes storage lashings, an adjustable shoulder strap, durable padding to safeguard the call, a bug-out accessory bag, a back-zipped storage compartment and MOLLE webbing for attaching extra gear. The FREQ caller might be a bit expensive for some hunters on a budget, but you get what you pay for. The MSRP is \$1,999.



MOJO TRIPLE THREAT

MOJO's Triple Threat Predator Calling System is the company's top-tier e-caller. It was designed by MOJO's Terry Denmon, who has called predators both big and small on four different continents and knows that quality sound is crucial for success in predator calling.

The Triple Threat features a high-quality cone speaker for superior sound, equipped with a dual sound storage and retrieval system. The MOJO Game Caller features 80 proven electronic sounds, with more available on an SD card and in the onboard memory. It also allows hunters to customize their own sounds on an SD card for use on different hunts.

The remote-controlled, magnetically connected MOJO Critter Decoy, which attracts responding coyotes and bobcats, has been named "best decoy" by Predator Xtreme magazine for seven consecutive years. It also includes a convenient decoy top storage compartment on the handle. A built-in tripod lifts the decoy off the ground and above sound-blocking brush, and the unit comes with a MOJO standard peg featuring a threaded insert on the bottom for various mounting options. Flush, glow-in-the-dark buttons help prevent accidental operation, even when the unit is stored in its carry pack. Additionally, a signal meter indicates whether the remote is coupled to the caller, eliminating ruined stands caused by the remote not operating the electronic caller.

The Mojo runs on eight AA batteries but has a charging port for rechargeable batteries and includes an AC Smart Charger. The caller detects if an SD card is inserted and plays sounds from it. If no card is inserted, it plays the onboard sounds. The maximum call volume is 120dB, making it audible to predators up to 300 yards away. More affordably priced than the other calls mentioned earlier, this e-caller should appeal to customers with a smaller hunting budget. The MSRP is \$309.99. **HR**



Muzzleloaders: A Smoking Gun for More Sales

Blackpowder rifles still sell — and these models are sure to be standouts on your shelves.

BY KEVIN REESE

Hunters hit the woods with muzzleloaders for various reasons, perhaps to connect to our centuries-old frontiersman lifestyle, pay homage to muzzleloading's rich history woven in the fabric of America's, or simply to enjoy longer hunting seasons and more outdoor pursuits. No matter the reason, the industry can still mean big business, considering an average of 1.5 million hunters trek into our fall hunting woods annually with muzzleloaders in hand. For me and many others, the historic

draw is real and motivates quite a few sales, especially with respect to traditional muzzleloaders, reproductions and kits; of course, it certainly motivates customers to buy modern muzzleloaders, too.

As an enthusiast myself, I do get excited about DIY muzzleloader kits, but as a long-range shooter, I also love advancing technologies leading to reliable, accurate shooting at greater distances than I ever thought possible — and I'm not alone! Traditions Performance Firearms and CVA recognized the

demand for muzzleloader innovation early on. CVA, as a shining example, has spent the better part of a decade (at least in my firsthand experience) refining muzzleloaders for long-range shooting, as well as cleaner, more user-friendly loading and shooting practices — match barrels and bullets, smokeless systems and more. Traditions delivered the great blessing of inline muzzleloading and later, muzzleloaders that accept self-contained Firestick powder charges.

For enthusiasts, there's no better

time to be alive and experiencing outdoor pursuits, muzzleloader in hand! Again, whether the draw is historic or enjoying the technological evolution, today's manufacturers offer something for everybody, and every state in our amazing union offers muzzleloading hunting opportunities. All said, here are 10 muzzleloaders perfectly poised to satisfy the whims of any muzzleloader hunter and land you more sales.



CVA ENDURA PRO

Established as Connecticut Valley Arms in 1971, CVA's focus was traditional muzzleloader rifles and kits. With the introduction of inline muzzleloaders, the company began shifting production to modern inline systems. BPI Outdoors purchased CVA in 1999 and continued pushing toward modern muzzleloading rifles. Today, CVA is perhaps America's most recognized and popular muzzleloader brand, and the company continues to walk the leading edge of the industry's innovation. Most recently, CVA has led the charge in long-distance muzzleloader shooting. A great example is the brand's latest and greatest, the Endura Pro.

In a world of blackpowder muzzleloaders, the CVA Endura .45-Caliber muzzleloader

is a premium, smokeless-powder standout designed to deliver extreme long-range accuracy, cleaner shooting and exceptional muzzle velocity (roughly 2,420 fps with Blackhorn 209 at 122 grains and a Powerbelt 285-grain ELR bullet). The Endura weighs in at just 8.75 pounds with a Grayboe Eagle Pro Stock and 26-inch, 1:22-inch twist, fluted, 3/4x20 threaded Bergara barrel. The rifle boasts a Desert Tan Camo finish, nitride protective coating and tungsten Cerakote. The Endura also features a TriggerTech trigger, patent-pending magnetic bolt face, oversized ejection port and a tungsten-lined breech plug. www.BPIOutdoors.com





CVA OPTIMA

Perfect for hunters looking for premium blackpowder performance without crushing their budgets, CVA's Optima .50-caliber muzzleloader is one of its most popular offerings and comes in at a mid-range price point sure to make your customers giddy. The Optima (top photo) is exceptionally lightweight, weighing just 6.2 pounds, perfect for long treks in the back country, and sports a 26-inch barrel with 1:28-inch twist rate. Designed for more personalized comfort, the Optima boasts a semi-vertical grip with ambidextrous palm swell, adjustable length of pull via a spacer, and an adjustable comb, complete with two cheek risers for a truly custom fit. Optima models are available in Realtree Legacy camouflage, olive-drab (OD) green or black with fiber-optic sights, Pica-tinny rail or Konus Pro 3-9x40 scope kits.

CVA WOLF

For entry-level affordability without performance shortcuts, the CVA Wolf (bottom photo) delivers the kind of exceptional muzzleloader accuracy, reliability and customizations customers appreciate at all experience levels. This inline .50-caliber blackpowder muzzleloader boasts a stainless steel 24-inch barrel with 1:28-inch twist, ambidextrous stock with adjustable length of pull, break-action breech and a toolless, quick-release breech plug. Wolf models are lightweight, weighing just 6.6 pounds, and are available in flat black and stealth gray finishes as well as Realtree and TrueTimber camo options. Available Wolf sight and optic configurations include fiber-optic sights, a DuraSight one-piece scope mount or Konus 3-9x32 scope kit configurations.



TRADITIONS NITROFIRE VAPR

Traditions Performance Firearms first opened its Old Saybrook, Connecticut, doors in 1982 and was purchased just 10 years later by Tom Hall and Jay Brenneman. Traditions remains headquartered in Old Saybrook, and Hall has led the company as its president since the 1992 acquisition. Early on, with the popularity of inline muzzleloaders growing, Traditions added inline muzzleloaders to its lineup alongside kits and traditional systems. As a leading innovator, Traditions unveiled the industry's first hammerless break-action muzzleloader and soon after, the Nitrofire, specifically designed for use with Federal Premium's revolutionary self-contained Firestick powder charges. In keeping with the popularity of the Nitrofire, Traditions offers the NitroFire VAPR (top photo).

While the Nitrofire VAPR includes the same features demanding muzzleloading enthusiasts have come to love, the Nitrofire VAPR bumps performance up with Tradition's 1:24-inch VAPR Twist in a 26-inch fluted, tapered, chromoly steel barrel with Cerakote finish for enhanced bullet stabilization and improved overall accuracy. The Nitrofire

VAPR also boasts a synthetic stock, Traditions Elite XT trigger system with a rebounding hammer, and a cross-block safety. www.TraditionsFirearms.com

TRADITIONS NITROBOLT

Jumping back into the Firestick game, Traditions' vision and innovation turned heads again in 2025 with the Nitrobolt, the first and only Firestick-compatible bolt-action muzzleloader. The Nitrobolt (bottom photo) features a fluted, tapered, 24-inch chromoly steel barrel with the same 1:24-inch VAPR twist used in the Nitrofire VAPR. The Nitrobolt also includes a three-position safety, cocking indicator, three locking lugs, 60-degree bolt handle and a black synthetic stock complete with adjustable cheek piece and length of pull. The Nitrobolt's Firestick powder charges and action make it the perfect all-weather hunting muzzleloader choice for bolt-action enthusiasts.





TRADITIONS DELUXE KENTUCKY RIFLE KIT

The Kentucky Rifle is steeped in tradition and woven into the fabric of our uniquely American history. What self-respecting muzzleloading enthusiast with an affinity for history wouldn't be ecstatic about building their own Kentucky Rifle muzzleloader? The Kentucky rifle was a pivotal tool in the American Revolution, during the Battle of 1812, and among gritty frontiersmen who shaped the country we know and love today. Fortunately, Traditions appreciates that history and the intangible connection hunters

continue to seek out and enjoy with frontiersmen of centuries past and helps make those connections with a percussion-ignition Deluxe Kentucky Rifle Kit. Pre-assembled to assure proper fit, form and function, the kit includes a hardwood stock, 33.5-inch octagonal .50-caliber barrel with 1:66-inch twist, double-set trigger system, fixed sights, solid brass furniture and a patch box.



PEDERSOLI KENTUCKY RIFLE

Founded by Davide Pedersoli in 1957 and headquartered in Gardone Val Trompia, Italy, Pedersoli began producing hunting shotguns. By 1960, Pedersoli was dabbling in the reproduction of historic muzzleloaders. Pedersoli reproductions became so popular that by 1973, Pedersoli had transitioned from shotguns to produce only muzzleloaders. While Davide passed away in 1996, the company remains a Pedersoli family business and continues to produce some of the most sought-after, accurately reproduced muzzleloaders in the industry. Case in point, the iconic Pedersoli Kentucky Rifle Percussion Muzzleloader.

Pedersoli's Kentucky Rifle (top photo) is a premium, richly detailed reproduction of the historic muzzleloading rifle and is available with percussion or flintlock ignition systems in .32-, .45- and .50-caliber models weighing between 7.05 and 8.15 pounds, depending on caliber. Blued barrels are precision-turned and blued with 7-groove rifling on the .32-caliber and 8-groove rifling on the .45- and .50-caliber offerings. Stocks are outfitted with brass fittings and finished in oiled American Walnut. Plinking or hunting, the

Pedersoli Kentucky Rifle muzzleloader is a solid choice for your hunting customers who love feeling connected to their ancestral hunting roots. www.DavidePedersoli.com

PEDERSOLI TRADITIONAL HAWKEN HUNTER FLINTLOCK

Another nod to U.S. history, the Hawken Rifle was a descendant of Kentucky Rifles and was aptly nicknamed the "Rocky Mountain Rifle" by trappers, hunters and adventurous frontiersmen in the early 1820s. While Hawken rifles haven't been as popular as their Kentucky counterparts, they are heavily steeped in historic relevance, and Pedersoli's reproduction of the Hawken Hunter Flintlock Rifle (bottom photo) is an iconic offering that features mostly period-accurate components, with exceptions, like a comfortable, thick, microcell butt pad and fiberglass ramrod. Available in .50- and .54-caliber, the Hawken Hunter includes a 28.375-inch octagonal barrel with 1:24-inch twist, American walnut stock, brass furniture and double-set triggers.





FIERCE CARBON MZ PRO MUZZLELOADER

"Built by hunters for hunters." Fierce Firearms was founded by John Mogle in 2013. After a brief partnership with a Canadian manufacturing partner, Fierce Firearms became exclusively U.S.-made and is headquartered in Redmond, Utah. From the beginning, Mogle sought to deliver premium hunting rifles to demanding hunters. Today, Mogle caters to serious hunters and target shooters alike. From stocks and actions to carbon-fiber barrels, Fierce produces most of its critical elements in-house. While the lion's share of Fierce's business has focused on premium bolt-action rifles, the company now produces a semi-auto modern sporting rifle and most recently the Carbon MZ Pro Muzzleloading Rifle.

The Carbon MZ Pro Muzzleloader boasts a Rival LR stock with a Limbsaver recoil pad and adjustable cheekpiece, 24-inch Fierce C3 carbon-fiber barrel with 5/8x24 threads, Fierce NIX titanium muzzle brake, BIX'N ANDY trigger, two-position safety and a fluted bolt with a 70-degree throw. According to Fierce, the Carbon MZ Pro is the most accurate muzzleloading rifle the company has developed and its light weight, reportedly 8 pounds, makes it a perfect choice for picky muzzleloading hunters, especially if their pursuits take them down miles of game trails. www.FierceArms.com



KNIGHT RIDGE RUNNER

Legendary Missouri gunsmith, hunter and muzzleloading enthusiast Tony Knight opened Knight Rifle's doors in 1985, relocated to Iowa soon after, and pioneered modern-day inline muzzleloading — a design positioning the percussion cap inline with the hammer and barrel. The result was a boon for Knight Rifles, offering more reliable firing and superior performance that further enhanced the muzzleloader hunting experiences. While Knight pioneered inline muzzleloading, he sold Knight Rifles to a father-son team, Dale and Bruce Watley, in 1991. Eight years later, the Watleys sold Knight Rifles to PRADCO in 1999. PRADCO shut Knight Rifle's doors in 2009; however, the company was purchased once more by PI, Inc. (Plastic Industries, Inc) in 2011. PI still owns Knight Rifles today, and the company's latest offering is an affordable, premi-

um-performance muzzleloading rifle, the Ridge Runner.

Unveiled in 2025 and built with rugged backcountry reliability in mind, .50-caliber Knight Ridge Runner Muzzleloading Rifles include straight laminate stocks finished in Realtree EDGE camouflage, 24-inch stainless-steel, DynaTek-coated Green Mountain barrels with 1:28-inch twist, individually machined bolts, adjustable Timney triggers and fiber optic sights. Ridge Runners are available in two ignition systems: 209 Bare Primer or Knight's weatherproof Full Plastic Jacket Technology. For peace of mind on the hunt, your customers will be glad to know Knight's Ridge Runner weighs 7.5 pounds, and the company guarantees MOA accuracy out to 200 yards. www.Muzzleloaders.com



Thompson/Center Encore PROHunter XT

When it comes to versatility and comfort, Thompson/Center hasn't overlooked a thing in its reintroduction of one of the company's all-time favorites.



BY GUY J. SAGI

Thompson/Center (T/C) has a sterling reputation in the industry. Its products are unfailingly reliable in challenging conditions. They are built for longevity, and their squeaky-tight tolerances show downrange. Add head-turning looks with unicorn-scarce versatility and it's little wonder the firm has an enviable following.

There's no doubt the reappearance of the label in hunting stores will instantly attract the attention of knowledgeable hunters. The volume of features packed into the Encore PROHunter XT is also guaranteed to pique the interest of newcomers — even those who know little or

nothing about the firm and its storied history.

This platform's virtues are the headline act, worth a separate story. The company history takes a back seat when this system — from one of America's finest gunmakers — has so much to offer customers.

SERIALIZED RECEIVER

The Encore PROHunter Platform is a hunting quick-change artist. It might be after deer as a muzzleloader, shape-shift to a shotgun when it's turkey season, and convert to centerfire when the time comes to fill the freezer.

The magic is made possible by the cleverly designed single-shot receiver,

which was introduced in 1997. The Encore ProHunter hit the market shortly after and quickly gained an avid following.

The receiver comes with buttstock attached, recoil pad, a forend ready to mount, trigger assembly and more. It is the serialized component in the versatile system. As such, its transfer requires an FBI National Instant Criminal Background System (NICS) check — or accepted permit in that state.

There is no chambered barrel on the receiver, which seems a bit counterintuitive. Therein lies one of the secrets to its success, however. Buy the receiver with the barrel/cham-

bering you want, add others later, NICS-free. Multiple-season guns, in one, with the same manual of arms and incredible performance. The fact gun-safe space isn't unduly occupied is a bonus, too.

INTERCHANGEABLE BARRELS/CHAMBERINGS

Barrels currently available from the company include centerfires in a variety of popular chamberings, shotgun versions for turkey hunters that run 3-inch 12- and 20-gauge, as well as .410 bore, and models designed for slugs (12- and 20-gauge). Barrel lengths are 24 inches for gobblers and 26 for cervids.



→ A generous-sized and grooved spur on the hammer ensures readying the muzzleloader to fire is easy even in rain or snow. It can also be easily rotated for left- or right-handed use (adjustment tool is provided).



← An elongated spur on the trigger-guard makes opening the action a breeze. There's plenty of room for reaching the smooth-face trigger when wearing gloves.



↑ Just in front of the chamber the rifle is tapped for Picatinny rail mounting, which makes optic mounting a breeze. The platform's accurate enough that odds are good owners will want a high-powered optic.

↓ A generous recoil pad on the buttstock, supple cheek rest and more make the gun comfortable to shoot.



There's also a 15-inch handgun barrel with a 3-inch chamber that fires either .410 bore shotshells or .45 Colt cartridges. The sample sent for testing was a .50-caliber muzzleloader, although .45 caliber is also available. Both measure 28 inches.

All lock tightly and securely into the PROHunter receiver, allowing the owner of that single component the ability to expand his collection when the mood strikes, before a season opens or when discretionary funds become available. It's a versatile approach.

RECEIVER VIRTUES

Regardless of setup, the gun operates as a break-action single shot. A generous-sized trigger guard spur ensures a solid grip to open things for a reload, even when wearing gloves.

The CNC-produced stainless steel receiver has an even, bead-blasted finish. It matched the muzzleloading barrel sent for testing perfectly. The same look can be said for all the others in the line.

To ready for a shot, the hammer must be pulled back, as expected, but its ability to "swing" is a patented feature. The hammer spur, which is nicely textured for those times Mother Nature gets angry, can be rotated by the owner (tool included) to an offset ideal for right- or left-handed shooters. The single shot is fully ambidextrous as shipped, but it's a nice customization feature.

Since the buttstock is attached to the receiver, length of pull — regardless of barrel mounted — is 14 inches. The smooth-face trigger, according to company specs when the gun was first re-released in April 2025, has a let-off weight of between 3 and 5 pounds. It was better in the model sent for testing, averaging 2 pounds, 7 ounces for 10 tries on a Lyman Digital Trigger Pull Gauge.

Specs

Thompson/Center Encore PROHunter XT

Action: Single-shot, break-action muzzleloader (tested: centerfire and shotshell barrels also available)

Caliber: .50

Barrel: 28 inches, fluted

Rifling: 1:28

Trigger: Single-stage; 2 pounds, 7 ounce letoff weight

Weight: 7 pounds

Overall Length: 42 inches

Stock: Composite with FlexTech Technology and compression arches

Warranty: Limited lifetime

Accessories: Hammer spur rotation tool, manual, empty chamber flag, breech plug wrench, loading jag and trigger lock

MSRP: \$565 (receiver), \$535 (barrel)

Website: www.TCArms.com

Both the trigger and sear are nitride coated for a cleaner, more consistent break. It was smooth throughout testing, crisp and creep free.

At the rear is a LimbSaver AirTech recoil pad, which features compression arches and Energy Burners. They did a great job reducing perceived recoil during testing. The .50-caliber muzzleloading barrel is rated for up to 150 grains of blackpowder substitute. I ran range sessions at only 100 grains — sort of a superstition, since I've always seen groups shrink at that mark. Regardless of chambering or load, recoil isn't going to be of much concern.

Its overmolded composite stock with FlexTech Technology and compression arches also soaked up a lot of that energy. Add a soft cheekpiece, the same material in grooves at the grip with more on the forend, and it's obvious comfort is a key selling point.



↑ Overall length of the assembled muzzleloader is 42 inches, and it tips the scales without optics at 7 pounds.

The receiver was shipped for testing along with the muzzleloading barrel. Altogether, the boxes included manuals, an empty chamber flag, hammer spur rotation tool and trigger lock. Thompson/Center was kind enough to send along a 5 1/16-inch, 12-groove Picatinny rail, along with the four torx-head bolts and wrench to tighten them down.

SAFETY

The hammer must be cocked before each shot and its spur is nicely textured. That, of course, provides visual confirmation of the gun's status.

Thompson/Center added another safety layer, though. The automatic



← To remove the breech plug, the extractor must be removed first. That process is a simple one that only requires taking this screw out of the barrel. It is, however, small enough that the operation is less than ideal when afield.

→ The Thompson/Center logo adorns the bottom of the receiver's pistol grip.



↓ The optional 5 1/16 inch, 12-groove Picatinny rail that shipped with the test rifle includes four torx-head bolts to anchor it down.

↓ The muzzle has a match crown to protect rifling and is counter bored on muzzleloading versions to reduce frustration when aligning the bullet for a reload.



hammer block, with bolt interlock, may not be visible — it's worth mentioning at the counter.

MUZZLELOADING BARREL

The bead-blasted stainless steel barrel sent for review locks firmly into place on the receiver. It is nicely fluted, as are all in the PROHunter line. Each also has a match-grade crown.

Thompson/Center also counter-bores the crown on its muzzleloading barrels. It's an elegant approach that eliminates a chronic headache on some front-stuffers. The company calls it a Quick Load Accurizer.

Its diameter is slightly wider than

the bullet, which allows you to seat the bullet quickly, easily and in proper orientation. Experienced blackpowder enthusiasts know well the frustration of a bullet off a degree or two refusing to go down a dirty barrel, or even a clean one.

It was a welcome change during the range session. Seating it and moving it down the barrel with the solid aluminum ramrod — which has a rotating "T" atop to save your hands — was a pleasure.

Attractive metal guides keep the ramrod stowed securely under the barrel. A loading jag ships with the barrel.

BREECH PLUG

Things get very different, in good ways, at the back of the barrel. The company's Speed Breech XD wears a corrosion-fighting nitride coating. It also has three gas compression rings to eliminate fouling. Seizing is prevented by a series of opposing locking lugs.

Removing it for cleaning requires a simple rotation of 90 degrees. The receiver has witness marks to ensure it's locked fully or in the proper position to be pulled out.

Standard 209 primers are used for ignition and, in yet another nice touch, there's an extractor. It's not uncommon for primers to get stuck on a muzzleloader. When one does, it's yet





another headache.

Altogether, things worked flawlessly in testing. Breech plug removal was as close to as effortless as I've experienced in a muzzleloader.

There was one unfamiliar step, however. To free the breech plug, the extractor must be fully removed. That requires fully backing out a small screw on the right side of the barrel. It's an easy chore, but I'd avoid making it a habit when afield. Small items like that have a habit of vanishing



↑ Soft finger grooves at the grip ensure positive purchase in foul weather and pile onto the gun's already generous comfort features.

when they hit the ground.

PERFORMANCE

From a sandbagged prone position at 100 yards — on a 68-degree day so dead calm the smoke hung around — the gun averaged 1.27 inches over five three-shot groups. Two groups were below the single-inch mark. Attribute the fat trio to user error, because anyone who knows Thompson/Center understands it has a six-decade-old tradition of delivering enviably tight groups.

For testing, I used PowerBelt 300-grain Aerolite bullets with two Triple Se7en 50-grain pellets. The Picatinny rail wore a GPO Centuri 3-12x44i C riflescope. The company

also offers a Firestick-capable muzzle-loading barrel.

OVERALL

The serious engineering and thought that have been poured into the Thompson/Center Encore PRO-Hunter XT design make it a viable choice for any retailer. The gun, or more accurately platform, will offer broad appeal.

It's a system capable of expansion and, ultimately, heading afield in multiple seasons, even those times limited to handgun hunters. Best of all, it does so with a legendary performance, in the right hands anyway, backed by the company's limited lifetime warrantee. **HR**



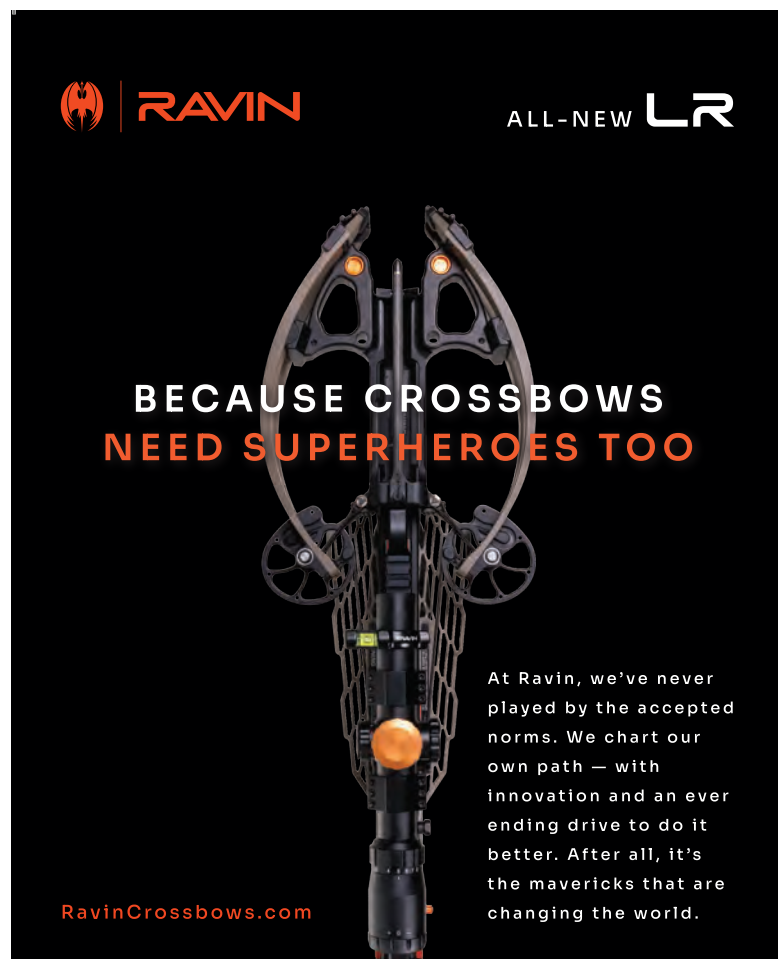
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Omnichannel & Q-Commerce

Rapid delivery and click-and-collect are becoming more and more expected in today's retail environment. How do you adapt?

BY TONY ARNOLD, FORMER FORTUNE 50 CMO

Paired with online stores, physical retail is seeing a resurgence of the modern 1980s omnichannel retail strategy of shop-in-catalog, pick-up-in-store model. Today, catalog sales have transitioned to ecommerce; however, the omni-channel strategy is still the same in the current buy-online, pick-up-in-store (BOPIS) model. Omnichannel is back, and there are big benefits to leaning into this for the sporting goods market.

WHAT CAUSED THE SHIFT?

As retailers were spinning up ecommerce sites during the 1990s, the omnichannel concept was updated from print to online catalogs and pushed customers to pick-up or ship purchases. With baby boomer and Gen X generations' hard shift to direct-shipped online purchasing and the birth of online-only retailers, most businesses realized that physical retail stores became a high-cost model that were generating a fraction of their sales. By the early 2000s, we started seeing a major collapse of brick-and-mortar retail stores;

however, that trend is changing significantly.

The millennial and Gen Z generations now have disposable incomes, families and homes and statistically enjoy and prefer the physical in-store shopping experience. In fact, a 2024 Lightspeed Commerce - State of Retailer Report noted a major shift that 56% of these new buying generations do their shopping in a store. Additional sources note these generations value many small purchase trips and in-store shopping as a social event and gratification of physical interaction with products before purchase.

The caveat is these generations were raised in a digital world, and they expect seamless online and in-store operations.

WHAT IS TRUE OMNICHANNEL VS QUICK COMMERCE (Q-COMMERCE)?

Omnichannel integrates digital and physical shopping, enhancing convenience with buy-online, pick-up-in-store (BOPIS), reserve-online, and fast delivery options. Q-Commerce is just the instant delivery of that model — think delivery within seconds or minutes vs hours where

someone could be walking in from the parking lot ordering something for pickup. According to a PYMNTS buyer report, 23% of orders are now in-store pick-up. Though some mega retailers can offer limited same-day delivery of some items, the instant need or gratification of seamlessly picking up minutes later in a store has advantages for the customers and retailers. Customers get what they want and, hopefully, have a positive experience that brings them to your store and increases brand loyalty. For the retailer, omnichannel delivers higher brand loyalty, increases of





customer LTV (lifetime value) and an opportunity for in-store browsing for additional sales.

For retailers, there is also a real ROI for offering in-store pickup. According to the PYMNTS buyer report, 47% of customers purchased additional items when picking up an online order. An IMC 2025 report noted an average 20% incremental revenue uplift by pickup in-store shoppers. If you are not offering pickup in-store, you are passing up a lot of revenue. The Q-Commerce model has some promise, accelerating this higher ROI option if retailers can actually deliver.

The other ROI is that the savings for in-store pickup is offsetting the high cost of shipping. Most retailers have negative ROI on many items due to discounted or free shipping options. To make matters worse, most retailers have fixed shipping prices for several years that do not realistically reflect the significantly increased shipping and packaging rates. This erodes margin quickly or flips to an unprofitable model when

the cart margin is not high and/or the items are big, heavy, and/or bulky and require more expensive shipping. Pickup in store can flip ROI positive quickly, especially if customers buy more during each pickup visit.

BUT THE PROCESS HAD BETTER WORK

For the small retailer, thinking through this process takes commitment. Dropping the ball on out-of-stock inventory and/or during the customer pickup process is a fast way to lose customers permanently. We have all experienced the missteps of receiving an email that the order is ready for pickup only to find after a 20-minute drive that no one knows where the order is or the store is out of stock. This is not just a process one or two key staff need to understand and deliver, but one every employee needs to be trained on. Literally, immediate need is the reason the customers are picking up the order vs waiting to have it shipped. There is a saying that time kills all deals, and in this case, customer wait time will

may want to just designate the primary register as the pickup point. Yes, you do absolutely need a big sign that says “Online Pickups Here.” This will not only prevent dozens of questions a day to staff but also promote to customers that you now have buy-online, pick-up-in-store options. During the peak sales periods, there should be a fully staffed “pickups only” register to keep the other

registers open and moving.

LIMIT INVENTORY HICCUPS — Inventory should be pulled within minutes of when orders come in, especially if you are pulling from live on-floor inventory. These orders should be placed in a secure bag- or bin-organized cage with the item and copy of order. For higher-volume



kill brand loyalty — customers need seamless and fast order pickup.

GREAT PROCESS AND QUICK-FIX WORK-AROUNDS

I have helped many of the top 5,000 retailers in the nation build these omnichannel systems for the last 30 years, and none of them have it completely figured out — they are still working through processes decades later. There are work-arounds and quick fixes when process, data, and store layout are not optimized.

DESIGNATED PICKUP POINT IN-STORE — Customers now expect clear signage and a designated pickup point and maybe a special parking space. Historically, the customer service counter has been a natural pickup point; however, small retailers

retailers pulling live inventory, a set of “order pickers” should be actively pulling inventory to assure you are never double-selling inventory. As used in most larger retailers, a secure locked cage placed inside the pickup location is the best option to prevent theft and promote organization. An alphabetical organized bin system inside the cage will keep things moving fast.

SPELL OUT THE PROCESS — Online order confirmations should also include the customer instructions on exactly where to go, what to do for order pickup, how they will be notified when the order is ready for pickup, and what ID and information to bring. Most experts also recommend that a photo ID matching the order/payment information is mandatory,



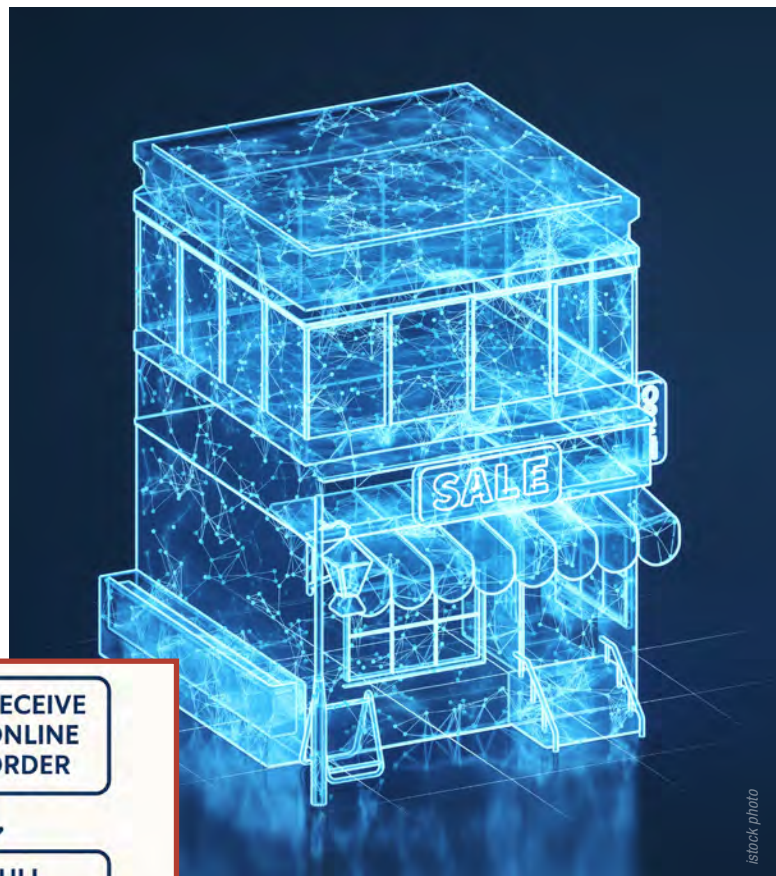
along with a digital or physical paper signature signoff. For some items, it is perfectly reasonable that items may not be stocked; however, order confirmations need to be clear about where and when the order will be ready. Most ecommerce packages offer in-store pickup options to be able to look up and mark the order as picked up; however, these are usually add-on packages.

To make the process easier for employees, make sure the order confirmation that customers may print out or bring in to show on a digital device has more than just a pickup order scan code. It should include all the information about the order, products, and notes in case you need

to search manually for the order. I've lost count of how many large retailers wanted to overly simplify a pickup email for customers to just a scan code image... and then the store scanner went offline and the process fell apart. Always have a plan B and C.

MANAGING AROUND INVENTORY ACCURACY

— Assume your inventory is never close to correct, and if you have a problem with theft, damage or staff pilferage, it may be worse than you think. Another issue is assuring damaged or clearance inventory is not included in counts for first-quality new merchandise. It is recommended to do a full physical inventory before turning on in-store pickups. A fix is to reduce available online inventory by 20%. This is easier when you have five or



more of an item; however, when you have less, it would be smart to offer messaging to buyers so they know potential restocking lead times if it is not immediately

available.

STAFF TRAINING — Every employee should understand the online ordering and pick-up-in-store process, and preferably, every cashier should be fully trained on how to manage pickup orders. A great idea is just to laminate a simple drawing with the customer process on one side and the in-store employee process/systems used to support the orders on the other side. I saw how effective this simple training tool

was firsthand with a major retailer training up holiday staff. The laminated process paired with a printed Customer Pickup Instructions page and was referenced continuously at the pickup counter by both customers and staff.

FINAL THOUGHTS ON OMNICHANNEL BOPIS

Physical retail is making a comeback — powered by a modern revival of the classic omnichannel model that blends online convenience with in-store experience.

MILLENNIALS AND GEN Z — digital natives who now have strong purchasing power — are driving this shift back to in-person retail. They value the social and tactile experience of shopping in stores, but they expect seamless digital integration. For retailers, omnichannel operations

“Order confirmations need to be clear about where and when the order will be ready. Most ecommerce packages offer in-store pickup options to be able to look up and mark the order as picked up; however, these are usually add-on packages.”

can yield major ROI: nearly half of BOPIS customers make additional purchases during pickup, and pickup orders avoid the rising costs of shipping.

The key to success lies in flawless execution — accurate inventory, clear signage and well-trained staff. Even small retailers can compete by creating efficient pickup systems, secure storage “cages,” and clear communication with customers. A well-designed omnichannel experience not only boosts sales but also strengthens brand loyalty, turning physical retail into a powerful driver of digital-era growth.

About the author: Tony Arnold, CEO of Brown Bacon AI, previously served as Chief Marketing Strategist for IBM Watson & Cloud and CMO at Berkshire Hathaway, where he influenced digital, AI and cloud strategies. Arnold's educational background includes degrees from Harvard Business School and the University of Nebraska (MBA). HR



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The Death of The Trade Show Has Been Highly Exaggerated

Don't listen to the naysayers — trade shows are still alive and thriving in the firearms industry, and they're a great place to do a lot of business in a short amount of time.

BY ACE LUCIANO

Whether you're a manufacturer cranking out the latest AR-15 accessories, a retailer stocking up on camo gear, or just someone who loves the thrill of the hunt, let's talk about something that's been buzzing around the gun industry like a swarm of mosquitos on a stagnant pond.

You've probably heard all of the doomsayers proclaiming that trade shows are on their last legs, right? With online ordering, virtual meetings, and all that digital jazz taking over, why bother schlepping to a convention center anymore? Well, pull up a chair, grab a cup of coffee (or something stronger if it's after hours), and let me tell you why that's all a load of bunk.





Photos by Luke Laggis

THE DEATH OF THE TRADE SHOW?

Highly exaggerated, my friends. In fact, in the firearms, tactical and hunting industry, these events are evolving, thriving, and, if you play your cards right, more profitable than they've ever been. Think about it — trade and consumer shows like SHOT Show, NRA Annual Meetings, or even regional gems like the Great American Outdoor Show and “dealer” shows like NASGW aren't just relics from a pre-internet era. They're dynamic hubs where real connections happen, deals get seeded, and buzz gets built. Sure, the landscape has shifted since the good ol' days, but that's not a death knell — it's an upgrade. Let's dive in and unpack this, starting with how these shows have morphed over the years.

FROM ORDER-WRITING MARATHONS TO RELATIONSHIP-BUILDING POWERHOUSES

Back in the '80s and '90s, if you were in firearms or hunting, trade shows were basically your Black Friday on steroids. Booths were crammed with catalogs, and reps were scribbling orders on carbon-copy forms faster than a cowboy drawing his six-shooter. Most of the year's business got locked in right there on the show floor. Dealers would walk the aisles, place massive orders for rifles, ammo, optics and hunting apparel, and head home with their inventory sorted. It was transactional, straightforward, and, yeah, exhausting.

Fast forward to today — late 2025, as I write this — and things look different. E-commerce platforms, direct-to-dealer portals, and apps like those from major distributors have made ordering as easy as clicking “add to cart” from your couch. So, does that mean trade shows are obsolete?



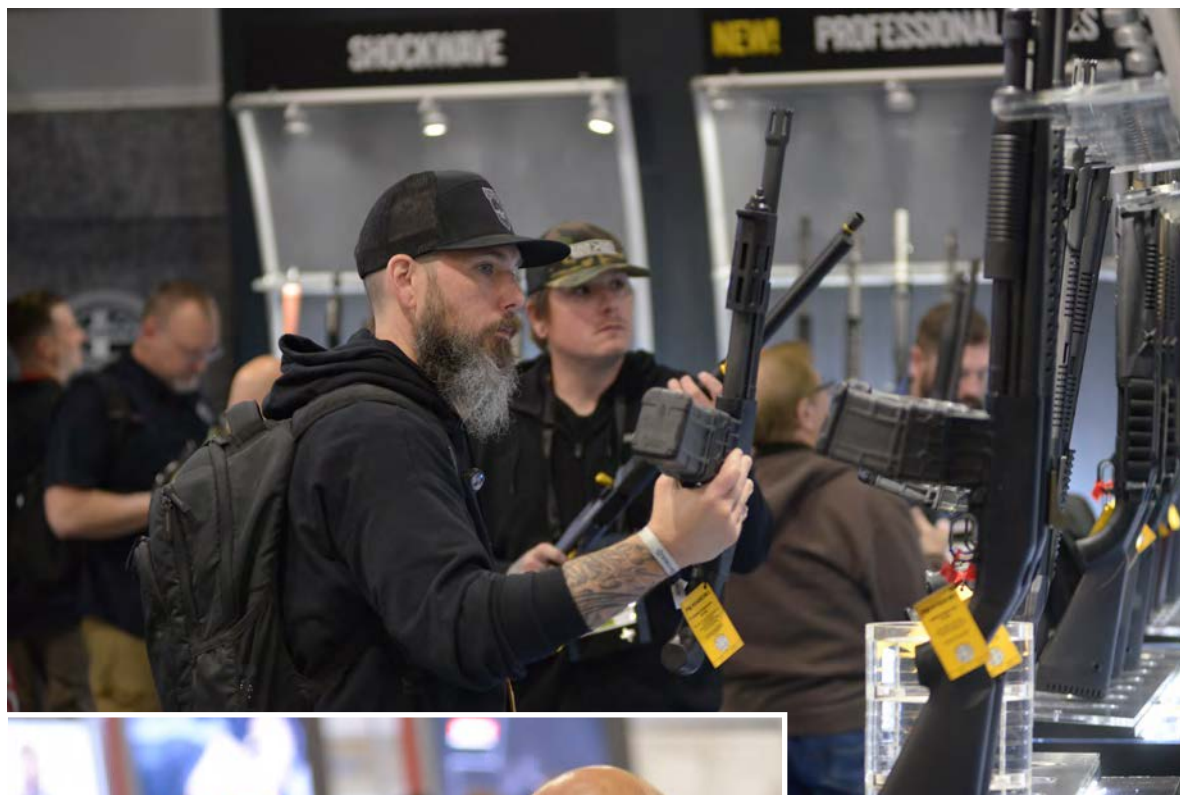
Heck no.

They've simply pivoted from being the primary spot for writing orders to the ultimate venue for meeting the people who actually give those orders. It's all about relationships now.

Imagine you're a small optics company launching a new line of scopes. At SHOT Show, you're not just hoping someone drops a PO on the spot (though that still happens). Instead, you're shaking hands with key buyers from big-box stores, independent gun shops, and online retailers. These are the decision-makers — the folks who control the purse strings back at headquarters. You chat about their pain points: "Hey, what's keeping you up at night? Supply chain issues? Customer demands for lighter gear?" That conversation plants seeds. Maybe they don't order right then, but when they get back to the office and see your follow-up email with a customized quote, boom — deal closed.

I've seen this play out time and again and was actually on the inside of the aforementioned scenario. I have an acquaintance who runs a knife-making business that targets hunters. At a recent show, he didn't write a single order during the event, but he connected with a chain of outdoor stores' procurement guy over a shared love of hunting. That led to a pilot program where his knives got shelf space. Without that face-to-face vibe, it'd have been just another cold email in the spam folder.

Another example is what was a small optics manufacturer — Riton Optics — back in 2015 selling less than \$200K per year in orders. They attacked SHOT Show with a vengeance, first displaying at the New Products booths outside the press room and then progressing to a full-blown booth that hosted celebrity guests, podcasters, and re-



ceptions with premium giveaways for any press that came by — and they exploded into a multimillion-dollar brand.

Trade shows have essentially become the matchmaking service for business in our industry — less about the ink on paper, more about the spark in the conversation and the building of relationships.

THE MEDIA MECCA: SPREADING THE WORD LIKE WILDFIRE

Now, let's shift gears to one of the most underrated perks of these shows: the media swarm.

In the firearms and hunting world, word-of-mouth is gold, but getting that word out through writers, podcasters, influencers, and journalists? That's platinum.

Trade shows pack them all into one place, turning the convention hall into a media buffet. Why is this so crucial? Think about how buyers discover products these days. Sure,



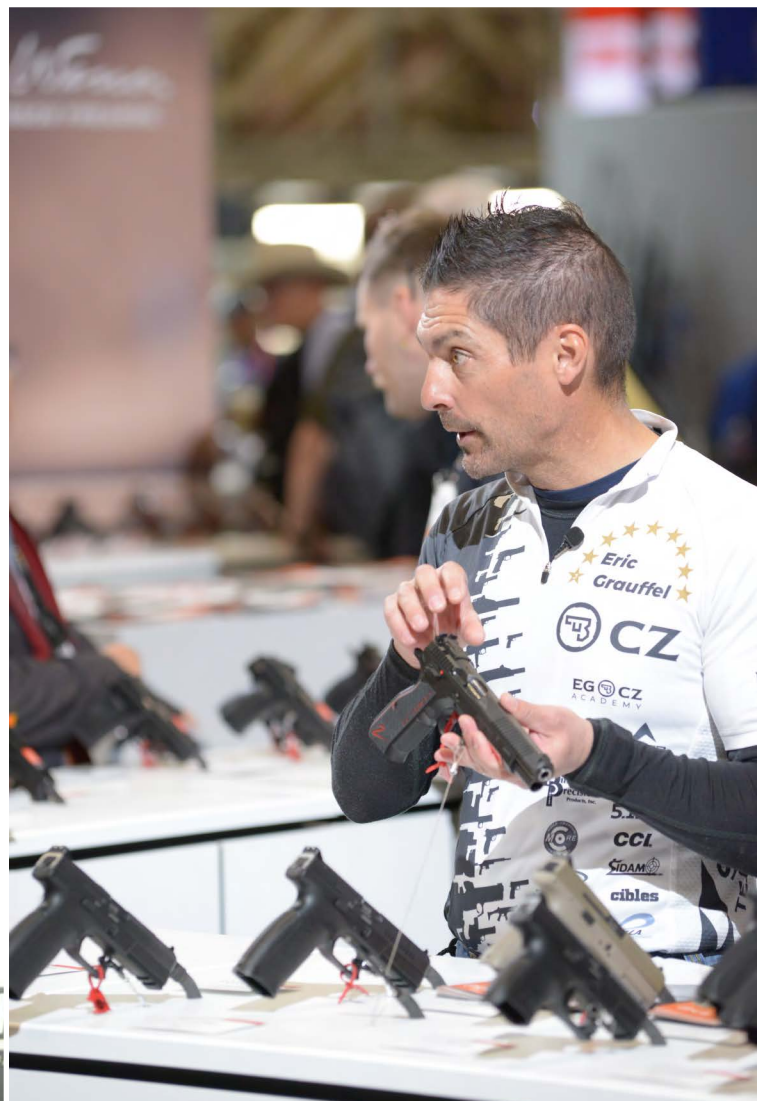
ads on social media or Google help, but nothing beats a glowing review in Guns & Ammo or Huntinglife.com, a shoutout on a hunting podcast like MeatEater, a video review by Ron Spomer Outdoors, or an Instagram reel from a pro shooter like Dianna Muller or Jerry Miculek testing your gear in the field. At a trade show, you've got hundreds of these media types roaming the aisles, hungry for stories. It's like having a press conference without the hassle of setting one up.

The benefits are massive.

First off, efficiency — you're not chasing down individual contacts via email or LinkedIn. They're right there, badges dangling, notebooks or cameras in hand. You can demo your new suppressor or scent-eliminating spray on the spot, answer questions, and build rapport. Second, the diversity: You've got traditional print mags rubbing elbows with YouTube channels, bloggers, and even TikTok

"These are the decision makers — the folks who control the purse strings back at headquarters. You chat about their pain points...that conversation plants seeds."

creators who specialize in quick tips for first-time hunters. This mix lets you tailor your pitch — technical specs for the gun nerds, real-world hunting stories for the lifestyle crowd — and let's not forget the "buzz factor." A single media interaction can snowball to overwhelming size in



not very long.

Say a writer from a major publication loves your innovative treestand design. They snap photos, interview you, and boom — it's in their next issue or online feature. That exposure reaches thousands of potential customers who might never visit your website otherwise. Then you take that article and push it out on all your social media channels and in an email to your sales groups to show to THEIR customers. Plus, in our industry, where regulations and public perception around things like guns can be tricky, positive media helps build credibility.

You're not just selling products here — you're shaping narratives.



the CEO to the intern should know the products inside out and be ready to pivot pitches.

Budget wisely. Travel, booth fees, swag — it adds up, but view it as investment. Set goals: “Secure 50 leads, schedule 10 follow-up meetings, get featured in five media outlets.” Track ROI by assigning values to each interaction. And don’t forget the schmooze factor — plan dinners or happy hours with key contacts. In our industry, deals often seal over a steak and stories of that one buck that got away. During the show, it’s go time. Work the floor efficiently: Rotate staff to avoid burnout, use apps to scan badges and note conversations. Be approachable — smile, engage, listen more than you talk.



And mix it up: Mingle at after-hours events where guards are down and real talk happens.

THE FOLLOW-UP: TURNING SPARKS INTO FIRES

If planning is the setup, follow-up is the knockout punch. Too many folks drop the ball here, and it’s a crime. You’ve got hot leads from the show — don’t let ’em cool. Strike while the iron’s hot: Within 48 hours, send personalized thank-yous. Reference specifics: “Great chatting about your

elk hunt — here’s that spec sheet on our lightweight bipods.” Attach value-adds like exclusive discounts or whitepapers on industry trends. Use CRM tools to track interactions; segment leads by warmth — hot ones get calls, warm ones emails.

Nurture over time. Not every connection closes immediately. Set reminders for check-ins: “How’s that sample working out?” In firearms and hunting, where seasons dictate buying, timing is key — follow up before peak hunting months.

And don’t forget to measure success. Track conversions from show leads. One company I know attributes 40% of annual sales to post-show follow-ups. It’s proof that the show isn’t the end; it’s the beginning.

WHY TRADE SHOWS ARE THRIVING AND HERE TO STAY

So, why are trade shows in our industry alive and kicking, poised to be business hotspots for years? Simple: Humans crave connection, especially in a tactile field like firearms and hunting. You can’t fully appreciate a rifle’s ergonomics or a decoy’s realism through a screen. Virtual events tried during the pandemic, but they flopped — attendance tanked, engagement fizzled. People want the energy, the demos, or the serendipity of bumping into an old contact. Innovation keeps them fresh. Shows now incorporate tech like Alternate Reality try-ons for gear and live streams for remote viewers. Regulations favor in-person too — firearms demos require hands-on under strict

rules. Economically, they’re boosters as well. SHOT Show pumps millions into Vegas, supporting jobs and growth. Sustainability? Absolutely. With eco-conscious hunters rising, shows highlight green products like lead-free ammo, non-toxic gun maintenance kits and oils. Community building is also huge with panels on conservation, women in hunting, and even political groups, all fostering participation and loyalty. Looking ahead, these hybrid models will enhance, not replace, in-person meetings. AI might streamline matchmaking, but nothing beats a handshake when it comes to making a deal.

In a world of digital fatigue, trade shows offer authenticity. They’re not dying; they’re adapting, proving Mark Twain’s quip about exaggerated death reports applies here too.

If you’re doubting trade shows, give ’em another shot (pun intended). With evolution, planning, and follow-through, they’re more valuable than ever. See you on the floor, and let’s make some deals. **HR**





Photo: NOMAD Outdoor

EXHIBITORS TO SEE AT THE PAVILION









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SELECT YOUR BOOTH EARLY IN THE ARCHERY BUSINESS & HUNTING RETAILER PAVILION AT SHOT SHOW 2027

HERE ARE TESTIMONIALS FROM CURRENT EXHIBITORS

“ Show organizers have not lost sight of the opportunity for outdoor, hunting and shooting sports brands.
— Muck Boots’ Chris Lorenzo ”

“ The energy, engagement and exposure we get here made the decision to come back next year an easy one! — Arcus Hunting’s Teri Quinn ”

“ The continued success & year-over-year growth of the Archery Business and Hunting Retailer Pavilion makes this a natural fit for us, allowing us an opportunity to promote our entire line of products. — LimbSaver’s Alan Lotton ”

“ If you’re serious about elevating your brand and strengthening the entire archery category, this is the place to be. — Pure Archery Group’s Todd Snader ”

REACH OUT TO OUR TEAM TODAY

PATRICK BOYLE PATRICK.BOYLE@GRANDVIEWOUTDOORS.COM (920) 240-7280

BRAD BISNETTE BRAD.BISNETTE@COLEPUBLISHING.COM (715) 891-3235

DERRICK NAWROCKI DERRICK.NAWROCKI@GRANDVIEWOUTDOORS.COM (205) 807-5025

FOR MORE INFORMATION GO TO [ARCHERYBUSINESS.COM/ABPSHTSHOW](https://archerybusiness.com/abpshtshow)



LATEST NEWS: THE ARCHERY BUSINESS & HUNTING RETAILER PAVILION AT SHOT SHOW 2026

The Archery Business & Hunting Retailer Pavilion at SHOT Show 2026 has reached maximum capacity.

BY ARCHERY BUSINESS STAFF

By the time you are reading this, the SHOT Show will be in full swing, exhibitor space in the Archery Business & Hunting Retailer Pavilion will be sold out, and we will look back at 2026 as the year this space at SHOT Show truly became a fixture for future years.

Mossy Oak was announced earlier in 2025 as the presenting sponsor of the Pavilion at SHOT Show 2026, which will be held in Las Vegas, January 20–23, and since then we've seen more than 20 new exhibitors joining the Pavilion with a combined square footage of over 4,000 square feet, nearly maxing out the 16,000-plus-square-foot Pavilion space in Caesars Forum. Some notable additions include HHA Sports, FL Outdoors, GRAYL, Seirus Innovation, 5-Hour Energy, 3M Thinsulate and 3M Scotchgard, Killer Instinct Crossbows, to name a few.

The team from Mossy Oak, Archery Business and Hunting Retailer invites visitors to

SHOT Show to join them in the Pavilion, which is a collaboration between the NSSF and Grand View Outdoors, a leading provider of outdoor content. The Grand View Outdoors family of brands include trade publications such as *Archery Business* and *Hunting Retailer* magazines, as well as consumer titles such as *Bowhunting World* and *Predator Xtreme*.

Grand View Outdoors President/Publisher Derrick Nawrocki said, "It has been a very fulfilling three years of transforming a formerly super-sized exhibitor lounge and storage area into a room jam packed with many of the best bowhunting and hunting brands in the market today and some of the oldest and most prestigious brands around. Check out the brands tied to our set of Pavilion exhibitors — they truly speak for themselves."

"We are very excited to be the presenting sponsor and 'gathering place for all things hunting' in the Archery Business & Hunting Retailer Pavilion at

SHOT Show," said Chris Paradise, Sr. Vice President, Mossy Oak Enterprise Brands. "Mossy Oak's leadership position and commitment to the outdoor industry is further evident by our initiative for the hunting community to join us in the Pavilion as the place to be at this year's SHOT Show and beyond!"

"Having an iconic brand such as Mossy Oak support the Archery Business & Hunting Retailer Pavilion is significant to the growth of the archery/hunting segment at SHOT Show," said Chris Tatulli, Senior Director, Exhibit & Sponsorship Sales, NSSF. "We are incredibly excited to have them participate."

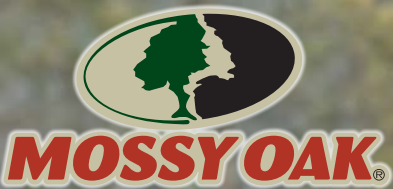
LOOKING AHEAD TO SHOT SHOW 2026

In addition to Mossy Oak, many companies have booked their space in the 2026 Pavilion, including the three detailed below. Check out what these company representatives have to say as they look forward to showcasing their products at SHOT Show.





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Jason Tennant — Senior Director of Sales, Seirus Innovation

"We are excited to be in the Archery Business & Hunting Retailer Pavilion this year. We design Seirus cold weather accessories to be quiet, functional and warm — all necessary when in a treestand or hide on a cold day. The Thick N Thin Shooter glove, Xtreme All Weather Glove and Heat Wave Glove Liner keep your hands warm while the patented Combo Clava, Fleece Knit Quick Clava and Dynamax Quick Headliner take the wind and cold off your head, face and neck."



Todd Snader — Brand Manager, Pure Archery Group

"Over the past two years, having Pure Archery Group showcased in the SHOT Show's Archery Pavilion has been a game-changer — putting our bows, crossbows and accessories directly in front of potential new and current dealers, media and industry innovators in one place. The energy, qualified foot-traffic, and collaborative atmosphere have translated into meaningful partnerships and sales growth for us. If you're serious about elevating your brand and strengthening the entire

archery category, this is the place to be."

Chris Lorenzo — Vice President & Brand General Manager, Muck Boots and Rocky Brands

"As SHOT Show continues to grow in the firearms and ammo market, the show organizers have not lost sight of the opportunity for outdoor, hunting and shooting sports brands. The Archery Business & Hunting Retailer Pavilion is a dedicated space supporting the outdoorsman and has proven to be a fruitful

location for Muck Boots, building both brand awareness and cultivating business through orders with current and new retail partners."

SETTING NEW BENCHMARKS

Regular visitors to SHOT Show have seen that it continues to grow annually, setting new benchmarks for industry innovation, collaboration and engagement. From an expanded show floor and a record-high number of exhibitors, attendees experience tremendous networking opportunities and can see firsthand the products to consider stocking in their stores.

"The 2026 Archery Business & Hunting Retailer Pavilion will feature apparel, scents, treestands, blinds, packs, calls, food plot products, trail cameras, camping gear, binos, rangefinders, knives — basically anything

that supports a bowhunter. If it belongs in a treestand or blind, it belongs in the Pavilion," said Chris Dolnack, NSSF Senior Vice President & Chief Customer Officer. "By bringing these essential product categories into one space, our 4,700 buyers that are interested in archery and bowhunting products can find them in one convenient location within the SHOT Show floor."

YEAR-OVER-YEAR-OVER-YEAR GROWTH

Nawrocki said, "The addition of Mossy Oak helped send the growth of the Pavilion space over the top and opened the door to many others who had just not pulled to trigger yet on exhibiting in year one or year two, and for any others who held off we simply might not have any space available in 2027."





“It is worth mentioning that many of the traditional and more modern firearms shop retailers, who are looking to expand their existing inventory with categories in the hunting, archery and general outdoor markets, are now able to see that segment in one area, which is one of the goals of this space — helping to make the SHOT Show as efficient and convenient as possible for buyers.”

“We’re pleased with the growth of the Pavilion and the opportunity that it presents for exhibitors and nearly 5,000 buyers who have intent to purchase archery, bowhunting and hunting products,” Dolnack said. “Since the 2022 SHOT Show, our post Show surveys revealed that 24 percent of the retail buyers had an interest in the archery and hunting categories as traditional firearm retailers look to expand their offerings.”



FINDING THE PAVILION

If you’ve ever attended the SHOT Show, then you know it’s massive. The 2025 version contained nearly 14 miles of aisles, and as in previous years, it was spread between The Venetian Expo (multiple floors) and Caesars Forum.

The 2026 Archery Business & Hunting Retailer Pavilion will be located in Caesars Forum and it will feature leading manufacturers in the archery and

hunting industries. It’s easy to find your way to Caesars Forum, and specifically the Pavilion; it’s clearly marked on the SHOT Show overview map, and once you’re on the Show floor, you can’t miss all the signage pointing you in the right direction.

PAVILION SPECIFICS

Presenting Sponsor:

Mossy Oak

Dates & Location for 2027:

Jan. 19–22, 2027, at Caesars Forum in the Academy Ballroom, Las Vegas, Nevada.

features 16,000 net square feet of exhibit space and enclosed archery lanes to demonstrate new products for prospective buyers in Caesars Forum.

Who Can Attend: SHOT Show is a trade-only event for businesses, government entities and commercial buyers/sellers in the shooting, hunting, military and tactical industries; it is not open to the general public.

Organizer: National Shooting Sports Foundation (NSSF — The Firearm Industry Trade Association)

Limited Space: Exhibit space in the Pavilion is limited; first come, first served. Those who exhibit in 2026 will have first choice for space for 2027.

SHOT Show Facts: SHOT Show attracts attendees from around the world, including buyers, media and other industry professionals. The 2026 show will cover more than 820,000 net square feet of exhibit space, featuring over 2,700 companies showcasing the latest in firearms, ammunition, hunting and shooting accessories, archery, outdoor apparel and much more.

BOOKING YOUR SPACE

Now’s the time to begin planning for the 2027 SHOT Show. For info on exhibiting in the Archery Business & Hunting Retailer Pavilion, visit www.shotshow.org/archeryexhibit. Booth assignments will be confirmed upon receipt of a completed application and initial deposit. Space is limited. For additional information about the 2027 SHOT Show, visit www.shotshow.org.

Exhibit Focus: A dedicated exhibit area featuring manufacturers and suppliers of archery and bowhunting products, along with related accessories.

Media Coverage: Extensive coverage by the editorial teams of *Archery Business* and *Hunting Retailer*, as well as additional promotion in *SHOT Daily* and other Grand View Outdoors publications, including *Shooting Sports Retailer*.

Pavilion Size: The Pavilion



Upland Shotgun Roundup



Classic over-and-unders and side-by-sides still sell, including modern versions that appeal to bird hunters all over the nation.

BY MARK CHESNUT

When it comes to guns, I'm one of those people who believes that a lightweight upland shotgun is the best example of firearm excellence. One reason is because I've been hunting upland birds since I was a young child, and in doing so, I've carried an upland scattergun for well over half a century.

There's just something about a fine upland double gun that brings a big smile to my face — and, incidentally, to the faces of others who love hunting upland game. As a result, we're attracted to a sleek new 20-gauge over-and-

under on your gun rack, even though our gun safes are already nearly full of shotguns made for that very purpose.

Chances are, some of your customers feel the same way. For those looking for a new upland shotgun — whether they need it or just want it — here are 10 options you might consider offering in your store. Note that in this article, we focus on double-barreled shotguns, including both over-and-unders and side-by-sides.





BERETTA ULTRALEGGARO KICK-OFF

Designed specifically to produce the lightest steel receiver shotgun on the market, the Ultraleggero offers the same strength and balance typical of Beretta shotguns, but with a lighter steel receiver, techno-polymer receiver inserts and an Extralight recoil

pad. The result is a lightweight yet durable shotgun ideal for upland hunters seeking a quick-handling gun that quickly gets them on the flying game.

Chambered in 12-gauge, the Ultraleggero Kick-Off comes with 26- or 28-inch Steelium Optima-Bore HP barrels that deliver high-quality performance and consistent shot patterns. The stock and forend are made from Grade 2.5 walnut, and the gun weighs only 6.4 or 6.6 pounds, depending on the barrel length. The length of pull for both models is 14.75 inches. An additional feature is that the side plates can be customized and 3D printed with personal designs. Prices start at \$3,259.



CAESAR GUERINI TEMPIO FIELD

The Tempio is designed to be a sleek and fast-pointing shotgun in the field — ideal for upland game hunters. Its low-profile receiver paired with a slim stock, a classic Prince-of-Wales grip and Schnabel forend make the gun well-suited for swift game birds. The Tempio features a modern style of “ornato” scroll with tasteful gold accents.

The action is further enhanced by a nickel finish protected with CG’s proprietary In-

visalloy™ coating. Each Caesar Guerini game gun is carefully engineered to balance near the hinge point, distributing the weight evenly between the hands, which is the secret to a finely crafted shotgun. The Tempio also features a deluxe grade of Turkish walnut enhanced with a hand-rubbed oil finish. It’s available in 28-, 20- and 12-gauge, as well as .410 bore. MSRP is \$6,125.



FRANCHI INSTINCT SIDEPLATE SPLX

Franchi’s newest sideplate-style shotgun continues to transcend to a time when European gunsmiths crafted the most elegant firearms in the world. Sleek lines, luxurious wood, fine engraving and gold inlays combine to make this one of the most beautiful shotguns you’ve ever laid eyes on. The engraved aluminum receiver perfectly accentuates the gloss blue barrel and features exquisite engraving with gold inlay to match the gold-plated trigger.

The Prince of Wales stock and Schnabel forend are made from AA-grade walnut with checkering to provide a secure grip. A red fiber optic front bead on the ventilated rib sits atop the 28-inch barrel to help you get on target quickly. Five extended black screw-in chokes are included. Additionally, every Franchi over-and-under comes standard with a recoil pad to enhance shooting comfort with heavier loads and during long days in the field. The MSRP is \$2,949.





REMINGTON 1816 PRECISION FIELD

Brand new for 2025, Remington's 1816 Precision Field is chambered in 12-gauge and accepts shells up to 3 inches. With a 28-inch barrel, the gun showcases the quality craftsmanship Americans expect from the storied Remington brand.

Features include ejectors, a manual safety, selector switch, single gold trigger, Prince of Wales straight cast stock, and a fitted recoil pad. Other features include a Schna-

bel forend, 24 LPI hand checkering, a hand-rubbed oil walnut stock finish, a front ivory bead, and a color case-hardened receiver with engraving. The metal is blued, and the gun weighs a light 7 pounds. The MSRP starts at \$1,499. A side-by-side version called the 1816 Precision Double was also introduced this year and should appeal to customers who love the classic feel of a side-by-side shotgun.



SPANDAU ARMS PREMIER FIELD

The Premier Field from Spandau Arms was designed for discerning shooters who value elegance and performance. Expertly crafted for exceptional balance and accuracy, this shotgun is built to excel on the range and in the field. The stainless receiver contrasts nicely with the blued barrel and the walnut stock and forend, creating a very visually appealing gun.

It's available in 12-, 20-, and 28-gauge, as well as .410 bore, with 26- or 28-inch barrels in each chambering. Features include a box lock action, mechanical triggers, and a barrel selector switch. A classic brass front bead serves as the sighting system and should appeal to old-timers who enjoy a traditional touch. With an MSRP of \$1,349, this double will likely fall within the price range of more budget-conscious upland hunters.



POINTER ACRIOUS

This line of affordable, reliable over-and-under shotguns is offered by Legacy Sports International and is known for being a great value and a solid choice for bird hunters on a budget. Highlights include a Turkish walnut stock and forend, raised vent rib, fiber-optic front sight, extractors and barrel selectors. The barrels are chrome-lined for durability and longevity, and the mechanical trigger is short and crisp.

The laser-etched receiver enhances the gun's appearance, and it is also available with a color case-hardened finish and in Mossy Oak Bottomlands or Realtree Max 5 camouflage. This shotgun comes in 12-, 20-, and 28-gauge, as well as .410 bore, with 28-inch barrels. Interestingly, the Acrius is also offered in a youth model in either 20-gauge or .410 bore with 26-inch barrels. It includes five choke tubes and has an MSRP of \$589.





WEBLEY & SCOTT 920 BC

This special over-and-under features one steel action and two sets of barrels — one 20-gauge and one 28-gauge. Each barrel comes with its own forend, preventing any visible gap between the forend and barrels on the smaller gauge.

Available in 26-, 28-, 30-, and 32-inch barrels (both gauge barrels are the same length), the 920 BC is fitted with grade 2.5 Turkish walnut, a high-visibility front bead

sight and an option for an auto safety to be installed. The 920 BC is also steel-shot capable for those hunting in areas that require nontoxic shot. Other features include a single selective trigger and ejectors. The gun comes with a fitted maker's case and five chokes for each gauge. If this upland shotgun performs as well as it looks, it'll be a real bird killer. MSRP is \$2,499.

A COUPLE FOR THE SIDE-BY-SIDE LOVERS

Of course, over-and-unders aren't the only double-barreled shotguns in the upland bird game. Here are a couple of side-by-sides that are getting rave reviews and might pique your customers' interest.



CZ BOBWHITE G2

An updated version of CZ's traditionally styled Bobwhite, the Bobwhite G2 model features a CNC-machined receiver and modern internals that streamline the action, while boosting service life and reliability. With double triggers for quick barrel changes and a

straight, English-style grip, quick choke decisions can be made on the fly.

Finished in durable black chrome, the G2 resists rust much better than a blued gun. Its 28-inch barrels are threaded for choke tubes, and it comes with five flush-mounted chokes, from cylinder to full. The gun weighs only 7.3 pounds, so it is easy to carry in the field. The MSRP starts at \$799, making it affordable for most upland hunters.



WEATHERBY ORION SUB-GAUGE SXS

A trusted companion for both birds and clay targets, the Orion is now available in 28-gauge and .410 bore. The straight English stock, splinter forend and double triggers give the Orion family a classic look. Plus, the swamp rib and brass bead provide a clear sight picture for accurate wing-shooting.

The Orion SxS comes with five extended choke tubes. Aimed at environmentally

conscious bird hunters, the Orion SxS features extractors to ensure empty shells go into your pocket and not on the ground. Both sub-gauge models have 28-inch barrels and 3-inch chambers. The 28-gauge weighs 6.3 pounds, while the .410 bore weighs just 6.1 pounds.







Baits, Attractants, and Blocks: Stocking for Deer Season

If your state laws allow the use of bait or attractants, you'll draw in plenty of customers who are looking for that extra edge by stocking the right stuff.

BY KAT AINSWORTH STEVENS

Keeping effective bait in stock is a good way to ensure hunters frequent your business. They might plan ahead to fill feeders and spread attractant, but there will be many times they rush through your doors hoping you have something in stock. And while you certainly cannot keep every attractant known to man in stock, it helps to have a selection of products you know work.

Before we get into the list of the best baits and attractants for deer season, let's hit pause to cover terminology. It might seem trivial, but using the correct words to describe products helps you and your team guide customers and establish yourselves as experts. Here's a quick breakdown:

- Bait is the word commonly used when talking about solid, dry prod-

ucts used in greater quantities to keep deer coming in to eat. It covers corn, grains, pellets and a variety of feeds typically bought in bulk.

- Attractants are often liquid but also offered as powders and solids. Apple and molasses are common scents, with specific composition and additives varying by brand.

- Blocks are generally mineral blends or salt, although some blocks are made by compressing sweet feed and nutrients into a portable shape. These are used to provide a greater level of nutrition and supplementation to wildlife, often year-round. Blocks also last longer and are less likely to be eaten by pests and varmints, unlike baits.

When explaining bait and related products to customers, remember to keep local laws in mind. Baiting isn't

legal in all counties or states, and the product that is considered bait can also vary.

WHAT DOES THE CUSTOMER NEED?

Most customers will walk in knowing what they need to keep deer, hogs, and/or bear coming to a predictable spot on their property. Bait is typically used to fill feeders that are either gravity-activated or have electronic spinners attached to distribute food at timed intervals. If a customer wants an extra layer of scent to attract animals from a greater distance — or to a newly established location — attractants are useful. As for blocks, they're not usually used alone but are used as a nutrient source at an existing feeding spot.

The top answer to what your

hunting customer needs is bait, but don't discount the effectiveness of including attractants and blocks. This is especially true when it's been a good year and food isn't scarce, because attractants encourage game to visit the hunter's spot rather than ignoring it in favor of natural food sources.

BAIT TO KEEP IN STOCK TRIPLE CLEANED CORN

Plain, unflavored corn is the one product with enough regional brand variation that it's best to include generically. Which brand of zero-additives corn you order pallets of will depend on where your brick-and-mortar store is located. However, that doesn't mean there aren't certain guidelines to consider.

Lower-priced deer corn is great for bringing in customers looking



↓ Boss Buck's Deer Candy provides fantastic nutrition, smells great, and appeals to a variety of game such as deer, bear and hogs.



to fill big feeders or dump a pile for feral hogs. But if it's so cheap it's full of random junk that clogs feeders, it isn't really worth it. Consider offering triple-cleaned corn in 40- or 50-pound bags, and let your customers know why they're paying a few more dollars for it. The cheaper corn on the market contains rocks, sticks, and even hunks of plastic and string. It isn't fun finding out your feeder quit dispersing corn thanks to a clog created by dirty corn (not to mention that in some circumstances, it can break the spinner). Get properly cleaned bags of corn. Hunters with feeders will thank you.

BOSS BUCK DEER CANDY

Like many supplemental feeds, Boss Buck Deer Candy offers the benefits of bait and attractants. Deer Candy is available in 40-pound bags and contains a special blend of corn, roasted peanuts, and bran. Boss Buck then adds their secret Sweet Berry Treats to keep deer coming back for more.

Boss Buck Deer Candy is a bait that's most likely going to be used on a smaller scale than clean corn. Gravity feeders are a common way to make it available to deer. Consider recommending customers purchase a bag of Deer Candy to use in addition to their larger corn feeder, although it can be used on its own as well. In fact, the strong smell of this product makes it ideal for bringing deer to new spots or getting them going when hunters first start baiting for the season. Hunters after feral hogs will also see a noticeable increase in animal activity when using Deer Candy.

MSRP \$29.99

Visit www.bossbuck.com

ANTLER KING KITCHEN SINK

Hunters looking for a truly comprehensive feed will love Antler King

Kitchen Sink. The name says it all, because this blend really does contain a little bit of everything deer love. This blend includes oats, wheat, corn, barley, peanuts, milo, black oil sunflower seeds, roasted soy beans, shredded sugar beets, and cotton seed. Protein pellets are also used for a concentrated boost. It's best used in gravity feeders or on the ground, but Antler King states it's compatible with spin-cast feeders as well. Hunters who spend deer season in warmer or humid areas, like Texas, might want to avoid spinners due to potential swelling of protein pellets.

The varied ingredients in Kitchen Sink aren't just for show; this feed encourages growth. Deer and elk will benefit from improved antler growth, while all game will experience gains in overall health, energy and coat quality. Let customers know this also helps them grow deer for future seasons by providing a stellar nutritional base for fawns and yearlings.

Customers who lean toward shoulder mounts or like to tan hides with the hair on will be pleased with the results of using Kitchen Sink consistently. It's worth the investment to grow a beautiful deer population.

MSRP \$34.99

Visit www.antlerking.com

ATTRACTANTS

BUCK BOURBON 110 PROOF

Protein-rich sweet feed like Buck Bourbon 110 Proof is an excellent way for hunters to add a little oomph to their bait area. It's great for deer but also an effective attractant for elk, bear, hogs, antelope and exotics. Buck Bourbon 110 Proof contains processed grain byproducts, a variety of minerals, mineral oil and natural anise.

It's not uncommon for protein feeds to require the addition of an

attractant to encourage deer to eat them, but Buck Bourbon specifically designed 110 Proof to perform on its own. The smell is strong enough to attract deer, and the flavor is ideal to bring them back for more. That gives customers additional value for their dollar, because 110 Proof can be used on its own to draw in big bucks and meat does.

MSRP \$12.99-24.99

Visit www.buckbourbon.com

C'MERE DEER X-TREME CORN COAT

Sometimes, customers just want a quick grab-and-go product that doesn't require a lot of lifting or additional feeders (and that's understandable). C'Mere Deer X-Treme Corn Coat is a deer attractant that comes



↑ This protein sweet feed works as both a nutritional supplement and an attractant.





↑ Customers who want a simple product that works well will love the size and versatility of X-Treme Corn Coat.

in a handy 24-ounce bottle, making transporting and dispensing easy. This powder is designed to be used in addition to corn, or really any bait or feed that requires something extra to get the animals coming in.

X-Treme Corn Coat is formulated to boost deer health through antioxidants and other nutrients. It's a blend designed to increase blood flow for impressive antler growth, boost the immune system, and encourage a healthy digestive system. C'Mere Deer states it's specially enhanced with FX600 formula for reproductive and overall herd health.

Let customers know this single 24-ounce bottle can be used on up to 300 pounds of corn. It's meant to be used in a ratio of 4 ounces per 50 pounds of corn with even product distribution for complete coating. Ideally, customers will add X-Treme Corn Coat to their corn and mix it thoroughly. It's cost-effective, serves

as an effective attractant, and adds nutrients to solid feeds.

MSRP \$18.99

Visit www.floutdoors.com

BIG TINE HAPPY HOUR

Big Tine is known for manufacturing products to both attract and grow deer, and Happy Hour is a nice example of their dedication to results. Happy Hour is a liquid attractant created to give deer the essential minerals they require with the happy addition of a scent that gets deer coming in. A mega-dose of Big Tine's Cherry Rush scent is utilized to give this liquid a sharp, clear smell that deer, hogs, and other animals love.

Customers can apply Happy Hour



↑ Liquid attractants can be used directly on the ground or as a pour-over on a pile of corn.

using various methods. It's a great product to pour over a pile of bait, but it can also be used on decaying stumps, fence lines, and the bare ground. When it's used on its own, the deer will still lick or chew at it, and the scent will linger for some time. Happy Hour is a good way for

Going Hog Wild

Feral hogs become more invasive with each passing year, and that means more opportunities for hunters to chase them. If hogs have been seen or are common in your area, stock some hog-specific attractant for your customers. Hogs have a fantastic sense of smell, making liquid attractants ideal.

BOSS BOAR SWEET BERRY MOLASSES

Made by Boss Buck, Boss Boar Sweet Berry Molasses is made to bring in big boars and fat meat sows. It's a liquid attractant designed to be poured out to get the attention of hogs in a large area — remember, hogs can detect scents as far as 5 miles away. That means using a strong-smelling attractant is a must. Boss Boar Sweet Berry Molasses can be poured out on the ground on its own, but to really get feral hogs to stick around, customers should be adding this attractant to bait like corn. Hogs like to eat, so once the smell gets them there, customers want them to stay.

MSRP \$12.99

Visit www.bossbuck.com



EVOLVED HOG WILD PIG PUNCH

Pig Punch is a fantastic attractant to stock because it functions as both a scent attractant and a visual one. This liquid attractant has a strong smell and a fruit-punch flavor hogs love. As for the visual aspect, it's important to remember that feral hogs have poor eyesight. That means hunters will want a little extra advantage to get sounders and big, lone boars frequenting their bait area. Evolved makes that happen by adding Glo-Cote UV enhancement to help hogs see where they're going for food. It's potent, habit-forming, and affordable. Pig Punch can also be used to encourage hogs to wallow in specific areas.

MSRP \$11.99

Visit www.evolved.com



customers to add an alluring smell to trees or a fence without leaving a pile of corn other animals will eat before the deer arrive.

Happy Hour is available in one-gallon jugs topped with a molded carry handle. Areas where the attractant is spread should be replenished every two to four weeks depending on weather and terrain. Let customers know Happy Hour is especially great for bringing deer to cameras (and consider having good trail cameras in stock as well).

MSRP \$11.99

Visit www.bigtine.com

BLOCKS AND MINERALS JURASSIC ROCK MINERAL ROCK

Jurassic Rock is somewhat unique in that they offer minerals to attract and nourish wildlife, but they come in the form of crushed mineral rock



↑ Jurassic Rock's crushed minerals come in several flavors, and they make it simple to create an attractive mineral site.

→ Whitetail Institute's 30-06 Mineral Block is more than a salt lick.

rather than a solid block. Just dump the crushed rock on the ground to establish a mineral site. Throughout a few rain cycles, the product will disappear, soaking into the earth creating a mineral lick. Continue to refresh through the year as needed. The crushed rock is especially effective when used to jump-start a long-lasting mineral site in conjunction with the company's 15-pound mineral rock, which is more like a traditional block.

The minerals come in 6-pound, 20-pound and 30-pound bags, 50-pound buckets, 2 ½-pound growlers or larger bulk orders. The mineral supplements come with different flavorings, like apple and pumpkin, and they boast a blend of 17 essential prehistoric minerals, ensuring your customers' property becomes a haven for thriving wildlife year-round. This crushed mineral rock is a potent source of vital nutrients, featuring aluminum, boron, calcium, chromium, cobalt, copper, iodine, iron, lithium, magnesium, manganese, phosphorus, potassium, selenium, sodium, sulfur, and zinc. Each component is naturally selected to support optimal health and growth in your local wildlife population.

Price varies by product, but try the easy-to-handle 20-pound bag of apple spiced minerals, which retails for \$19.99.

Visit www.jurassicrock.com

WILDGAME INNOVATIONS HANGTIME HARD CANDY BLOCK

Not all customers will want a block that's simply tossed on the ground and



left behind, and that's where hanging blocks come in. Wildgame Innovations' Hangtime Hard Candy Block allows hunters to hang solid attractants from trees and fences with no muss, no fuss. The block weighs 3.5 pounds and features a sturdy rope in its center for quick setup.

What makes Hangtime a great attractant is the scent — it's made in either acorn or apple — but there's more to it than just a strong smell. It's made with minerals and enzymes meant to keep deer healthy and growing. Not only that, but it also aids in proper digestion, which can be more vital than many hunters realize.

Customers who prefer a set-it-and-forget-it attractant will love Hangtime Hard Candy. It lasts for quite awhile, all while exuding an irresistible scent. Because it can be hung at greater heights, it's less likely to be eaten by pests such as feral hogs. In addition, hanging it in the right location gives hunters an opportunity at a cleaner shot at a standing deer with their head up and neck extended.

MSRP \$11.99

Visit www.wildgameinnovations.com

WHITETAIL INSTITUTE 30-06 MINERAL BLOCK

Whitetail Institute is known for its specially formulated products, and the 30-06 Mineral Block is a prime example. It's not just a fancy salt lick — it's a high-quality supplement. Minerals and vitamins help keep your local deer herd healthy while encouraging bucks to reach their full potential for antler growth. According to Whitetail Institute, this block is also formulated to meet the needs of pregnant and lactating does.

↓ Hanging blocks are a good tool for bringing in deer and getting them to hold still with their heads raised.



This block is a good fit for customers who want to boost the health of deer on their property while simultaneously drawing them in with attractants. The 30-06 Mineral Block is made with an appealing scent as well as flavor enhancers. The smell brings game in, while the essential macro and trace nutrients keep them growing. This block weighs 20 pounds and can simply be placed on the ground.

MSRP \$29.99

Visit www.whitetailinstitute.com **HR**



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Color Coded: Camo for All Seasons

Your definitive guide to camouflage — what's available, what works where, and what sells.

BY KAT AINSWORTH STEVENS

Camouflage clothing and gear are hot products for both hunters and gun owners in general. That means you can't go wrong offering a selection of quality options to customers. Of course, you might be wondering which camo to choose, because there are quite a few patterns on the market. We've broken it down for you to help you sort out the camo confusion by region, season, and cool factor.

How do camo patterns work? Your team will have an easier time guiding customers to the correct pattern if they understand how it works. The real purpose of a camouflage pattern is to distort and break up a person's outline. That's a bit different than the idea that camo helps hunters "blend in," and that's because it isn't really about blending. Hunters don't need to become one with the tree, they just need to not be blatantly obvious against it. This is also why the specific shapes within the pattern aren't as important as some might believe (meaning if someone wants to have fun with it, they can).

How do customers choose camo? Camouflage clothing selection typically depends on the time of the year and the location where it's being worn. A hunter coming in for camo might be hunting locally, but there's a chance they're not, and it's a good idea to ask. There's a vast difference between the terrain in Nevada and that of North Texas, and that affects camo's effectiveness. Find out where the customer is planning to hunt, when, and what game they're after. This helps narrow things down to the

best possible pattern.

Is camo pattern gear worth it? Yes, you can benefit from keeping an assortment of camouflage gear in your store. This is especially wise if you cater to a significant number of hunters, because they're most likely to be interested in higher levels of concealment. Items such as range-finders, binoculars, shooting sticks, and electronic predator calls are examples of products that benefit from a camo finish.



MOSSY OAK FALL FOLIAGE

The latest pattern from camo designer Mossy Oak is Fall Foliage. At first glance, the colors immediately remind you of acorns, and it turns out that's what Mossy Oak was going for. Fall Foliage is the fall companion to the classic Full Foliage, the latter of which is made in brighter shades and meant for spring turkey. This camo pattern features colors ranging from the burnished bronze of acorns to the paler tans of weathered bark.



It's a fantastic pattern for fall hunts and the ideal camo for deer season.

Regions where Mossy Oak Fall Foliage is best include those with more muted colors found in the fields and woods. These are the areas where evergreens do not thrive and you find acorns and pecans littering the ground. Fall Foliage is meant for the kind of fall that's a bit more barren and drier — the classic Hallmark fall filled with falling leaves and mugs of steaming coffee. Deer hunters benefit greatly from this pattern, but so will customers chasing bears and hogs.

Thanks to the widespread distribution of Mossy Oak's patterns, you can stock your store with Fall Foliage in everything from tee shirts to jackets to gloves. Brands that use Mossy Oak

↑ The newest pattern from Mossy Oak is Fall Foliage, a design that manages to be both a classic and a modern option.

include Nomad Outdoor, Irish Setter, Magellan, Drake, and Scentlok.

Visit www.mossyOak.com to learn more.

REALTREE APX

When Realtree designed APX, it was clear they understood the outline-distorting assignment. Realtree APX is designed with carefully layered

→ Realtree APX is an impressively versatile pattern that can be used all over the country.

colors reminiscent of peeling bark, dark moss, and other features found in nature. Images are photorealistic for the greatest degree of accuracy and the blend of colors helps distort depth perception. Realtree markets it

as “where abstract meets reality,” and that rings true.

Perhaps the greatest thing about Realtree APX is its versatility. This isn't a camo pattern that can be shoehorned into only one season: it's





↑ Snow days require their own camo pattern, and Kryptek Wraith is a fantastic fit.

surprisingly color adaptive. Its muted shades and streaks of green appear to fit fall best, but it works well year-round. As with any pattern, it should be matched to the environment, but its design is a good fit for most regions.

Realtree patterns can be stocked through companies like Alps Outdoorz, Banded, Scentlok, Spartan Cameras and countless more.

Customers who want more versatile camo patterns will like APX for all seasons, so consider stocking it in both cool- and warm-weather styles.

Visit www.realtree.com to learn more.

KRYPTTEK WRAITH

Snowfall must be considered when choosing camo patterns. In regions with consistent snow, Kryptek Wraith is a great choice to keep customers



see hunters before hunters see them. Kryptek Wraith is the prime choice for customers whose hunting focus is predators, because icy cold weather is great for calling, and Wraith keeps hunters hidden in the snow.

If you want to stock Kryptek, check out products made by Nomad Outdoor, Justin Boots, GunSkins, Mechanix and more.

Visit www.kryptek.com to learn more.

DRAKE OLD SCHOOL

Sometimes it's the older designs that make it through generations of hunters, and that's the case with Drake Old School. Although Drake's roots

are in waterfowl, the company's Old School pattern is great for wooded hunting in general (meaning deer hunters like it, too). This is a pattern that specifically appeals to customers who want a look harkening back to days of hunting past — or those who know the oldies really are goodies.

Drake Old School features darker splashes of shades of brown on a tan background. This vintage ink-blot style works well when the leaves turn and hunters are scouting or chasing big bucks. Waterfowlers do tend to gravitate toward it as well, due to its effectiveness in woodlands. There's also no denying Old School's traditional look holds a certain appeal.



↑ Drake Old School camo is a throwback that appeals to all sorts of hunters, but it's particularly popular among waterfowlers.

Stock Drake Old School by checking out brands like Gator Waders.

Visit www.drakewaterfowl.com to learn more.

REALTREE AP BLAZE

Although Realtree AP Blaze isn't the type of camo that blends into the trees, it is the kind that gives customers some flexibility when it comes to wearing blaze orange. Thanks to the fact that deer have dichromatic vision, orange appears in shades of gray and tan. This means that other hunters can easily spot someone in orange, but deer don't notice the stark contrast.

AP Blaze is one of Realtree's heritage patterns, and there's a good reason it's stood the test of time. All states have regulations pertaining to blaze orange and how much of it a hunter must wear. Some areas list the amount in inches, while others are specific to parts of the body (as in, a





spring and in areas with evergreens. The feature that makes it so ideal for spring is the fact that it's designed to deceive the sharp eyes of turkeys, and hunters can use every edge possible when they're chasing gobblers. It's also a well-known pattern that many customers will recognize, which is always a bonus.

Consider stocking clothing in Obsession in both long and short sleeves to accommodate the variations in spring weather (and to give as much concealment from turkeys as possible). Numerous clothing and gear brands are licensed to use Mossy Oak patterns, including Muddy Outdoors, Scentlok, Nomad Outdoor, and Hoyt.

Visit www.mossyoak.com to learn more. **HR**

hat or vest). Still others don't require it on private property. Regardless of the state's rules on the topic, wearing blaze orange keeps hunters safer. The fact that AP Blaze also incorporates some light brown foliage is just a bonus.

Customers can choose to wear AP Blaze as minimally as the state requires or they can dress in it head-to-toe for fun and safety reasons. Check your local laws, and not all states count orange camo as true blaze orange. Clothing brands that use Realtree camo patterns include Scentlok, Kings Camo, Blocker Outdoors, and Banded.

Visit www.realtree.com to learn more.

MOSSY OAK OBSESSION

In states that stay green, such as Washington, Oregon and California, it's smart to lean toward camo patterns that complement that coloration. Mossy Oak Obsession is a brighter green pattern that was designed for spring turkey hunters, but it works well in any location with significant quantities of green foliage.

The brighter green foliage of Obsession is backed by the varied tans of tree bark. This gives it an edge of versatility so it can be used during

→ Mossy Oak Obsession is ideal for spring turkey hunting.



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NASP® ALUMNI

Sophia Bingham

- Assistant Language Teacher in Japan through the Japanese Exchange and Teaching

I've been able to talk with my students about NASP® and the differences in the archery I did in school and kyudo, which is traditional Japanese archery. It is really cool that I am able to share these differences in culture with them.

- NASP® archer from 6th grade through high school (2019) at Scott County Middle School and Scott County High School in Georgetown, Kentucky

“NASP® made me a better leader”

Sophia Bingham

Archery is a very mental sport. As a result, I was able to learn to stay focused on things that matter and also maintain a positive mindset. I think it has benefited me in my current profession where I am working with children.

Attitude is everything! That wasn't always easy for me. I remember being really hard on myself when I felt I wasn't shooting well enough. I would be frustrated and upset, which ended up just making me shoot worse. Throughout my time in archery, with help and encouragement from my coaches and teammates, I learned that I can control how I react to situations. Now even if something is not working out, keeping a positive mindset allows me to rationally and calmly resolve any issues. I can also be a good example and fun teacher for my students.

I feel that NASP® made me a better leader. When I joined the archery team in 6th grade I had good role models amongst my upperclassmen teammates. Following in their footsteps I was able to become a leader for my teammates by the time I was a senior in high school. Archery requires patience and attention to detail in order to see results. Having experience with that is helpful in many different ways when working.

If anyone is considering joining NASP® I would say absolutely go for it! Archery is a sport that anyone and everyone can do. It is also one of the most fun. Work hard and you will see results. You'll be able to meet great people and have fun experiences that will last a lifetime.

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National Archery in the Schools Program

Snow Goose Guns and Loads

Snow goose hunters are a different breed of waterfowler, with specialized guns and hard-hitting ammo. What should you be stocking?

BY JARROD SPILGER

The Light Goose Conservation Order, commonly referred to as the spring snow goose season, has been in place since the late 1990s and has become something of a spring tradition for many waterfowlers, myself included. After all, it gives hunters one final excuse to get out and enjoy nature with their dogs before the spring turkey season begins.

In response to the popularity of the spring snow goose season, some gun manufacturers have introduced snow goose-specific semi-auto shotguns, complete with white finishes and extended magazine tubes. Since there are no magazine plug restrictions or bag limits during the spring season in many states, shotguns with increased shell capacity become extremely attractive, especially to those who hunt snows over decoys where they can get multiple shot opportunities.

Initially, the spring season was set in place to control a rapidly expanding snow goose population. However, snow goose numbers have been holding

steady or slightly declining in recent years. For now, the Conservation Order appears to remain in effect in many states for the foreseeable future, although that is always subject to change. Be sure to check your specific state's regulations before committing to ordering and stocking copious amounts of snow goose gear. If the spring season is alive and well in your state and region, though, here are some guns and other items that are sure to appeal to snow goose hunters.

SNOW GOOSE-SPECIFIC SHOTGUNS

These are the shotguns snow goose hunters wish they had when the conservation order started back in the late '90s. Capable of holding multiple rounds, these guns will stack up piles and piles of light goose dinners.



MOSSBERG 940 PRO WATERFOWL - SNOW GOOSE

Built on the excellent 940 platform, one of the best gas-operated semi-auto platforms out there, the 940 Pro Waterfowl - Snow Goose has everything snow goose hunters need. This 3-inch 12-gauge has a 28-inch barrel, TrueTimber Viper Snow camo finish on the stock and forearm, Battleship Gray Cerakote finish on the barrel and receiver, and

a magazine extension capable of holding 12 rounds, plus one in the receiver. For those who don't need that much firepower, there's also a five-shot model. MSRP for either is \$1,358. www.mossberg.com



STOGER M3500 SNOW GOOSE

This 12-gauge inertia-operated semi-auto is the only snow goose-specific scattergun I know of with 3 1/2-inch super magnum shotshell capability. It has a Distressed White Cerakote finish on the synthetic stock and forearm, receiver, and 28-inch barrel. The magazine extension can hold up to 10 rounds, plus one in the chamber. A paracord sling,

oversized controls, and recoil reducer that fits in the stock round out the package. I know die-hard waterfowlers who swear by their rugged M3500s, so it's sure to be a popular model. MSRP is \$1,049. www.stoegerindustries.com



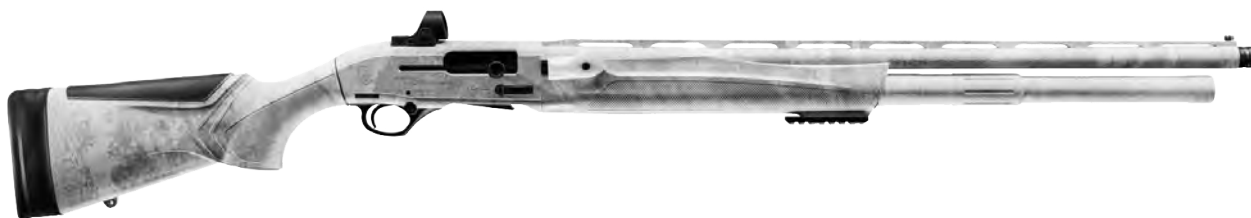


GFORCE ONE SNOW BLOWER

Another inertia-operated snow goose semi-auto is the GForce One Snow Blower from GForce Arms. This 3-inch 12-gauge comes with a white finish, 28-inch barrel that is threaded for Benelli's popular Crio Choke system, and oversized controls. Capacity is 10 rounds plus one in the chamber with the included magazine tube extension kit. GForce

Arms claims it will handle everything from light 1-ounce loads to 3-inch magnums with ease. Best of all, the GForce One comes with a lifetime warranty. MSRP is \$625.

www.gforcearms.com



BERETTA A300 ULTIMA SNOW GOOSE ARCTIC FOX

The 3-inch 12-gauge A300 Ultima Snow Goose is powered by Beretta's Annular Gas System (AGS) designed for fast and reliable cycling of all 2¾-inch and 3-inch loads, while the KICK-OFF recoil reduction system mitigates magnum recoil. Extended magazine

capacity is 10 rounds, plus one in the chamber for 2¾-inch shells, 9+1 for 3-inch shells. The 28-inch barrel is suppressor ready, and the receiver is red-dot-optics-ready. MSRP is \$1,459 for Realtree Arctic Fox camo, \$1,359 for black synthetic. www.beretta.com

OTHER SUITABLE SHOTGUNS

While the following shotguns aren't designed specifically for snow goose gunning, they are more than suitable options for snow goose hunters looking for an all-around waterfowl model they can also use for ducks and dark geese during the traditional fall and winter seasons.



RETAY ACE

The new ACE (Air Control Extreme) model features improved light load cycling and Retay's patented Inertia Plus system for reliable bolt lock-up every time. It's compatible with Benelli chokes and extended magazine tubes, which snow goose hunters will like. This 3½-inch 12-gauge has a rounded receiver and is available in Max-7 or Bottomland

camo (MSRP \$1,149), or black (\$1,049), with a 28- or 26-inch barrel, depending on model. There's also an ACE-R model with a hump-backed receiver for the same prices.

www.retayusa.com



CZ 1012 G2

The 1012 G2 from CZ-USA is yet another option for those customers looking for a budget-friendly all-around waterfowling shotgun. This 3-inch 12-gauge inertia-operated semi-auto is designed to handle a wide range of ammo, from light 2¾-inch target rounds to heavy 3-inch magnum goose loads. Two Mossy Oak camo patterns are avail-

able, Bottomlands and Shadow Grass Blades (shown), both of which are suitable for fowling. Barrel length is 28 or 24 inches, depending on model. MSRP is an affordable \$849. www.czfirearms.com



SPANDAU ARMS S2

The Spandau S2 is a tough, Turkish-made 3-inch 12-gauge inertia-operated semi-auto that won't break the bank. It's available with a 28-inch barrel threaded for the popular and common Mobile-style choke system and comes in both Realtree and Mossy Oak camo patterns to help keep the gun hidden from wary snow geese and other water-

fowl. The forearm shape is reminiscent of Benelli's SBE II, which should appeal to buyers, as will the MSRP, which is just \$583 for camo and only \$465 for black synthetic. www.spandauarms.com



POINTER FIELD TEK 12

The new Pointer Field Tek 12 from Legacy Sports is another affordable, all-around autoloader suitable for hunting snows and any other waterfowl. This gas-operated 3-inch 12-gauge has a 28-inch barrel and a rotating bolt head that helps reduce recoil and muz-

zle jump. It comes in a variety of finishes, including black synthetic, Mossy Oak Bottomland/Olive Drab Green Cerakote (shown), and Mossy Oak Shadow Grass Blades/Flat Dark Earth Cerakote. MSRP starts at \$499 for black, \$519 for camo. www.legacysports.com

AMMO

With most seasons having no bag limits, snow goose hunters are going to need plenty of ammo, so be sure to stock a selection of shotshells. You don't necessarily have to carry the expensive tungsten loads, though. Snow goose shooting can be a high-volume affair, so most hunters will want to use more affordable steel shot. The following loads are all proven snow goose getters.

WINCHESTER XPERT SNOW GOOSE

Winchester is currently the only company I know of offering a snow goose-specific shotshell. Xpert Snow Goose is available in 3-inch 12-gauge 1¼-ounce and 3 1/2-inch 12-gauge 1 3/8-ounce with either steel BBs or a duplex payload of steel No. 1s and 2s. Prices start at around \$32 per box of 25. www.winchester.com

KENT FASTEEL 2.0

While Kent's original Fasteel was good, Fasteel 2.0 is really good, dropping snows from the sky with authority. It has corrosion-resistant components and a high-performance base wad. For geese, stock 12-gauge 3-inch 1¼-ounce and 3 1/2-inch 1 3/8-ounce loads in shot sizes BB, 1, or 2. Prices start at around \$30 per box of 25. www.kentcartridge.com

RIO ROYAL BLUESTEEL

Rio's affordable Royal BlueSteel has been around for years for good reason — it's highly effective at bagging waterfowl. For snows, stock Royal BlueSteel MGN 3-inch 12-gauge 1 1/8-ounce and Royal BlueSteel Super MGN 3 1/2-inch 12-gauge 1 3/8-ounce loads, both with shot size BB. Retail prices start at around \$20 per box of 25. www.rioammo.com

REMINGTON DUCK CLUB STEEL

Remington's new Duck Club Steel is another affordable alternative for snow goose hunters. These high-velocity steel loads are available in multiple shot sizes, but stick with BBs or 2s for white geese. Options include 3-inch 12-gauge 1¼-ounce (MSRP \$24.99 per box) and 3 1/2-inch 12-gauge 1 3/8-ounce (MSRP \$30.99). www.remington.com



ACCESSORIES

Besides shotguns and ammo, retailers may also want to consider stocking aftermarket chokes and magazine extensions that will allow customers to turn their current shotgun into a customized snow goose slayer.

CARLSON'S CREMATOR SNOW GOOSE CHOKE AND MAGAZINE EXTENSION

Carlson's Cremator Snow Goose Choke was designed specifically for shooting snows, complete with a low-glare, white Cerakote finish. These chokes feature Carlson's Triple Shot Technology, where three internal rings grab the wad and stabilize the shot column for improved patterns. There are two constrictions, mid-range and long-range, for hunters who hunt over decoys or pass-shoot. They are available for most popular shotguns in both ported and non-porting configurations. MSRP starts at \$80.95 per choke or \$141.50 per two-pack (consisting of both mid- and long-range tubes).

Carlson's also offers magazine extensions in various capacities for a wide variety of popular shotguns. Extension options range from seven shot (six in the magazine + one in the chamber) all the way up to 12 shot (11+ one), depending on shotgun model. Carlson's president, Nolan May, suggests the eight-, 10-, and 12-shot extensions will probably be the most popular for snow goose hunting. MSRP starts at \$85.50, depending on shotgun model and capacity. www.choketube.com

BRILEY HELIX HUNTER

Briley's Helix Hunter choke tubes are among the most effective waterfowl chokes on the market. They feature helical porting for better pellet distribution and recoil reduction, while the extra-long parallel section of these extended chokes stabilizes the shot column for better patterns downrange. They come in three constrictions for simplified choke selection. Size 1 is a short-range choke for shots up to 25 yards with non-toxic shot. Size 2 is a mid-range choke for shots between 25 and 45 yards. Size 3 is a long-range choke for shots over 45 yards. The Long Range tube is one of my favorite chokes for pass-shooting snows. Available for most popular shotguns. MSRP is \$84.95 per choke, \$239.95 per three-pack. www.briley.com



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NOC Thermal Bow Sight

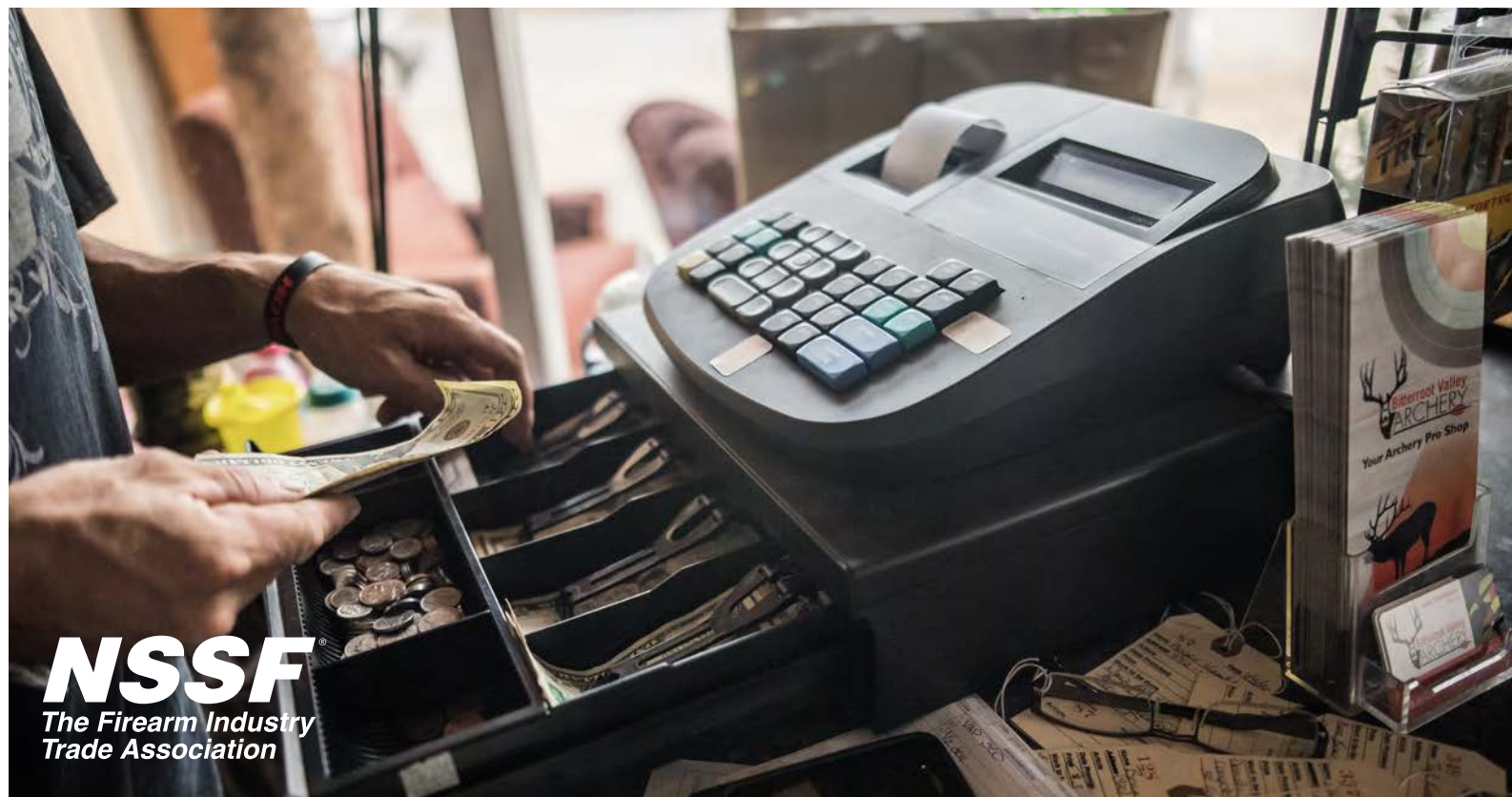
**Laser Rangefinder
Pressure Switch
Video Recording
8 Hour + Runtime**

Photo credit Kade Maddock



How to Diversify Revenue Streams When Sales Slow Down

You don't need us to tell you that you're not selling as many guns as you were a couple of years ago. How do you survive in a slump?



NSSF
The Firearm Industry
Trade Association

BY SHEILA FARR

When sales dip or traffic thins out, most range and retail owners feel the squeeze fast. Margins are tight, overhead is high and the market is constantly shifting. But those slow periods can also be an opportunity — a signal to rethink your business model and build something stronger, more flexible and better prepared for the future.

WHEN PROFIT MARGINS SHRINK, CREATIVITY MATTERS

When your bottom line starts to feel pressure, it's easy to focus on cutting costs. But resilience doesn't come from trimming — it comes from innovating.

"Resilience doesn't come from cutting — it comes from creating new value for your customers."

Instead of asking, "Where can we save?," start asking, "What else can we offer?"

Diversified revenue isn't just about selling more — it's about finding new

ways to engage your customers, extend your brand and create consistent income that's not tied to the daily sales counter.

LAYERED REVENUE = LONG-TERM STABILITY

Think of your business like a table. If it only has one leg — product sales — it doesn't take much for it to tip. But with three or four strong legs, it stands steady no matter what happens in the market.

"A business with multiple revenue 'legs' stands steady no matter how the market shifts."

Some proven "legs" to consider:

- **Memberships:** Offer tiered memberships that provide range time, discounts or exclusive training access.
- **Training Programs:** Safety courses, certifications, women's events or family-focused classes build community and repeat engagement.



- **Events & Experiences:** Host competitions, themed nights or skill challenges to draw new traffic.
- **Partnerships:** Team up with local businesses, instructors or manufacturers for co-branded opportunities.
- **Digital Services:** Offer online booking, gift cards or even digital training resources for remote customers.

THINK BEYOND FOOT TRAFFIC

Even loyal customers may not come through the door as often as they used to. But this doesn't mean they aren't looking for value from your brand.

"Your customers may not always walk through your doors — but they're still within reach."

Build out online communities,

"When your bottom line starts to feel pressure, it's easy to focus on cutting costs. But resilience doesn't come from trimming — it comes from innovating."

subscription boxes or digital memberships that give customers ways to stay connected and spend consistently, even when they're not physically on-site.

ACTION STEPS: BUILDING A 12-MONTH RESILIENCE PLAN

Evaluate Your Current Mix. What percentage of your revenue is from product sales vs. services, memberships or training?

Identify Seasonal Gaps. Use slow months to test new ideas or offer limited-time programs.

Leverage Data. Track what customers buy and what they ask for — often, your next revenue stream is hidden in plain sight.

Engage Your Team. Your staff interacts with customers daily. Ask them what people are requesting, skipping or wishing you offered.

Set Quarterly Goals. Add one new income stream per quarter, track its performance and adjust.

FUTURE-PROOFING YOUR BUSINESS

The most successful ranges and retailers in 2026 and beyond won't just sell products — they'll sell experiences, access and community. By layering diverse income streams, you're not just surviving tough times — you're building a business that thrives in any market.

"The future belongs to businesses that create experiences, not just transactions."

ABOUT THE AUTHOR

Sheila Farr is the HR Director and Director of Training at Smokin' Guns Range & Shooting Academy in Biloxi, MS, where she combines over two decades of entrepreneurial experience with a deep commitment to personal development, safety education and workforce readiness. **HR**

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HUNTING RETAILER NEW PRODUCTS



MATHEWS BRIDGE-LOCK 7° ANGLED STABILIZER

Featuring Mathews' exclusive Bridge-Lock technology, the new Angled Bridge-Lock 7° Stabilizer (\$269.99/10-inch; \$279.99/12-inch; \$289.99/15-inch) offers increased adjustability and improved balance points to achieve a more stable and customizable shooting platform. Mathews' InterLink Weight technology and a quick-disconnect knob allows adjustability in .5-inch increments. The Angled Bridge-Lock Stabilizer provides a 7° downward angle at max length. It can also be used as a straight bar for increased adjustability. It's available in 10-, 12- and 15-inch variations and nine finish options to complete any setup, including Mathews' newest Kodiak Brown option. Compatible with ARC 30, ARC 34, Lift X 29.5, Lift X 33, Lift 29.5, Lift 33 and Phase4 29.5 bows. matchewsinc.com



BA GLOBAL DEFENSE RIDDIK THERMAL RIFLESCOPE

Equipped with an intuitive menu and dial/press active turret, the Riddik Thermal RifleScope from BA Global Defense (\$4,899) is powered by a high-performance 640x512 thermal sensor with confirmed hogs harvested past 600 yards and coyotes over 400 yards. A built-in rangefinder reaches out to 900+ yards. Built for clarity in rain, fog and extreme temperatures, the Riddik is equipped with eight reticles and five color options for up to 10 customized profiles. It includes two 21700 rechargeable batteries, each delivering 10+ hours of runtime. Housed in durable aviation-grade aluminum, the Riddik offers video/audio recording, wireless live streaming and a 45mm objective lens for medium height ring use and perfect cheek weld, as well as Picture-in-Picture mode and up to 20X magnification.

www.baglobaldefense.com

GERMAN PRECISION OPTICS RANGEGUIDE 10X40MM BINOCULAR UPGRADE

GPO has upgraded its Rangeguide Binocular lineup (\$1,349.99). At the heart of these rangefinding binoculars is the 40mm objective lens, meticulously crafted and enhanced with GPObright high-transmission lens coatings. This symbiotic fusion of advanced coatings and optimal lens size ensures exceptional brightness, even in challenging low-light conditions. The GPO Rangeguide bino is crafted with a magnesium body and fortified with a rubber armor coating, guaranteeing its resilience against harsh environments and challenging hunting conditions. Ranging capabilities reach out to 3,500 yards or as close as 6 yards, and response time is a lightning-fast .25 seconds. All Rangeguide models come with a neoprene neck strap, microfiber cleaning cloth, ocular and objective lens covers, hard case and one CR-2 battery. www.gpo-usa.com



SCENTLOK MERINO WOOL FINGERLESS GLOVES

Engineered for precision, performance and stealth, ScentLok Merino Wool Fingerless Gloves (\$24.99) are the ultimate tool for serious hunters who demand both comfort and control in the field. Crafted with ultra-fine 19.5-micron 60-gram Merino wool, these gloves deliver a soft, natural feel while offering superior warmth without the bulk.

Designed with early to mid-season versatility in mind, the naturally moisture-wicking and antimicrobial properties of Merino wool help manage scent and regulate temperature — keeping hands dry, fresh and concealed during long sits or high-intensity pursuits.

The single-layer 3-inch cuff provides extended coverage to lock in heat and seal out the cold, while the fingerless design offers the ideal balance of warmth and dexterity — ensuring tactile precision without sacrificing comfort. www.scentlok.com



STEALTH CAM SPECTRE 4K CELLULAR TRAIL CAMERA

The Spectre 4K Dual-Core Cellular Trail Camera from Stealth Cam (\$149.99) features advanced dual-core processing. It enables simultaneous image capture and wireless upload, giving users real-time access to 40MP photos and stunning 4K ultra-HD video with crisp, clear audio. The camera's innovative dual image sensors, one optimized for daytime image quality and the other for nighttime image quality, ensure every capture is delivered in impeccable detail. Stealth Cam's recently introduced On Demand Live Stream functionality allows users to remotely trigger and instantly receive media captures day and night via the Command Pro app. Plus, 32GB of internal memory storage delivers a stable, secure location for accessing and viewing captures without the need for an SD card. www.stealthcam.com

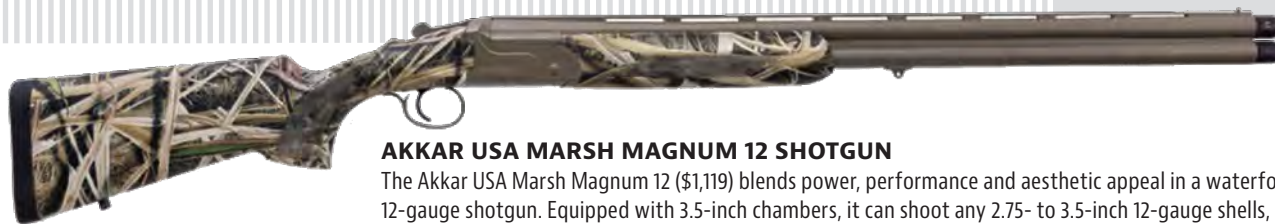


HENRY SPD CRUSR LEVER-ACTION RIFLE

The .45-70 Gov't. SPD Crusr (\$2,499) is a collaborative project between Henry's Special Products Division and Field Ethos.

The ultralight lever-action rifle was designed for professional guides, backcountry outfitters and hunters who push their expeditions deep into the world's most unforgiving places. Measuring 35.25 inches overall with a 16.5-inch carbine-length barrel, it weighs just 6.7 pounds, shedding unnecessary bulk without compromising strength through smart material choices. Its 5/8x24 threaded muzzle ensures seamless suppressor integration for recoil and sound signature reduction. The SPD Crusr delivers impressive stopping power with a 4+1 capacity and enough structural overhead to handle +P hunting cartridges. The outer magazine tube is devoid of a cartridge cutout to maximize Cerakote coverage. www.henryusa.com





AKKAR USA MARSH MAGNUM 12 SHOTGUN

The Akkar USA Marsh Magnum 12 (\$1,119) blends power, performance and aesthetic appeal in a waterfowler's dream over/under 12-gauge shotgun. Equipped with 3.5-inch chambers, it can shoot any 2.75- to 3.5-inch 12-gauge shells, and five extended choke tubes provide uniform patterns. All metal components are coated with a FDE Brown Cerakote finish, protecting it from wear and tear, while matching the Mossy Oak Shadow Grass Blades camo pattern on the polymer stock and forend. The Marsh Magnum sports 28-inch vent rib barrels, and a single-select trigger lets hunters tailor the shooting experience by selecting the barrel/choke combo that works best for the application. Automatic ejectors allow for faster reloads and follow-up shots. www.akkarusa.com



SHELL SHOCK TECH PROGRADE BALLISTIC TIP AMMO

Shell Tech 308 NAS3 Prograde Ballistic Tip .308 Win/7.62x51mm Ammo (\$54.95/Box of 20) was engineered to deliver the performance hunters demand in the field: superior accuracy, flat-shooting velocity and devastating stopping power. Built with the trusted Nosler Ballistic Tip projectile and SST's advanced NAS3 casing technology, the 308 NAS3 Prograde provides consistency and precision that gives hunters confidence with every shot — controlled expansion, deep penetration and reliable weight retention across a wide range of velocities. Delivering a muzzle velocity of 3,050 fps, superior accuracy, reduced recoil and flawless cycling, the 308 NAS3 Prograde gives hunters the flat trajectories and stopping power needed for elk, deer and other challenging pursuits.

www.shellshocktechnologies.com



FORLOH WOMEN'S BTM PRO PANTS

Crafted to endure harsh terrain, BTM (Brush to Mountain) Pro Pants from Forloh (\$259) are entirely sourced and made in the USA with a waxed nylon and cotton blend ripstop fabric that is water- and tear-resistant. Although rugged and durable, the pants also offer breathability, ease of movement and comfort. There is four-way stretch fabric paneling placed throughout the pants, allowing better movement and zippered side vents for temperature and moisture regulation, all while strategic reinforcements of ripstop in high-abrasion areas enhance durability exactly where it's needed. Two knee pad pockets to insert optional molded knee pads (sold separately) provide additional protection. BTM Pro pants also feature two scent-control technologies: Polygiene Stay Fresh Antimicrobial and Odor Crunch. MSRP: \$259. www.forloh.com

LACROSSE COLD SNAP II BOOT

The LaCrosse Cold Snap Boot returns with a lightweight design, retooled upper and the same dependable warmth for the coldest conditions. Fleece-lined, fully waterproof and durable for deep winter weather, the Cold Snap II (\$230/Men's; \$210/Women's) is outfitted with high warmth-to-weight insulation and a Permafrost outsole that stays flexible to deliver reliable traction, even in extreme cold. Available in both men's and women's sizes, the Cold Snap II has 1,200 grams of insulation in the women's model and 2,000 grams in men's sizes. Key features include a full-grain leather with 900 Denier polyester upper, polyurethane-coated leather in high-wear areas and deep lug outsole with 90-degree heel for maximum traction on the ground and when climbing ladders. www.lacrossefootwear.com

KING'S CAMO XKG WIND DEFENDER SHIFT BUNDLE

The XKG Wind Defender Shift Bundle from King's Camo (\$390) combines two purpose-built layers — the Anorak jacket and pants — engineered to keep hunters warm, quiet and focused in the stand. Designed for cold weather, this system pairs a 100 percent windproof barrier with quiet stretch bonded fleece fabrics for mobility when climbing into the stand or drawing a bow or shouldering a rifle. Both pieces are lined with soft, brushed interiors to silence movement and retain warmth during long sits and are water resistant. These garments provide a dead-silent exterior for close encounters and are a great choice for mid- to late-season setups when temps drop and the wind picks up. They are designed to layer seamlessly with XKG base, mid and insulation layers.

www.kingscamo.com



SDS ARMS SPANDAU ARMS RL BOLT-ACTION RIFLE

The Spandau RL Bolt-Action Rifle from SDS Arms (\$799.99) combines classic styling with a modern bolt gun experience. Built around a 700-compatible short action, this latest offering gives shooters access to a wide variety of stocks, triggers, bases and other upgrades developed for an iconic American rifle platform. Sporting a Turkish walnut stock, the Spandau RL offers the look and feel of a classic rifle while providing reliable, modern performance. Featuring a 20-inch 5R rifled barrel with a 1:10 twist, it delivers easy handling, accuracy and precision, equipped with a push-feed action with an oversized bolt handle and AICS-pattern detachable magazines. With a #6-48 drilled and tapped receiver and a zero-cant Picatinny rail, the Spandau RL is optics-ready. www.sdsarms.com



HUNTING RETAILER GEAR ROUNDUP

Trail Cameras

Trail cameras are great tools for monitoring wildlife activity while minimizing disturbance.

BY GORDY KRAHN

One of the dilemmas all deer hunters face is that they must encroach on their properties when doing preseason and in-season scouting. Of course, this leaves human scent behind, and there's really nothing they can do to completely eliminate it. Plus, the disturbance of moving in and out of feeding and bedding areas puts deer on high alert. With a little luck, this will have a minimal impact on deer activity. However, if overdone, it can alter deer behavior — turning them nocturnal, or completely chasing them off the property. The answer, of course, is the implementation of trail cameras to replace, or at least minimize, boots-on-the-ground reconnaissance.

The evolution of trail cameras coincides with advancements in the technology that drives these incredible scouting machines. The first commercial models from the 1980s used an infrared beam that, when broken, would trigger the shutter on a 35mm camera and snap a picture. This was effective for obtaining high-quality images, but the film they used was costly, and the cameras were unreliable and had a huge appetite for batteries.

Today's digital cameras are high-tech wonders. They are light and portable and can store thousands of photos. Armed with super-sensitive sensors, lightning-fast trigger speeds, infrared night vision and even wireless capabilities, cameras can now transmit photos and videos remotely to mobile devices. They are the bee's knees for stealthy scouting and monitoring wildlife activity, without putting boots to the property.

While trail cameras are relatively inexpensive, hunters and land managers with large properties might purchase a dozen at a time. Do the math. That's a sizable investment for them and a considerable profit opportunity for hunting retailers. One source estimates the global trail camera market at USD \$101.7 million in 2022 and expanding at a compound annual growth rate of 7% from 2023 to 2030.

The trail camera is a valuable tool that enables users to determine deer demographics, trophy potential, movement patterns, daytime activity, etc. — all important factors for monitoring the deer herd on a property. Be sure to have a large inventory on hand so you won't disappoint when deer spies drop by your store or click on your website requesting a dozen of your best — and most expensive — models. And thinking outside the box, don't forget to stock those ancillary products that complete the deer scouting process — batteries, camera mounting options, rubber boots and gloves, scent elimination products, backpacks, etc. Here are eight trail cameras that your customers will want to consider.

BROWNING DEFENDER PRO SCOUT MAX HD AI

Step into the future of wildlife tracking with the 2025 Defender Pro Scout Max HD AI from Browning Trail Cameras (\$149.99). This cutting-edge camera revolutionizes the scouting experience with AI image recognition software. Its Strike Force wireless app ensures unparalleled convenience, letting users access crystal-clear 46MP photos and 1080p HD videos in real time, no matter where they are. The camera's ultra-high-gain antenna and pre-installed AT&T and Verizon SIM cards ensure reliable 4G LTE performance, even in remote locations. With a lightning-fast 0.25-second trigger speed, invisible 100-foot infrared illumination and Illuma-Smart technology for flawless night shots, no detail escapes the lens. From AI-driven insights to GPS-tagged images, the Defender Pro Scout is a hunter's ultimate ally in the field.

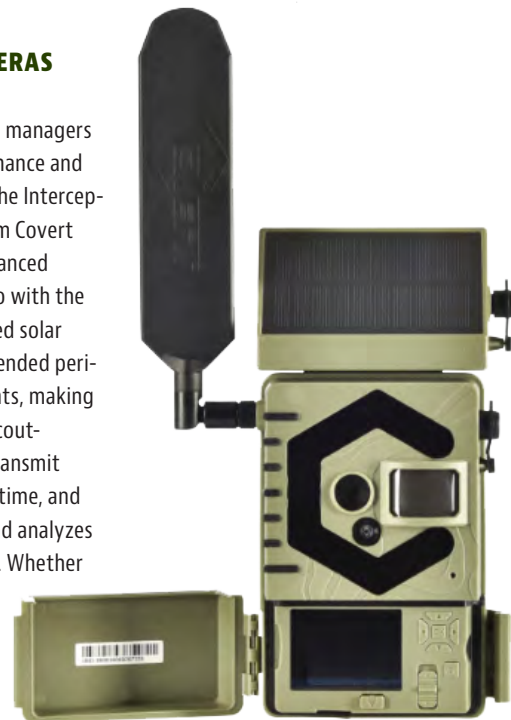
www.browningtrailcameras.com



COVERT SCOUTING CAMERAS INTERCEPTOR SOLAR

Designed for hunters and land managers who demand superior performance and low-maintenance operation, the Interceptor Solar Scouting Camera from Covert (\$219.99) combines all the advanced features of the Interceptor Pro with the power of the sun. Its integrated solar panel keeps it running for extended periods, even in harsh environments, making it a great tool for long-term scouting. Add to this its ability to transmit jaw-dropping 2K video in real time, and the Interceptor Solar tracks and analyzes wildlife with incredible clarity. Whether it's capturing detailed movements or scouting over weeks or months, this camera is ready to perform. With the Covert Scouting Camera Interceptor Solar, users never have to worry about running out of power in the field.

www.feradyne.com



CUDDEBACK CUDELINK L ZOOM

The CuddeLink L Zoom IR Trail Camera from Cuddeback (\$150) is equipped with a long-range Fresnel telephoto lens — ideal for food plot or field edge setups where animals are often much farther from the camera. The Zoom can also be used to monitor sensitive areas where the user does not want deer or other humans to spot the camera. Because the camera is reaching out farther, it is necessary to use the Power House Flash to deliver more illumination and extended nighttime range. CuddeLink wireless network technology allows users to remotely check their game cameras. They can either pull a single card from a home camera or deploy CuddeLink cell service to have images transmitted to them via email, mobile app or web browser. www.cuddeback.com



MUDDY MATRIX 2.0 CELLULAR

Muddy has announced the introduction of the Matrix 2.0 (\$99.99), a next-generation cellular trail camera engineered to elevate the way hunters scout, monitor and stay connected in the field — delivering unmatched reliability and performance via its cutting-edge features. With integrated Automatic Network Coverage, thanks to two pre-installed SIM cards, it automatically connects to the strongest available signal — whether it's Verizon or AT&T — ensuring seamless, uninterrupted communication between the camera and mobile devices. When it's paired with the Command Pro app, users can remotely access and manage the camera from anywhere, utilizing industry-exclusive features to view the 36MP high-resolution images and 1080P full HD video with audio, right from the palm of their hand. www.gomuddy.com



STEALTH CAM REVOLVER PRO 2.0

Featuring the same six-zone coverage, improved image sensor and enhanced photo/video capabilities as the original, the Revolver Pro 2.0 Trail Camera from Stealth Cam (\$149.99) now adds a new and improved housing and dual-core processing to its long list of features, allowing the camera to perform flawlessly in the worst climates and simultaneously take and transmit images to mobile devices through the Command Pro app. Also available through the app is access to the recently released On Demand Live Stream functionality, so hunters can send a command to active Revolver Pro 2.0 devices. Other new additions to the Revolver Pro 2.0 include an expanded internal memory and free 4K ultra-HD image downloads. www.stealthcam.com



MOULTRIE EDGE SOLAR

Moultrie's Edge Solar Trail Camera (\$99.99) is equipped with a large solar panel that enables faster recharging — more photos and more videos without worrying about battery drain. In addition to its size, the integrated solar panel has turn and tilt capabilities. This allows users to dodge solar flares, delivering clear images. Moultrie also includes a rechargeable battery installed in the Edge Solar, making AA batteries a thing of the past. The Edge Solar is built on Moultrie's popular Edge cellular camera platform. Key features include 40MP image resolution, 1080P video resolution, 0.4-second trigger speed, 100-foot flash and detection range, on-demand photo and video, auto connect, built-in memory and easy aim mount. www.moultrie.com



TACTACAM REVEAL ULTRA

The Reveal Ultra Trail Camera from Tactacam (\$199.99) is packed with game-changing features. Live video streaming lets users watch the action in real time, while the new Active GPS continues to send coordinates to the app even after the camera loses power or is turned off — alerting the user if it's moved more than a half-mile from its last location. The switchable flash allows the operator to adapt to a wider range of conditions and locations. Users also get the same features of the Pro 3.0: exceptional battery life, a user-friendly app, HD photos, on-demand videos, an optional SD card slot, an intuitive 2-inch LCD screen for faster setup, automatic carrier selection and a setup process that takes minutes. www.tactacam.com

**WILDGAME INNOVATIONS TERRA XT 2.0**

The latest addition to the Wildgame Innovations Terra Cell Trail Camera series, the Terra XT 2.0 (\$59.99) features On Demand capabilities that set it apart. Through integration with the HuntSmart app, users can remotely prompt the camera to capture still images or videos and receive them within minutes on their mobile devices — no need to wait for the next scheduled upload. And, given it's equipped with high-quality 24MP image resolution and 720P video recording, the Terra XT 2.0 delivers crystal-clear visuals both day and night. The Terra XT 2.0 delivers rapid access to information from the field as it's happening. This simplifies camera management and enables hunters and property owners to make smarter decisions faster.

www.wildgameinnovations.com





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The War Against Nonresident Hunters

Crowded public lands have led to a fewer nonresident permits and higher fees.

BY BOB ROBB

As private-land hunting access continues to rapidly evolve into a rich man's game, unattached hunters with shallow pockets have been forced to focus their attentions on public lands. In turn, that has increased hunting pressure on those lands, which leads to what an increasing number of people are calling "overcrowding." To solve that problem, many states are punishing the nonresident hunter by both limiting the number of permits available to them, as well as jacking up costs.

The latest poke in the nonresident eye occurred this year in Oklahoma, where the state legislature passed a bill, SB 448, that charges only nonresident hunters \$100 to hunt on state-managed Wildlife Management Areas or National Wildlife Refuges. They also must secure written permission from the Oklahoma Wildlife Conservation Commission — which can now also create a lottery system "as needed" to limit the number of nonresidents. In neighboring Kansas, the legislature passed HB 2028, which would have, among other things, limited only nonresident waterfowl hunters to hunting only on Sundays, Mondays and Tuesdays on most public land. Kansas governor Laura Kelly vetoed the bill.

The cost of hunting out of state, particularly out West or in popular Midwestern whitetail destinations, also continues to skyrocket. While this year Missouri slightly bumped the cost of hunting licenses, in Washington, state hunting license fees were increased a whopping 38%,

with nonresidents forced to fork over \$1321.62 for a big-game license. In Montana, HB 145 increases the cost of the base nonresident hunting license from \$15 to \$100. In Wyoming, the state issues 40% of nonresident elk, deer and pronghorn licenses in a pool for a "special" draw with costs of \$1,258, \$826, and \$74, respectively — well above the price of licenses issued in the regular draw. You also have to pay the stiff regular hunting license and nonrefundable application fees. The theory here is that fewer sportsmen are willing to pay the higher price, thus making the odds of drawing a tag much easier. The list goes on, but the trend is obvious — downstream, the nonresident hunter is going to continue to be burdened with increasing costs and more limited opportunities.

Here's an interesting sidenote. While nonresident hunting license fee increases are at least partially justified to state residents as a way to limit overcrowding on public lands, the truth is more complex. In the Western states, nonresident hunting license and tag fees fund the majority of a given state's entire game department budget. Here's a few examples, from the U.S. Fish & Wildlife Service 2020 National Hunting License Data, of the gross cost of hunting licenses, tags, permits, and stamps, resident vs nonresident, and percentage nonresidents pay of the total: Colorado, \$59,006,693 vs \$46,439,812 (78.7%); Montana, \$38,983,268 vs \$28,026,136 (71.9%); Wyoming, \$26,079,665 vs \$19,335,046 (71.1%); Kansas, \$25,944,894 vs

\$18,157,390 (69.9%); New Mexico, \$16,064,100 vs \$10,483,651 (65.2%); Idaho \$29,105,510 vs \$18,106,111 (62.2%); Oklahoma, \$9,917,076 vs \$4,493,340 (45.3%). Also, revenue from nonresidents in states where hunters buy preference or bonus points over time is significant. In Wyoming, for example, nonresidents account for about 99% of such revenue.

It's not just the cost. Two of the last remaining Western states that offered over-the-counter (OTC) elk tags — Colorado and Idaho — have changed that. In Colorado in 2025, OTC archery elk tags were no longer available to nonresidents in units west of I-25, where the majority of the elk reside, and instead distributed via the big-game draw. And in 2026, Idaho will be ending OTC elk tags for nonresidents, who will also have to apply for the privilege.

Many, if not most, of these new access and fee regulations are in response to state residents complaining of too many nonresidents hunting public ground — Oklahoma Senator Warren Hamilton, the primary senatorial sponsor of SB 448, made that clear. "The passage of Senate Bill 448 marks a significant step forward in safeguarding Oklahomans' access to our state's wildlife management areas," he said. "This legislation prioritizes the rights of our citizens while continuing to welcome visiting outdoorsmen from other states through the lottery system and permitting process outlined in this bill."

I have several observations. First, if a state wants to limit who can hunt

on lands it manages, that should be their right. But on federal lands that all Americans own? To me, that's a stretch, and a harsh reminder of what I call the worst hunting law in all of America — the Wyoming statute that says if a nonresident wishes to hunt big or trophy game in a federally designated wilderness area, they must hire a licensed guide or be with a resident of Wyoming "for their safety." You can do anything else you want there, though. I'll comment more on this in a future column.

Second, how can this be good for the future of hunting in America? The complaint from many residents who don't punch their tags is that there are too many people in the woods and on the mountain — most of them those damn nonresidents. In my experience, though, many of these complainers don't put in the time or the work required to be successful. They seem to think that public land is their own personal hot spot, when in reality, it's a first-come, first-served game.

Lastly, I worry about the future. When states are pounding the R3 (Recruit, Retention, Reactivation) drum, which is aimed at bolstering participation, by limiting participation by jacking up costs and shrinking public land opportunities, isn't that a direct conflict? As a good friend told me recently, "Why is the answer to perceived overcrowding always to make it more difficult? I'm raising my kids to be hunters, but the way things are going, it's sad to think about how little they'll have access to in another decade." **HR**





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