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Mud Hole Custom Tackle Relaunches Wholesale Program

New Business Development Team and Program to Launch at ICAST 2021 in Orlando.

Oviedo, FL, July 13, 2021 – As the world leader in rod building supplies, equipment, and instructional content, Mud Hole Custom Tackle is now revitalizing its focus on the wholesalers and distributors that drive a significant portion of industry revenues. Having assembled a professional wholesale development team and restructured its wholesale program, Mud Hole is excited to share details through a larger, more engaging presence at ICAST 2021 in Orlando, FL beginning on July 20th.

“We realized that although we’ve had unprecedented growth and success in the retail sector through mudhole.com, we were underserving a key constituency of the industry,” said Brook Oliva, Vice President of Operations at Mud Hole. “We’re not shifting our focus away from our retail consumer at all, we’re just committing more resources and more focus to the wholesalers that reach another segment of our growing industry.”

Building relationships and improving the purchasing experience are two key pillars in the Mud Hole Wholesale Team charter. As the newly honed team reaches out to existing wholesalers, the feedback has become essential to the development of new product and pricing strategies that will attract new B-2-B customers and help existing wholesale partners grow their businesses. The Mud Hole team is planning to leverage this year’s ICAST tradeshow as another avenue to listen to the industry and to share plans for the new programs.

“The timing of ICAST 2021 and the development of our industry leading wholesale efforts works well for us,” said Stuart Crawford, Mud Hole’s newly minted Wholesale & Distributor Sales Manager. “We’ve invested a lot of effort into redefining our wholesale structure, and we are excited to be able to meet face-to-face with so many industry professionals and share our new direction.”

Mud Hole Custom Tackle will be available at booth #2833 in this year’s ICAST showcase event, which takes place at the Orange County Convention Center. For more information on the Mud Hole Wholesale program, or to apply for wholesaler pricing and benefits, visit: <https://www.mudhole.com/wholesale>.

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About Mud Hole Custom Tackle

Mud Hole Custom Tackle, based in Oviedo, Florida, is the world's largest supplier of rod building & tackle crafting goods and instruction. From rod building and repairing, to fly tying and lure building, Mud Hole is the leading e-retailer and mail order supplier to hobbyists, small manufacturers, and large OEMs, worldwide. Offering a superior shopping experience at mudhole.com, rapid fulfillment, stellar customer service, and world class online content and instruction, Mud Hole Custom Tackle is the trusted source for the rod building and tackle crafting community.