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Newsweek honors Bass Pro Shops and Cabela's with "America's Best Trending Online Shops 2021" accolades

Outdoor retailer ranks as top tier e-commerce brand in inaugural ranking



SPRINGFIELD, Missouri – Bass Pro Shops and Cabela's has once again been recognized for excellence among leading retail companies in the United States, with a ranking from Newsweek and Statista for the "Best Trending Online Shops 2021."

The inaugural rankings encompassed more than 10,000 of the largest online shops nationally, with the evaluation based on sales, web traffic and platform quality. The top 1,000 online shops were recognized by their scores in three tiers of growth rates. Both Bass Pro Shops and Cabela's ranked in the "Extremely High" tier, the highest of the three categories.

"We are deeply committed to providing our customers with the most convenient ways to shop, and we are honored to be recognized among the best of the best," said noted conservationist and Bass Pro Shops founder and CEO Johnny Morris. "Customers increasingly want an easy, fast and convenient shopping experience. We are constantly investing in our service, assortment, technology and people striving to deliver a great experience every time."

In the past year, Bass Pro Shops and Cabela's has focused on making online shopping easier and more convenient than ever. The outdoor retailer launched free same-day, in-store and curbside pickup, allowing customers to place an order online and ensure it is waiting for them at their local store upon arrival, and a new online "ship from store" option to help fulfill customer orders even faster. The new options are in addition to sitewide upgrades that provide customers with access to a wider assortment of products and the opportunity to support conservation initiatives by rounding up their online purchase to support the Bass Pro Shops and Cabela's Outdoor Fund.

To qualify for the Newsweek award, companies must have had at least 1 million annual website visits in the U.S., growth in both traffic and revenue over the last 24 months, and more than 50 percent of sales coming from the U.S.

Nationally recognized for excellence

The award is the latest honor in a growing list of accolades for Bass Pro Shops in recent years:

- Earlier this year, Forbes named Bass Pro Shops one of **America's Best Employers**, ranking in the top ten of America's 500 largest firms.
- In 2020, Newsweek recognized Bass Pro Shops and Cabela's with **America's Best-In-State Customer Service** awards.
- Bass Pro Shops ranked as the **No. 3 Most Reputable Retailer in North America** in 2019 by Reputation.com.
- In 2018, the National Retail Federation named Bass Pro Shops as the **No. 2 Hottest Retailer in America**.
- In 2017, Forbes named Bass Pro Shops as one of **America's Most Reputable Companies** in recognition of the public's trust in the organization.

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About Bass Pro Shops

[Bass Pro Shops](#) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro

Shops acquired Cabela's to create a “best-of-the-best” experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as “one of America's Best Employers.”

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