

For Immediate Release

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Breaking News: Newsweek names Bass Pro Shops America's Best Outdoor Retailer



Bass Pro Shops along with their affiliated brand, Cabela's, have once again received a premier spot on *Newsweek's* list of "America's Best Retailers 2022" and is honored to be recognized as the leader of the Camping & Outdoor Gear Industry.

Following its recognition from *Newsweek* in 2021 as one of the "Best Trending Online Shops," this award focuses on the overall in-store traditional retail experience. In 2020, the retailer also was recognized by *Newsweek* for its "Best-in-State Customer Service" in 16 of 20 states surveyed.

The recently announced awards were selected based on an independent survey commissioned by *Newsweek* in partnership with Statista, a global business data platform. Customers were asked whether they would recommend brands within the state they live in to friends or family. Customers also were asked to assess brands in the following areas: products, customer service, atmosphere, accessibility and shop layout. The survey garnered more than 150,000 evaluations.

“This prestigious award reflects the passion of our Outfitters and the genuinely friendly service they provide our guests while creating the unique, immersive experience we offer our communities,” said noted conservationist and Bass Pro Shops founder Johnny Morris.

Celebrating the 50th anniversary of Bass Pro Shops in 2022, Morris is a pioneer of the destination retail experience and has created an outdoor gear enterprise that is one of the most well-recognized brands in North America. More than 200 million visitors flock to Bass Pro Shops and Cabela’s retail stores each year to experience giant aquariums teeming with live fish, extensive wildlife mounts and dioramas, free family-friendly events and educational outdoor-focused seminars.

Nationally recognized for excellence

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

- In 2021 and 2022, Forbes named Bass Pro Shops one of **America’s Best Employers**.
- In 2021, Newsweek recognized Bass Pro Shops and Cabela’s as the top outdoor retailer for its ranking of **America’s Best Trending Online Shops**.
- 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.”