McCoy Outdoor Co. Unveils Renewed Vision with Expanded Hunting Gear Offerings

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MOBILE, AL - December 05, 2025 -
McCoy Outdoor Co. has unveiled a renewed vision for its operations as Mobile, Alabama's established outdoor and sporting goods retailer, emphasizing expanded product assortments and enhanced customer experiences tailored to the region's diverse outdoor pursuits. This development builds on the company's longstanding tradition while introducing thoughtful evolutions, including new brand categories and store renovations designed to better serve hunters, anglers, and outdoor enthusiasts in the area.

The initiative reflects a commitment to blending heritage with modern needs, as McCoy Outdoor Co. curates selections that address activities from the marsh to the woods and beyond. Among the key focuses is a broadened range of hunting gear in Mobile, AL, featuring brands such as Sitka, Drake, Nomad, Bowtech, and Banded. These items have been selected to support various hunting seasons and terrains common to the local landscape, ensuring that customers have access to equipment suited for their specific outings.

In addition to hunting supplies, the company has expanded its fishing gear offerings, drawing from the surrounding waters of Mobile Bay, the Mobile-Tensaw Delta, and the Gulf. Brands like G. Loomis, Shimano, Cashion, R.L. Winston, Bauer, AFTCO, and Fishpond form part of this assortment, complemented by

in-house experts who provide guidance on selections. Footwear and apparel lines have also seen growth, incorporating performance options from Nike, New Balance, ASICS, Muck, OluKai, and Salomon, alongside lifestyle brands that merge everyday comfort with outdoor durability.

A notable addition is the exclusive availability of Tom Beckbe products, an Alabama-made line that combines timeless Southern style with rugged performance. Items such as the Tensaw Jacket exemplify this blend, offering functionality for field use while maintaining aesthetic appeal for broader wear. This exclusivity underscores McCoy Outdoor Co.'s role in promoting local craftsmanship within its inventory.

Services at the store continue to support these product expansions, with gunsmithing available for maintenance and repairs, alongside expertise in rod and reel servicing. The archery component, integral to hunting preparations, benefits from knowledgeable staff who assist in customizing setups. Customers can also request specific items not currently in stock, with the team facilitating orders to meet individual requirements.

Mark Wilson, Director of Operations at McCoy Outdoor Co., noted the strategic intent behind these changes. "This renewed approach allows us to honor our history while adapting to the evolving preferences of our community, ensuring that our selections remain relevant for today's outdoor activities," Wilson said.

Further elaborating on the customer-centric focus, Wilson added, "By incorporating vendor-driven shop-in-shop concepts and upgrading our store environment, we aim to create a more engaging space where enthusiasts can explore options that enhance their experiences in the field and on the water."

The company's membership club for hunts represents another facet of its offerings, fostering a sense of community among participants. Testimonials from members highlight the organized nature of these events and the familial atmosphere they cultivate, reinforcing the retailer's position as a hub for outdoor engagement.

These enhancements come at a time when outdoor activities in the region continue to draw interest, with McCoy Outdoor Co. positioning itself to meet demand through its curated inventories and expert support. The store's location in Mobile places it at the center of a vibrant outdoor scene, where access to quality gear contributes to successful pursuits.

McCoy Outdoor Co. traces its roots to a foundation built on serving the sporting needs of the local population, evolving over time to encompass a comprehensive range of outdoor essentials. Today, it stands as a key resource for those seeking equipment for hunting, fishing, and related lifestyles, with a dedication to quality brands and personalized service. This latest phase of development marks a continuation of that legacy, adapting to contemporary trends while preserving core values.

As part of this vision, the retailer maintains a focus on Alabama-specific elements, such as the Tom Beckbe line, which celebrates regional heritage through its design and manufacturing. Such inclusions not only diversify the product mix but also connect customers to locally inspired options.

The expanded assortments extend to lifestyle apparel from brands like Johnnie-O, Mavi, Barbour, Filson, Poncho, Duck Head, and Duck Camp, selected for their ability to transition from work to recreational settings. This holistic approach ensures that McCoy Outdoor Co. addresses multiple aspects of outdoor living.

In the footwear department, expert fitting services provided by staff members like Joe Sims add value, helping customers find suitable options for various terrains and activities. This attention to detail extends across all categories, from performance gear to casual wear.

Overall, these updates position McCoy Outdoor Co. to better accommodate the needs of its clientele, drawing on a blend of tradition and innovation. The company's ongoing commitment to the outdoor community in Mobile underscores its role in supporting regional sporting traditions.

McCoy Outdoor Co. operates as a family-oriented business with deep ties to the area, continually refining its offerings to align with customer feedback and industry developments. This renewed vision encapsulates that ethos, providing a refreshed platform for outdoor preparation and enjoyment.

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McCoy Outdoor Co.

At McCoy Outdoor Co., we believe the outdoors has the power to bring people together, strengthen families, and shape future generations. We are called to be faithful stewards of all that God has entrusted to us.

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