



2026 UGLYBUCK® Retail Buyer Guide

Product Line • Dealer Program • Retail Support

**FEED THE
OBSESSION.
FUEL THE
GROWTH.**

Built by Hunters. Backed by Family.

UGLYBUCK® is a Native American-owned family business built on faith, hard work, and a commitment to preserving our traditions.

Founded in 2015 in Raeford, North Carolina, **UGLYBUCK®** began as a family passion project with one goal: build a better mineral and attractant brand for hunters who care about real results.

What started with our family's love for the outdoors has grown into a mission to help landowners, hunters, and outdoor families attract, retain, and grow healthier herds, while giving retailers a product customers can believe in.

We are not a boardroom brand. We are American-sourced, field-driven, and built around wildlife conservation, land stewardship, and real time spent outdoors. Every bag of **MaxRack®** carries that story.

For retailers, that matters. Customers do not just buy attractants. They buy confidence, tradition, and the hope of seeing better deer on their land. **UGLYBUCK®** gives them a brand with a story worth picking up.



Why **MaxRack**® Moves at Retail

Easy to sell. Easy to use. Built for repeat purchases.

Built for More Than Hunting Season

- Supports antler growth, herd health, and year-round attraction
- Spring and summer mineral demand leads into fall hunting-season sales
- Recommended use encourages repeat purchases every 2 to 4 weeks

What Sets MaxRack® Apart

- Tear, pour, and go: no tools, no mixing, no site prep
- Works on the ground, over stumps, in gravity feeders, or mixed with corn
- Helps avoid mold, mildew, and rot issues common with wet feeds

Shelf Appeal + Field Confidence

- Strong natural aroma and flavor profiles deer keep coming back to
- Multiple flavors help retailers match local customer preferences
- Bold packaging gives customers a product they notice fast





Why Minerals Matter: Spring Demand

Jumpstart Antler Growth

- Early minerals support antler development and help set the stage for fall growth.

Boost Doe Nutrition

- Supports pregnant & nursing does for stronger, healthier fawns

Rebuild from Winter

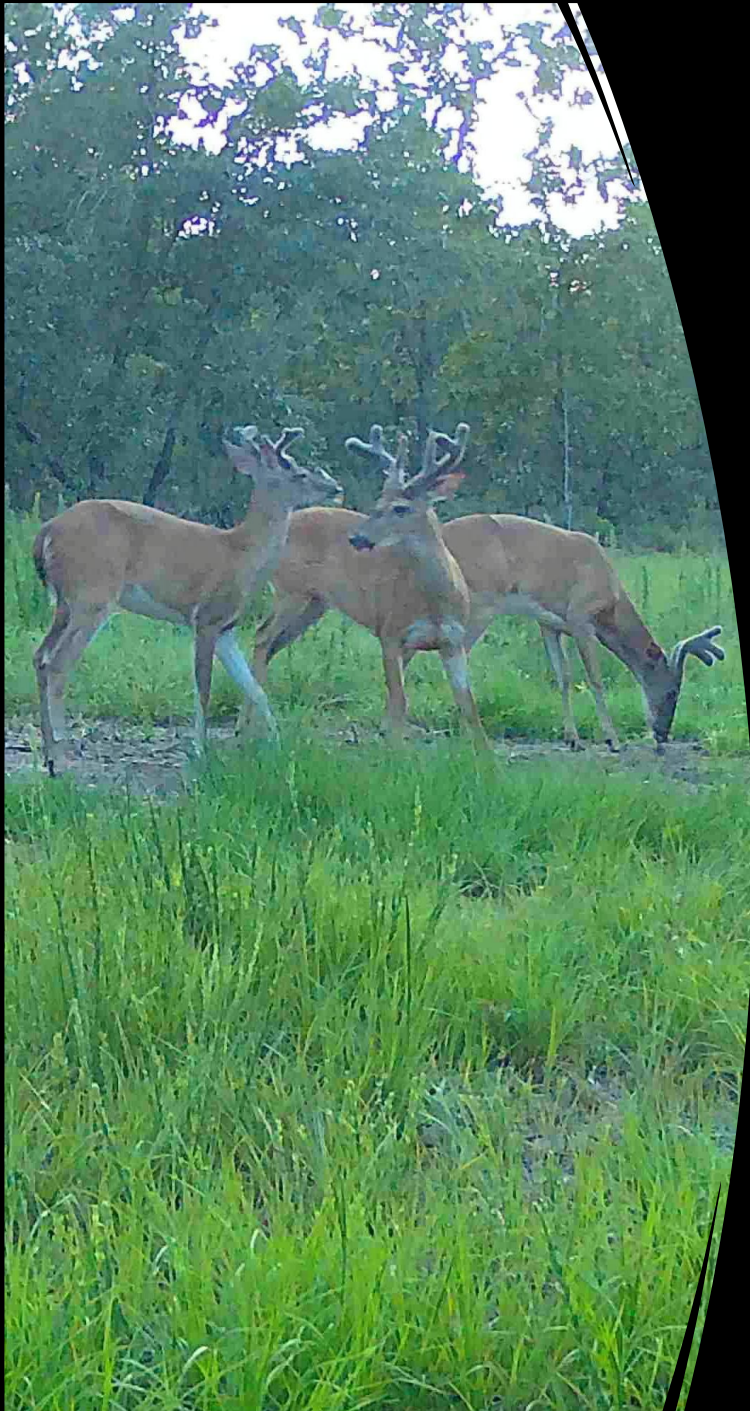
- Helps deer recover weight & muscle lost in harsh winter months

Set the Pattern

- Establishes site loyalty early, creating predictable feeding patterns and locking in customer demand

Customer Trail Cam Photo • 4/23/2024





Why Minerals Matter: Summer Demand 🌻

Fuel Antler Growth

- Minerals support peak antler and body growth during the velvet stage, helping drive mid-season demand

Strong Nursing Does

- Supports nursing does and helps promote healthier fawn development

Maintain Herd Health

- Helps support body condition during summer heat, outperforming plain salt products

Continues Site Loyalty

- Customers start with MaxRack® in Spring, and stay with it all year through hunting season

Customer Trail Cam Photo • 6/30/2024





Customer Trail Cam Photo • 8/3/2024

Why Minerals Matter: Fall & Pre-Rut Demand

Supports Antler Condition

- Preserves mass and tine length after velvet sheds

Supports Rut Readiness

- Provides key minerals during the high-stress pre-rut and rut period

Keeps Deer Returning

- Encourages consistent site use as hunting pressure increases

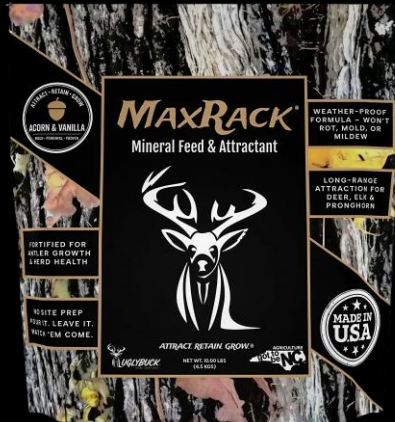
Tightens Customer Patterns

- Ensures bucks return consistently, maximizing hunter success and product reuse



Six Proven Flavors. Built for Regional Demand.

MaxRack® gives retailers options for every region, season, and customer preference.



Acorn & Vanilla



Candy Apple



Persimmon



Wild Cherry



Wild Grape

Regional Flavor Guidance

Recommended flavor mixes by region and season, guided by sales trends and habitat.

Rocky Mountains:

- Acorn & Vanilla
- Candy Apple
- Wild Cherry

Midwest:

- Acorn & Vanilla
- Persimmon
- Wild Cherry

Northeast:

- Acorn & Vanilla
- Persimmon
- Wild Grape

Pacific:

- Acorn & Vanilla
- Wild Cherry
- Wild Grape

Southeast:

- Acorn & Vanilla
- Candy Apple
- Persimmon

Southwest:

- Persimmon
- Wild Cherry
- Wild Grape



Retail-Ready Packaging for Dealer & Chain Programs

Packaging Specs

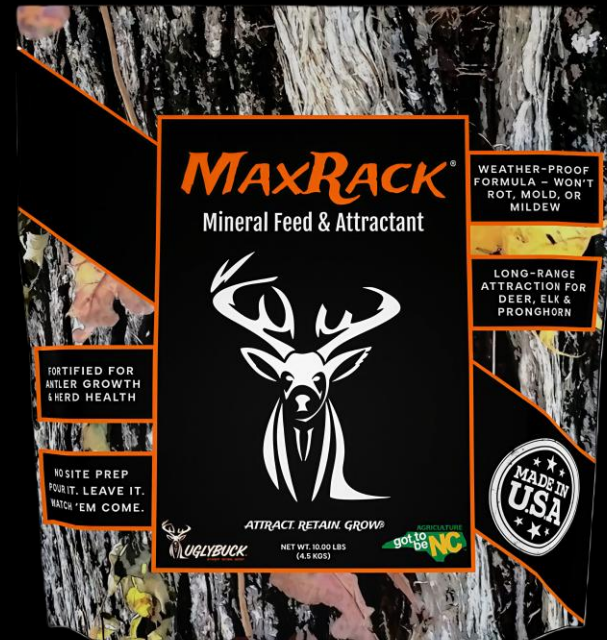
- Signature Bright Bark® camo design with flavor-matched accents for easy shelf recognition
- 12" W x 3.5" D x 12.5" H stand-up pouch
- Easy-tear top with recyclable packaging
- Heat-sealed closure results in a 24-month shelf life

Compliance & Shelf Life

- Registered with the NC Dept of Agriculture
- Got to Be NC certified
- Shelf-stable mineral formula built for long-term retail storage
- Weather-resistant formula built to withstand wet climates

Product Traceability

- Ingredients sourced through U.S. farmers and suppliers
- Traceable ingredients supports supply chain resiliency
- Packaging displays origin, certifications, and key product benefits



MAXRACK®

Mineral Feed & Attractant



ATTRACT. RETAIN. GROW®



NET WT. 10.00 LBS
(4.5 KGS)



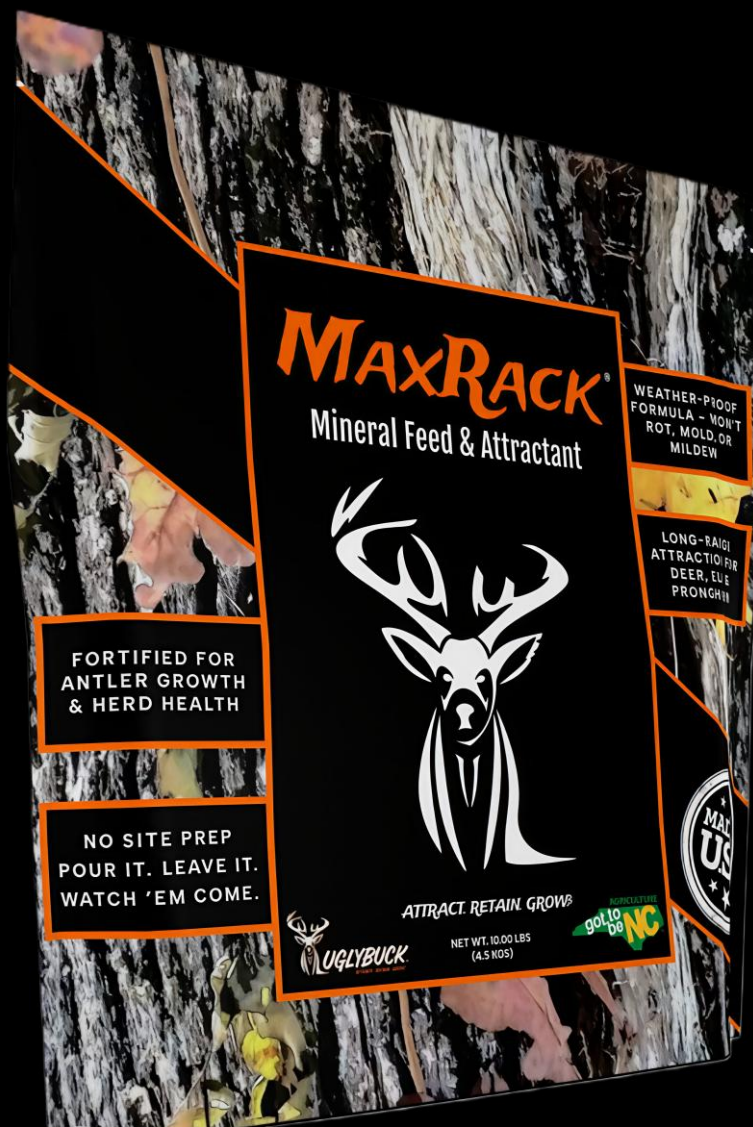
WEATHER-PROOF
FORMULA - WON'T
ROT, MOLD, OR
MILDEW

LONG-RANGE
ATTRACTION FOR
DEER, ELK &
PRONGHORN

FORTIFIED FOR
ANTLER GROWTH
& HERD HEALTH

NO SITE PREP
POUR IT. LEAVE IT.
WATCH 'EM COME.







Kalsen Metz - UGLYBUCK Pro Staff



Kaidence, Addaleah, & Chasen Wagener



Dusty Sperlich - SCOWT Storer

QUALITY INGREDIENTS

Calcium - Fuels bone and antler strength
Salt - Attraction and Palatability
Magnesium - Energy and metabolism
Copper - Builds racks and immune support
Zinc - Deer hide and antler development
Selenium - Reproduction and herd health
Iodine - Thyroid and metabolic balance

MaxRack® is fortified with essential minerals to fuel MAXIMUM antler growth and overall herd health.



Mystin Turner - UGLYBUCK Pro Staff

ANTLER GROWTH & TOTAL HERD HEALTH

MaxRack® is built to grow bone and antler. With the right balance of calcium, salt, magnesium, copper, zinc, selenium, and iodine, every bag fuels bigger racks, stronger bodies, and healthier herds. This is more than salt—it's a proven mineral blend that pushes antler size and herd performance past what basic salt blocks can do.

STRONGER IMMUNE SUPPORT

Healthy deer means bigger racks. MaxRack® strengthens immune defenses, helping deer withstand stress, disease, and tough weather. The result is a healthier herd and stronger antlers year after year.

SCENT & FLAVOR DEER CRAVE

MaxRack® is packed with powerful natural flavors that carry on the wind and pull deer from a distance. Once they taste it, they crave it and keep hammering the site. More visits mean more nutrition, more nutrition means more antler growth.

POUR & HUNT - NO PREP NEEDED

Designed to be simple, fast, and effective whether you are managing a property or hunting a weekend stand. Just tear and pour. Use it on the ground, over a stump, or on top of corn. No mixing and no site prep.



GUARANTEED ANALYSIS

Calcium (Ca): 12.0-12.0%
Salt (NaCl): 60.0-65.0%
Magnesium (Mg): 0.20% min
Copper (Cu): 200 ppm min
Zinc (Zn): 750 ppm min
Selenium (Se): 30-25 ppm
Iodine (I): 40 ppm min

MaxRack® is guaranteed to deliver key nutrients in every bag, utilizing only the highest quality ingredients.



Tyler Williams - UGLYBUCK Pro Staff



Manufactured by
UGLYBUCK® LLC
Raeeford, NC 28376
www.UGLYBUCK.com





Kolsen Metz - UGLYBUCK Pro Staff



Kaidence, Adalack, & Chasen Wagoner



Dusty Spellich - SCOWT

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Krystle Turner - UGLYBUCK Pro Staff

PROUD PARTNER OF



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Dusty Spellich - SCOWT Stories

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Tyler Wilkins - UGLYBUCK Pro Staff



Retail Demand & Sell-Through Support

UGLYBUCK® helps retailers sell through with:

- **Social media support** across Facebook, Instagram, YouTube, and short-form video
- **Outdoor industry partnerships** with hunting shows, veterans groups, and trusted brands
- **Dealer-focused campaigns** promoting seasonal demand, product launches, and special offers
- **Event visibility** through expos, sponsorships, and in-person customer engagement
- **American-made positioning** that connects with hunters, landowners, and rural buyers

**We do more than supply product.
We help create demand.**



Logistics & Retailer Support

Built for independent dealers, distributors, and chain retail programs.



Case Packs:

- 5 units per case pack, same flavor
- 50 lbs. total weight per case
- Case dimensions: 16" L x 12" W x 10" H
- Shipped in 100% recyclable corrugated boxes



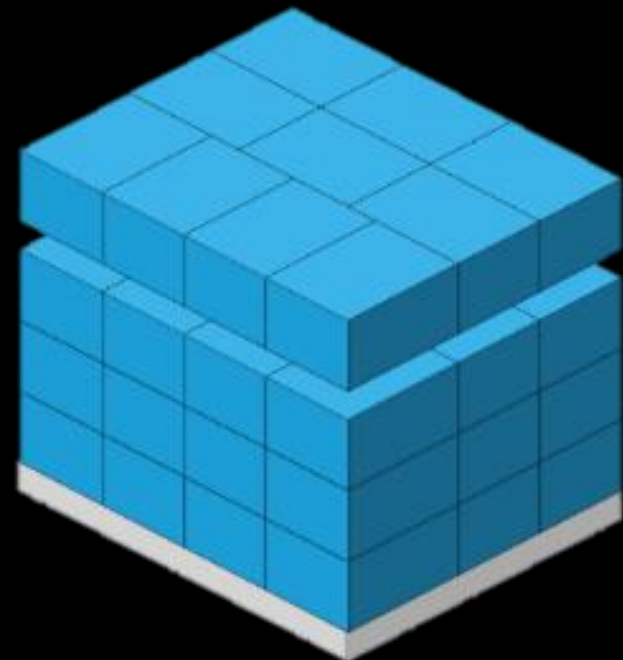
Pallet Configuration:

- Full pallet: 40 case packs / 200 units
- 2,000 lbs. total weight
- Ti/Hi: 10/4
- 48" L x 40" W x 40" H



Retailer Support

- EDI-ready for qualified partners
- NET terms available for qualified accounts
- Seasonal exclusives and private label options
- 6-month buyback support for qualified programs
- Store-level launches and reorder support





Ready to Grow With **UGLYBUCK®**?

