



FOR IMMEDIATE RELEASE

Federal Custom Shop Introduces Eight New Centerfire Rifle Options for Big Game Hunting

ANOKA, Minnesota – November 25, 2025 – Federal Custom Shop offers expertly handloaded ammunition, built to order with the highest-quality components. It has recently added eight new options to its overall product lineup. Custom Shop loads are for hunters and shooters who cannot find specific bullet options in factory-loaded ammunition on the retail shelf.

The new loads are Barnes Tipped TSX 6.5 PRC 120-gr, Hammer 6.5 Creedmoor 121-grain, Hammer 6.5MM PRC 121-grain, Fusion 284 Win. 140-grain, Trophy Bonded Tipped 284 Win. 140-gr, Hammer 7mm PRC 131-gr, Barnes Tipped TSX 7MM PRC 140-grain, and Barnes LRX 300 WSM 200-grain

“Launched in the fall of 2019, the product line in our Federal Custom Shop continues to grow,” said Federal Centerfire Rifle Product Manager Eric Miller. “This year, we have added several options of bonded or all-copper bullets that our customers have been asking for. This includes Hammer bullets, which are a brand of high-performance, solid copper projectiles designed for hunting and manufactured to have a unique terminal performance, so we are excited to see how well they do in our Custom Shop loads.”

The Federal Ammunition factory is located in Anoka, Minnesota. Its online Custom Shop is a separate, secure room within, featuring a state-of-the-art reloading workshop focused on the utmost attention to detail, quality, and care for each hand-loaded round. An elite group of the Federal’s most experienced employees was selected to work in the Custom Shop. Using the best components available, these expert engineers handcraft this ammunition to order. Each round is hand-checked, then cleaned and inspected, before being packed in Custom Shop packaging and shipped out. Each box of Custom Shop ammunition is signed by the Federal employee who hand-loaded it.

A dedicated page on www.federalpremium.com takes Custom Shop users to an order form, where they select their ammunition options and preferences, then purchase the custom ammunition via credit card. Since ammo is made-to-order, the typical lead time is approximately 2 to 3 weeks. Buyers will receive their order within a few days of shipping.

Federal Ammunition products are available at dealers nationwide and online. For more information on all Federal products and to sign up for notifications about new product availability, rebate promotions, and other brand news via email, visit www.federalpremium.com.

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About Federal Ammunition

Federal, headquartered in Anoka, MN, is an ammunition brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague, Czech Republic. Since 1922, Federal has been a leader in ammunition innovation, delivering high-quality sporting and hunting products to shooters worldwide. With a commitment to conservation and the outdoor community, Federal continues to manufacture industry-leading ammunition that enhances the shooting experience while supporting outdoor traditions.