



FOR IMMEDIATE RELEASE

HEVI-Shot Ammunition Announces New HEVI-Hitter Waterfowl Loads at the 2025 SHOT Show

SWEET HOME, Oregon – January 21, 2025 – HEVI-Shot is proud to announce an all-new shotshell product line, HEVI-Hitter. These new waterfowl loads deliver a balance of the sheer power of tungsten with the patterning and practicality of steel to deliver better lethality on ducks and geese. HEVI-Hitter will be initially available in eleven 12-, 16-, 20- and 28-gauge options.

“Our HEVI-Hitter devotes 20 percent of its payload to 12 g/cc tungsten and layers it over 80 percent steel shot,” said HEVI-Shot’s Shotshell Product Line Manager Scott Turner. “Due to both types of pellets being the same shot size, the tungsten layer hits 54 percent harder in terms of kinetic energy and momentum, delivering exceptional impact performance. This carefully engineered blend brings out the best in both materials, offering a large, effective pattern at close and moderate targets and the pellet count, power, and density needed to drop distant birds.”

Features and benefits include 20 percent 12 g/cc tungsten and 80 percent precision steel payload, large patterns at close to moderate range, pellet counts and power for longer-range kills, reliable HEVI-Shot wad and primer, and nontoxic shot for use in restricted hunting areas.

PART NO. / DESCRIPTION / MSRP

HS28288 / HEVI-Hitter 12-ga, 3-in, 1 1/4-oz, BB Tungsten/Steel, 1,500 fps / \$49.99
HS28022 / HEVI-Hitter 12-ga, 3-in, 1 1/4-oz, No. 2 Tungsten/Steel, 1,500 fps / \$49.99
HS28033 / HEVI-Hitter 12-ga, 3-in, 1 1/4-oz, No. 3 Tungsten/Steel, 1,500 fps / \$49.99
HS28044 / HEVI-Hitter 12-ga, 3-in, 1 1/4-oz, No. 4 Tungsten/Steel, 1,500 fps / \$49.99
HS29162 / HEVI-Hitter 16-ga, 2 3/4-in, 1-oz, No. 2 Tungsten/Steel, 1,350 fps / \$49.99
HS29164 / HEVI-Hitter 16-ga, 2 3/4-in, 1-oz, No. 4 Tungsten/Steel, 1,350 fps / \$49.99
HS29022 / HEVI-Hitter 20-ga, 3-in, 7/8-oz, No. 2 Tungsten/Steel, 1,450 fps / \$48.99
HS29033 / HEVI-Hitter 20-ga, 3-in, 7/8-oz, No. 3 Tungsten/Steel, 1,450 fps / \$48.99
HS29044 / HEVI-Hitter 20-ga, 3-in, 7/8-oz, No. 4 Tungsten/Steel, 1,450 fps / \$48.99
HS28282 / HEVI-Hitter 28-ga, 3-in, 3/4-oz, No. 2 Tungsten/Steel, 1,450 fps / \$48.99
HS28284 / HEVI-Hitter 28-ga, 3-in, 3/4-oz No. 4 Tungsten/Steel, 1,450 fps / \$48.99

These all-new products will be showcased and on display at the 2025 SHOT Show, January 21–24, at the Venetian Expo and Caesars Forum in Las Vegas, Nevada. Attendees of the show are encouraged to stop by Booth No. 11838 for a first-hand look at these new products and more.

Information about the new products for 2025 can be found on HEVI-Shot's brand website soon after the SHOT Show. Sign up to receive exclusive access to online promotions and news via email by visiting [HEVI-Shot - Sign Up](#).

HEVI-Shot products are available at dealers nationwide and online. For more information on all HEVI-Shot products, visit www.hevishot.com.

Press Release Contact: JJ Reich
Senior Manager – Press Relations
E-mail: media@tkghunt.com

About HEVI-Shot

Established in 2000 and based out of Sweet Home, Oregon, HEVI-Shot is a brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague (Czech Republic). HEVI-Shot is an industry leader in performance shotshell, providing the next generation of shotshell loads to hunters—with their large and impressive selection of hunting ammunition options. HEVI-Shot is synonymous with high performance projectiles. The company meticulously designs each product to outperform any ammunition competitor in its class. That is why HEVI-Shot is the ammunition choice for serious hunters who live by their slogan: "I DIDN'T COME THIS FAR TO MISS!"