



FOR IMMEDIATE RELEASE

CCI Rimfire Ammunition Awarded Two 2025 Gold Retailer Awards

LEWISTON, Idaho – May 1, 2026 – CCI, the world leader in rimfire ammunition, has been awarded the 2026 Gold Award for Rimfire Ammunition by *Tactical Retailer* and *Shooting Sports Retailer* readers. These prestigious awards are entirely reader-driven and reflect their trust and confidence in the brands they rely on.

“Receiving this award from *Tactical Retailer* and *Shooting Sports Retailer* readers is a great honor,” said CCI Rimfire Product Manager Steve Monniere. “These readers represent a highly knowledgeable segment of the shooting industry—retailers, buyers, and users who know what performs on the shelf and in the field. We’re proud that CCI remains their top choice for rimfire ammunition.”

The *Tactical Retailer* and *Shooting Sports Retailer* Readers’ Choice Awards highlight standout products across the shooting sports industry. Voted on by readers who work closely with gear, the awards recognize brands that deliver quality, performance, and innovation.

“Our readers represent some of the most informed and engaged professionals in the shooting sports market,” said Derrick Nawrocki, President and Publisher of *Tactical Retailer* and *Shooting Sports Retailer*. “When they consistently vote for a brand like CCI, it shows how much confidence the industry has in the performance and quality of its rimfire products. This Gold Award is well deserved.”

CCI is celebrating its 75th Anniversary in 2026. CCI is known for its consistent reliability, extensive rimfire lineup, and category-leading innovation in products such as Clean-22 Sub-Sonic, Suppressor Max, Pistol Match, and Velocitor. This award further reinforces CCI’s commitment to serving the shooting sports community with dependable, high-performance rimfire options.

Gen Quale from CCI’s engineering team recently received the awards during the recent 2026 NRA Annual Meetings & Exhibits in Houston, Texas.

To learn more about all the new ammunition from CCI Ammunition for 2026, visit [New Products | CCI Ammunition](#).

CCI Ammunition is available at dealers nationwide and online. For more information on all its products, visit www.cci-ammunition.com.

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About CCI Ammunition

Dick Speer founded Cascade Cartridge, Inc. in 1951 next to the Snake River in Lewiston, Idaho. The company manufactured and marketed centerfire primers for government use in its infancy. CCI now develops them for sporting applications as part of The Kinetic Group and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. CCI is a brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague (Czech Republic).