



BUBBA® Redefines the Standard with Pro Series Gen 2 Electric Fillet Knife

July 14, 2026

Built on an Award-Winning Foundation Enhanced with Next-Generation Technology for Superior Ergonomics, Control, and Performance

(Columbia, MO) July 14, 2026 – BUBBA®, a leading fishing brand known for its premium, innovative fishing tools and equipment, today announced the launch of the new BUBBA® Pro Series Gen 2 Electric Fillet Knife. Built from extensive feedback gathered from those who spend their time on the water, the Pro Series Gen 2 delivers enhanced ergonomics, greater control, improved cutting performance, and expanded versatility, maintaining the premium quality anglers expect from BUBBA®.

The original BUBBA® Pro Series Electric Fillet Knife raised the bar for cordless fillet knife performance, earning ICAST's Best Cutlery, Hand Pliers and Tools award in 2021. But BUBBA® wasn't content with treading water. By listening to guides, captains, and power users in the field, the team pushed ahead to further refine comfort, control, and versatility while preserving the performance that made the BUBBA® Pro Series an industry favorite. The new BUBBA® Pro Series Gen 2 represents BUBBA's ongoing commitment to continuous improvement and delivering the best possible experience at the fillet table—whether filleting panfish after a day on the lake or cleaning offshore catches after a long day on the water.



See how angler feedback shaped every detail of our BUBBA Pro Series Gen 2 Electric Fillet Knife



"Our commitment is simple—we're relentless in our pursuit of building better products," said James Tayon, Chief Product Officer at American Outdoor Brands. "We obsessively study customer reviews, user-generated content, and direct consumer feedback, and we listen carefully to anglers who rely on our products for everything from weekend fishing trips to captains who make their living on the water. But innovation doesn't stop there. Our product and marketing teams are made up of passionate anglers who constantly challenge themselves to push performance further, leveraging the latest advances in electronics and motor technology to continually raise the standard for powered fishing tools and the BUBBA® brand. The BUBBA® Pro Series Gen 2 Electric Fillet Knife builds on an award-winning foundation with next-generation motor technology, enhanced ergonomics, a new paddle trigger system, and an all-new four-blade lineup that delivers greater comfort, control, confidence, and versatility across a wider range of species and filleting applications. That's the standard we hold ourselves to across every BUBBA® product we create."

Introducing the BUBBA® Pro Series Gen 2 Electric Fillet Knife (MSRP \$269.99)



Made with premium BUBBA® construction and corrosion-resistant components, the BUBBA® Pro Series Gen 2 Electric Fillet Knife comes with:

- Hard-sided waterproof carrying case;
- Two rechargeable batteries;
- Charging cord;
- Four blades: 7" E-Glide, 8" E-Glide, 9" E-Stiff, 12" E-Stiff

- **ENHANCED FIT:** 20% slimmer handle design for enhanced ergonomics and comfort; reduced hand fatigue during extended fillet sessions; improved grip and control for anglers of all hand sizes; lightweight, balanced feel without compromising durability.
- **GREATER CONTROL:** New proprietary paddle trigger system allows operation with one or two fingers; More natural hand positioning throughout the filleting process; increased precision when working around delicate anatomy and tight cuts; improved overall user comfort and confidence.
- **IMPROVED PERFORMANCE:** Next-generation brushless motor technology delivers increased speed and torque; reduced vibration and operating noise compared to previous designs; maintains exceptional runtime while improving cutting efficiency; built to handle demanding freshwater and saltwater applications alike.
- **EXPANDED VERSATILITY:** New E-Glide blades feature a specialized tooth profile ideal for panfish and delicate species; updated blade assortment delivers more options for different fish sizes and application; includes four blade sets.

The BUBBA® Pro Series Gen 2 Electric Fillet Knife is available now at select retailers and online at www.BUBBA.com. Visit BUBBA at Booth #5139 during ICAST 2026 in Orlando, FL.

About BUBBA®

A member of the American Outdoor Brands, Inc. (NASDAQ:AOUT) family, BUBBA® is a leading lifestyle brand specializing in high-quality fishing tools and accessories. With a commitment to innovation and excellence, BUBBA® delivers premium products designed to enhance the angling experience. From fillet knives to fishing scales, BUBBA's tools are trusted by professional anglers and fishing enthusiasts worldwide. For more information about BUBBA®, visit www.BUBBA.com.