



BUBBA® Pro Series Gen 2 Electric Fillet Knife Wins ICAST® Best Cutlery, Hand Pliers, or Tool Category

July 20, 2026

(Columbia, MO) July 17, 2026 – BUBBA®, a leading fishing brand known for its exceptional quality and innovation, today announced that the BUBBA® Pro Series Gen 2 Electric Fillet Knife has won the award for 'Best Cutlery, Hand Pliers, or Tool' at ICAST® 2026.

Built on the award-winning foundation of the original Pro Series Electric Fillet Knife, the new BUBBA® Pro Series Gen 2 Electric Fillet Knife represents the next evolution in cordless fillet knife performance. Developed through extensive feedback from guides, captains and serious anglers, the Gen 2 delivers enhanced ergonomics, greater control, increased cutting performance and expanded versatility. Featuring a next-generation brushless motor, a new paddle trigger system and an updated blade lineup, it reinforces BUBBA's commitment to continuous innovation and delivering the best possible experience at the fillet table.



"The ICAST Best of Category

Awards are especially meaningful because they're judged by the industry's leading retailers and media," said James Tayon, Chief Product Officer for American Outdoor Brands. "This recognition validates the work our team put into rethinking one of the most trusted tools in fishing. Rather than making incremental changes, we redesigned the Pro Series Gen2 Electric Fillet Knife from the ground up with a slimmer ergonomic profile, a next-generation brushless motor, a new paddle trigger and an all-new blade system to deliver a better experience on the water. We're honored the judges recognized that commitment to meaningful innovation."

About BUBBA®

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, visit <https://www.BUBBA.com>.

MEDIA CONTACT:

Trent Rodgers
MARKETING MANAGER
p: 573.347.6392
e: trodgers@aob.com

BUBBA® Pro Series Gen 2 Electric Fillet Knife

- 20% slimmer ergonomic handle
- Next-generation brushless motor
- New proprietary paddle trigger system
- Reduced vibration and operating noise
- Four premium blade options
- Improved control and comfort
- Built for freshwater and saltwater applications