



2014 Best

Handgun Ammo

Black Hills Ammunition has always been Shooting for Women's "LADIES CHOICE" for quality —ammunition, manufacturer customer service and their respect for women—since our first edition in 2001! Why, because it is easy to recognize the real deal and Jeff and Kristi Hoffman are the real deal. As successful as they have been, you will always find them giving credit where credit is due—to the people who work with them through each process.

"We owe our reputation of unmatched dependability, accuracy and high performance to our people: the dedicated souls who clock in every day to our factory. They're Americans. More specifically, South Dakotans. Gun aficionados. Ballistics geeks and picky inspection ladies who can sense and then find the tiniest of flaws. Because of their nitpickiness, their zeal and their grit—evident through every part of the production process—Black Hills Ammunition is counted among the finest in the world." —Jeff and Kristi Hoffman

See what we mean? You should visit their website and view the videos that do in pictures what it would take many thousands of words for us to describe. So here, we will tell you what you will NOT find on their website—the inside scoop on Kristi, she is truly a "Woman of a Different Caliber". . . SFWA did an exclusive interview with her at last year's SHOT Show!



Black Hills Ammunition goes the extra mile by carefully choosing the best components, assembling them with care, then they hand inspect and pack each round. The result is ammunition that ranks among the world's best.

Like many women in the industry, she is a mom and a wife first. Kristi and her husband, Jeff, are a great team at work, at home and at play—it is enjoyable to observe them together, enjoying what they do and

each other—"even though it has not always been easy," she explained.

When you look at all they have been through as most business people understand, the only way to real success is to keep focused, make the best product you can, and never lose faith—"in ourselves, our business decisions, our people, or our goals," she said.

Kristi is a very outgoing, confident, straight shooting kind of person—working for more than three decades in a male-dominated industry. She has always interjected her female intuition and perspective into the business, which SFWA believes is one of the reasons Black Hills Ammunition has the image and reputation that it enjoys today. Kristi would be the first to tell you that it is Jeff's abilities, his business savvy, his reputation with law enforcement and the military, and that she simply enjoys helping him—see what we mean?

When we asked her to share her story with us, Kristi could not imagine what she could possibly say that would be of interest. Thankfully she agreed—she is not only interesting, she is an inspiration! We encourage you to choose Black Hills Ammunition for target practice, sport and personal protection—you will be showing her how much you appreciate a woman's input in the products you rely on for life!



Ammunition



See Kristi's video interview, visit "Women of a Different Caliber" on Facebook!

