

## It's All about Supply and Demand for Grizzly's Tackle

## GRIZZLY TACKLE COMPANY

Life sometimes takes an interesting turn. For Grizzly Gleffe, it all started when he bought a resort in Fox Lake, Wisconsin; only to find out he could not make a living running it. With limited options, Gleffe bought a bunch of ice fishing rods and jigs starting his new career path as a wagon jobber. That was back in 1978, Gleffe has not looked back growing into one of the largest supplier of ice fishing and fishing supplies for all of the Midwest states including Michigan, Wisconsin, Montana, Nebraska, Iowa, Illinois, North and South Dakota. Today, Gleffe continues to work out of an office in his house and maintains storage buildings of supplies to meet the demands of mom and pop tackle stores, hardware stores, to major retailers. In 2005, Grizzly's Tackle began selling fishing tackle to individuals on their website (For more information on Grizzly's Tackle contact them at [www.grizzlytacklecompany.com](http://www.grizzlytacklecompany.com), email [grizzlytackle@yahoo.com](mailto:grizzlytackle@yahoo.com) or phone (608)685-4070.). Grizzly's Tackle had come a long ways from its roots.



[WWW.GRIZZLYTACKLECOMPANY.COM](http://WWW.GRIZZLYTACKLECOMPANY.COM)

Grizzly's Tackle is renowned for its ice fishing tackle. The ice fishing rods that Grizzly's Tackle sells are all designed by Gleffe himself to meet the needs of ice fishermen. "I do a lot of field testing myself of the rods...by fishing," explained Gleffe. Not only does Grizzly's Tackle sell four models of ice reels, it has over forty models of ice fishing rods along with other ice fishing tackle for anglers and retail business' to select from. While Gleffe is extremely proud of his all encompassing ice fishing tackle it's his enormous selection of ice fishing jigs that sets him apart from other suppliers. With over 17 different vendors supplying Grizzly's Tackle, Gleffe has over a million ice fishing jigs in stock meaning there is never a shortage of jigs for anglers or retailers. "Our number one selling ice fishing jig is the Grizz Glow Glitter and Black Glitter; my favorite would be the Freshwater Shrimp. Size 10 would be the most popular for panfish while the 2, 4, 6 for walleye and saugeye. As for color, anything in chartreuse fish love," said Gleffe.

The law of supply and demand is working for Grizzly's Tackle. "Selling ice fishing tackle and jigs is not a seasonal thing; I sell tackle and jigs year round," explained Gleffe. It's interesting how a change of events changed Gleffe's life forever. Had the resort been a viable source of income, Gleffe would have never started Grizzly's Tackle. "I love my business," Gleffe continued, "I know that I don't want to retire from it." Making a living doing what you love to do, I would say that Gleffe has his dream job.

Written by Brad Wiegmann. Brad is a professional fishing guide on Beaver Lake and a freelance outdoor writer. Contact him at (479) 756-5279, [www.bradwiegmann.com](http://www.bradwiegmann.com), or by e-mail at [bwiegmann@bradwiegmann.com](mailto:bwiegmann@bradwiegmann.com).