



**( LIVE BAIT )**

Live bait is the perfect addition to hardware stores that specialize in sporting goods or a fishing category. From worms to flies, live bait can make your store the destination for all things fishing. Don't have a sporting goods department but still located in a fishing market? Many retailers find that live bait alone can get your store's name flying around the fishing circles, and because it's a consumable, they'll be coming back time and time again.

**GET IT:** Wholesale Bait Company, (800) 733-2380, [www.wholesalebait.com](http://www.wholesalebait.com)

"We have always had an extensive line of sporting goods and fishing supplies. We also sell state hunting and fishing licenses. We added a line of worms, such as nightcrawlers, red worms, meal worms, etc. It has increased the traffic and transaction sizes. Customers will come to purchase bait on a regular basis and make other purchases while they are here."

– Susan Greco, Village Pro Hardware, Dillsboro, Ind.



**( ANTI-MONKEY BUTT POWDER )**

This powder is specially formulated to absorb excess sweat and reduce frictional skin irritation. It may also be applied inside footwear, under sports pads and on other areas prone to chafing. It's perfect for indoors or outdoors, work or play, or on occasions when you sit on your butt all day.

**GET IT:** Anti-Monkey Butt Corporation, (800) 338-8079, [www.antimonkeybutt.com](http://www.antimonkeybutt.com)

"We have sold cases of this product since we brought it in and have even felt the necessity to expand to include 'Ladies' anti-monkey butt powder and product gift packages. This product wipes it out within 36 hours, simply amazing. This product sells well for the 'gag' item most people feel it is, but after having tried it, I and many others use it regularly."

– Dwayne Points, Porters Building Center, Greenview, Mo.

**( PING PONG BALLS )**

In addition to their traditional use on the Ping-Pong table, table tennis balls are making a popular cameo at hardware stores located close to colleges, where students purchase the balls for use in "extracurricular" games.

**GET IT:** Regent Sports Corp, [custsvc@regent-halex.com](mailto:custsvc@regent-halex.com), [www.regent-halex.com](http://www.regent-halex.com)

"We noticed a large number of college students buying these for drinking games."

– Anonymous



**( CIGARS )**



Hardware and smokes? Owners may never think of offering cigars in store, but cigars not only develop your store as the destination for high-margin brands, but also create a stir among regular customers creating add-on opportunities.

**BRANDS TO TRY:** Cohiba, Macanudo, Rocky Patel, Romeo y Julieta and Acids  
**GET IT:** (Manufactured by cigar name. See above for brand examples.)

"I've never run an ad, yet I sold \$6,000 in cigars the first year. We even put in a humidor that is 4 feet by 6 feet to accommodate them. The convenience of grabbing a cigar at the front of the store that is fresh and available at the best price in town has spread by word of mouth. We always get surprised customers saying, 'Cigars in a hardware store?!'"

– John Sullivan, Foothills Hardware, Maryville, Tenn.