



OUR STORY

BUILT FOR ANGLERS. BACKED BY VETERANS.



FOR YEARS, LIFE WAS DEFINED BY SERVICE, SACRIFICE, AND RESPONSIBILITY.

After the uniform came off, the mission changed—but the need for purpose never did.



THE WATER BECAME MORE THAN A PLACE TO FISH.

It became a place to heal. A place to think. A place to reset. A place where life's noise fades away with every cast.



HOOKSET HAVOC WAS BUILT FOR THOSE WHO UNDERSTAND THAT FISHING IS MORE THAN A HOBBY.

It's therapy. It's family. It's freedom. It's early mornings, late nights, and one more cast before heading home.



TODAY, HOOKSET HAVOC PROUDLY REPRESENTS anglers, veterans, first responders, military families, and everyone who finds peace on the water.

BECAUSE NO MATTER WHERE LIFE TAKES US, SOME OF US WILL ALWAYS ANSWER THE CALL OF THE NEXT CAST.



The mission changed. The purpose didn't.



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VETERAN OWNED
MISSION DRIVEN