

# ROXTONS

## Roxtons and Fly Fisher Group announce merger to enhance fly-fishing expertise and offering

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Roxtons Field Sports and Fly Fisher Group have announced that they are merging to become a world-leading provider of bespoke fly-fishing holidays. With Roxtons already being the UK's premier provider of driven game shooting, this consolidates their position as industry leaders in the fields of both fishing and shooting.

In recognising the complementary nature of not only our rivers and destinations but mainly the knowledge bases of our respective experts, we saw a great opportunity to join forces with a well-respected competitor in order to expand both our offering and our expertise.

In doing so, we will be able to offer fly fishers a broader range of first class destinations and experiences backed by an enlarged, dedicated team with the strongest direct knowledge and incomparable experience.

As a combined team, we bring operational and hosting know-how learnt at the finest lodges in some of the world's wildest, most remote locations and provide every level of supply and service to exacting fly fishermen who expect the very best. Together we have unrivalled, detailed, up-to-date knowledge of all our rivers and destinations, as well as direct relationships with managers, guides and staff which ensures we can provide our clients with an unsurpassed experience and the 'inside information' on each fly-fishing destination.

In addition to our technical know-how, we bring first-hand experience of hosting fishing groups and running operations, year on year. This ensures our clients enjoy not just the fishing but the whole travel experience - we create bespoke itineraries including flights, the best accommodation and high quality food prepared by our often hand-selected chefs.



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We will continue to provide a wide range of first class options and destinations to clients of all ages, abilities and fly-fishing preferences. Our combined offering will comprise:

## International:

- Russia: The Varzuga, the most prolific Atlantic salmon river in the world and The Yokanga, the best trophy-size Atlantic salmon river where more big fish are landed on fly than any other Russian river
- The most comprehensive range of Atlantic salmon rivers in Iceland from larger, prolific cold water rivers to small, crystal clear, visually exciting rivers. Lodges can be taken privately by just two or three fishers or can accommodate up to 10 to 12 rods, suitable for small groups or individuals
- One of the very best rivers in the world when it comes to a real chance of landing a salmon on fly in excess of 40lbs – the Lakselva in Norway
- Exclusive access for UK/European fishers to undeniably the best sea trout fly- fishing in the world – Estancia Maria Behety in Tierra Del Fuego, Argentina
- We continue to pioneer salt water fly-fishing in Cuba having been the original agency behind the extraordinary fishing that is offered there
- We assisted in developing and operating the original, and still the best, private island fly fishery in the Seychelles, where after more than 12 years we are still key aAgents and can 'walk' fishers through every minute detail of their holiday
- Our team of experts have not weeks or months, but years of experience operating, managing and visiting fly-fishing lodges in The Bahamas, Alaska, New Zealand, Venezuela, British Columbia and a host of other fly-fishing dream destinations.



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## Within the UK:

- Exclusive access to some of the prime English trout fishing within a stone's throw of London and the South East. We have many years' experience of organising high quality trout fly-fishing for individuals, families or friends, including exclusive syndicate membership opportunities. Equally we organise a number of private, exquisitely catered and fully-guided days for companies and their guests, suitable for beginners and experts alike.
- Exclusive access to prime weeks on some of the gems of Scottish salmon fishing including the Helmsdale, the Brora and the Naver.

Whoever clients have dealt with in the past will remain as their main contacts. In addition they will now have access to the vast expertise and knowledge that the other company brings.

We remain ever passionate about the world of fly-fishing and fly-fishing travel and our combined team will keep exploring destinations, talking to fishers and guides and cross-referencing information, constantly seeking out new adventures and amazing fly fisheries yet to be experienced by our clients.

We are very excited for our future and look forward to providing both existing and new clients with best-in-class fly-fishing holidays and bespoke sporting travel experiences.

## The Roxtons and FFG Teams

