

Beretta Trident Program expanding

THE POPULAR PROGRAM THAT rates the very best sporting venues across the world is growing.

The Beretta Trident Program is a rating system similar to the way Michelin rates restaurants, offering a world-class collection of hunting, shooting and outdoor experiences.

"Only five percent of lodges worldwide would fall into this category," said Ian Harrison, director of the Beretta Trident Program. "Now, most of the Trident lodges are in the U.S. and South America."

The program currently has approximately 16 lodges and is looking to grow to 35, with Trident Program lodges on each continent. Lodges are sought out and extensively examined for inclusion in the program.

"Being part of the program is being connected to Beretta's brand," Harrison said. "They tap into our customer base and we can do the same and acquire new customers that travel to these lodges and offer our products."

There are four categories of lodges in the Trident Program — Upland, Waterfowl, Big Game and Sporting.

"We are focused more on the hunting than anything else — the hunting has to be exceptional and world-class," Harrison said. "The lodge could be the best ever but without the exceptional hunting, it won't make it into the program."

Founding lodges include Pine Hill Plantation in southern Georgia that offers traditional quail hunts and Highland Hill in Oregon, a mixed bag hunt "in one of the most beautiful spots in the world," Harrison said. South Dakota's Signature Lodge offers traditional pheasant hunting in a Four Seasons type of environment. And the three lodges in South America are



high-volume dove hunting facilities where "the photos alone make you want to go there."

Joshua Creek Ranch near Boerne is Texas' only Trident lodge — so far.

Possible future Trident locations include North American big game locations, including a lodge with traditional whitetail hunting in Texas, Colorado elk hunting, and Canada, where the hunting is fantastic but top lodging is sparse.

Expansion into Africa and other

continents is planned; Eklund Safaris is the sole African Trident lodge currently.

"We would like to add a plains game and a dangerous game facility," Harrison said. "And we're looking at a lodge in Patagonia for red stag and quail hunting and, of course, fishing, and a New Zealand lodge for stag and sheep."

Finally, some European locations are on the radar.

"We are looking at a few

locations, particularly in Serbia, where there hasn't been hunting for decades. We're excited about promoting traditional hunting in Hungary and Romania, including driven boar hunting and the little roe deer," Harrison said. "And work is beginning on looking at some places in the British Isles that offer wild and driven grouse and stag hunting."

It could be exciting if and when a castle is included as one of

Trident's offerings.

The Beretta Trident Program sports lodges are all unique and memorable in their own way, Harrison said.

And the former manager of the Beretta Gallery in Dallas gets to check out all of them.

"I landed the best job in the world," he said.

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