



## **Southern Comfort Mercantile's Sutlery For Civil War, Cavalry, and Western Leather Products Expands Operations, Production and Sales Distribution Network**

**Southern Comfort Mercantile increases inventory of top quality Civil War, Cavalry, and western gun belts and sword belts and other leather accessories and products, as well as, establishes its first internet web site and online sutlery sales portal for all its products to include cavalry and western items. The company is positioning itself as a competitive industry provider of Civil War, cavalry, and western type leather products and other accessories for the avid collector or professional reenactor.**

**March 1, 2011 - Franklin, TN.** Southern Comfort Mercantile, a supplier and sutlery of Civil War reenactment leather gun and sword belts and other products and accessories, is expanding operations, increasing inventory, and has established a full service internet web site and online sales store. Southern Comfort has been producing Civil War leather belts, gun holsters, and sword belts since 1998. With the increase in sales over the last few months leading into the 150<sup>th</sup> Anniversary of the Civil War, the company made the decision to increase manufacturing and add a more diverse distribution network for its products.

Southern Comfort Mercantile has established a full scale internet web site: [www.southerncomfortmercantile.com](http://www.southerncomfortmercantile.com) and added a fully usable online store, <http://shop.southerncomfortmercantile.com>, that allows buyers to pick and buy the Civil War products they desire with the convenience of buying with a debit or credit card online. The initial product line was limited to leather goods and accessories, such as Civil War gun belts, sword belts, gun holsters, and other leather products; however, the company has plans to rapidly expand the number of items available over the next several months.

Southern Comfort Mercantile was established as a small local, family owned operation borne out of a need to obtain quality leather reenactment products which could not be found in the area. Based in Franklin, TN and only a couple of hours or less drive to Shiloh, Chickamauga, Stones River (Murfreesboro), and Nashville Civil War battle fields, it became apparent that this was a good location for a quality Civil War reenactment leather shop.

"Many of the suppliers of Civil War leather products were selling items made overseas in China and Pakistan which were of low quality and not made to last a long time," says Jack Sloan, owner of the company. "We were very disappointed when we searched for leather sword belts for our boys and finally decided to make them ourselves," he added.

From that beginning and through 'word of mouth', what is now known as Southern Comfort Mercantile began making belts for others after careful research of actual Civil



War belts on display in museums located at the battlefields around the state of Tennessee. The initial difficulty in making the leather products was the diversity of locations in the north and south which produced these items with somewhat different designs, as well as, those shipped and manufactured in Europe combined with the fact that many southern soldiers actually brought their own belts, guns, and accessories from home because the south did not have enough to go around to all the soldiers.

"Since Tennessee kicked off the beginning of its 150<sup>th</sup> remembrance of the Civil War sesquicentennial in November of 2010, our sales have doubled," said Sloan. "We had to increase our inventory from one month's supply to two months and now we are trying to get a three month inventory established with the startup of our website and online store," he continued.

Prior to 2011, Southern Comfort Mercantile primarily sold its products through eBay and 'word of mouth'. With the addition of its website and online store, the company is also searching for interested retailers and hopes to have a local retail outlet in the Franklin, TN area within the next year.

Since its beginning, Southern Comfort Mercantile has become known for its quality products with 60% of its sales being domestic and 40% of its sales being international to include Italy, France, Spain, Germany, Hungary, Turkey, Australia, Africa, Japan, and the United Kingdom.

"I think most people in the United States would be very surprised to know how many other countries around the world reenact our Civil War or collect items that would have been used during that time," said Sloan. "But, we also have to remember, that many of our war products used during the actual Civil War either were designed overseas or came from Europe to help outfit the soldiers in the U.S. both on the north and south."

The 150<sup>th</sup> (Sesquicentennial) anniversary of the Civil War which begins this year will be remembered over the next five years covering the same time frame of the actual Civil War. Many celebrations, reenactments, and special remembrances of many of the historical events of the Civil War period will be conducted over the next five years and will be historic as to the actual number being scheduled since the war ended in 1865. If interested in the events in your area, people should contact their local Chamber of Commerce to see what is scheduled in their areas.

For more information on Southern Comfort Mercantile you can visit or call:

**Web Site:** [www.southerncomfortmercantile.com](http://www.southerncomfortmercantile.com)

**Email:** [info@southerncomfortmercantile.com](mailto:info@southerncomfortmercantile.com)

**Online Store:** <http://shop.southerncomfortmercantile.com>

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