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Ragged Mountain Equipment Named 2025 New Hampshire Retailer of the Year

CONCORD, NH (October 17, 2025) — The New Hampshire Retail Association (NHRA) is proud to announce that Ragged Mountain Equipment, located in Intervale, New Hampshire, has been named the 2025 New Hampshire Retailer of the Year.

The award recognizes an outstanding retailer that exemplifies excellence in customer service, innovation, community engagement, and positive workplace culture — all hallmarks of Ragged Mountain's success over the past four decades.

Founded in 1985, Ragged Mountain Equipment has been a cornerstone of New Hampshire's outdoor community, providing high-quality gear and apparel for adventurers across the region. Under the new ownership of Jack Smith, the company has renewed its commitment to craftsmanship, customer relationships, and community connection — values that have long defined this local institution.

"Ragged Mountain embodies everything that makes New Hampshire retail exceptional," said Curtis Picard, President and CEO of the New Hampshire Retail Association. "Jack and his team have created a business that blends passion for the outdoors with deep roots in the community. They treat customers like neighbors, and employees like family. Their approach to quality and authenticity sets a gold standard for independent retail."

With a dedicated staff — several of whom have been with the company for more than 30 years — Ragged Mountain has cultivated a workplace culture built on loyalty, pride, and teamwork.

The business's guiding philosophy, "*Do the right things the right way*," drives every interaction, from product design to customer service.

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Ragged Mountain's influence extends beyond its retail floor. The company has a long tradition of giving back — donating products, gift certificates, and financial support to community programs throughout the Mount Washington Valley. Under Jack Smith's leadership, the business is building sustainable partnerships with local organizations to support outdoor access and recreation year-round.

The New Hampshire Retailer of the Year Award was presented at the NH Retail Association's Front Counter Forum, celebrating excellence and leadership across the state's retail community.

Previous recipients include Gibson's Bookstore (2024), Lahout's Ski Shop (2023), and Cranmore Mountain Resort (2022).

About the New Hampshire Retail Association

The New Hampshire Retail Association is a statewide, non-profit trade association representing more than 350 businesses, from small independent retailers to large national brands. Founded in 1966, NHRA serves as the voice of New Hampshire's retail industry, advocating for policies that support economic growth and preserve the state's strong retail climate.

For more information, visit www.retailnh.org or contact the NHRA office at 603-225-9748.

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