

# GRETSCH® ROOTS SOPRANO UKULELE NAMED 2014 NAMM SHOW'S "BEST IN SHOW"

SCOTTSDALE, Ariz. (Jan. 28, 2014) – Gretsch guitar's popular Roots collection received prestigious recognition during the 2014 NAMM Show "Best In Show" panel on Sun., Jan. 26 at the Hilton Hotel in Anaheim, Calif. The **Gretsch G9100-L Soprano Long Neck Ukulele** earned the "Best in Show" category, while the **Gretsch Roots Collection** earned the "Gotta Stock It" category.

Products earning recognition were selected by industry veterans Lee Anderton, president of Anderton's Music in Guilford, England; Donovan Bankhead, vice president of Springfield Music in Springfield, Mo.; Gayle Beacock, co-owner of Beacock's Music in Vancouver, Wash.; John Grabowski, senior director of merchandising for Sweetwater Sound in Fort Wayne, Ind.; Jeff Mozingo, president of Mozingo Music in St. Louis, Mo.; and Chris Tso, vice president of merchandising for Musician's Friend in Westlake Village, Calif.

The **G9100-L Soprano Long-Neck Ukulele**, launched during the 2014 NAMM show, gives players all the space they need for higher-register playing with a 15" scale and a 16-fret concert-size mahogany neck. Other features include a mahogany top, back and sides; rosewood fingerboard and bridge; bone nut and saddle; geared tuning machines; Aquila® Nylgut™ strings; "open-pore" semi-gloss finish and a fitted gig bag.

The **Roots Collection** is a family of banjos, mandolins, resonator guitars, ukuleles and acoustic guitars that feature classically authentic Gretsch designs transporting players to a bygone era well before the company made its acclaimed 1950s entry into the electric guitar world.

For more information on the Gretsch Roots Collection and to find an authorized dealer, visit [www.gretschguitars.com](http://www.gretschguitars.com).

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## ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

## CONTACT DETAILS

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