

Strike King 10-inch Bull Worm



won on this worm!" The Bull Worm comes six per pack and is available in ten colors.

Speaking of big, the new **Magnum Caffeine Shad** is seven inches long, making it a very large soft plastic jerkbait. "It has incredible action coupled with the size and profile that big fish can't resist," says seven-time Bassmaster Angler of the Year Kevin VanDam. "It's also extremely versatile in how it can be rigged and applied." The bait comes five per pack and is available in ten of KVD's favorite colors.

The **KVD Perfect Plastic Ocho** is a big hit in the 5- and 7-inch sizes—so much so that Strike King saw the need to expand the lineup with new 4- and 6-inch Ochos for 2016. "The new 4-inch Ocho will be awesome when targeting smallmouth and spots, while the new 6-inch could very well be the perfect size for lunker largemouth," says 15-time Bassmaster Classic qualifier Shaw Grigsby.

Big Bite Baits

The first signature bait from Big Bite pro staffer Mike McClelland is called the **Battle Bug**. The lure is four inches long and comes with a segmented body shape with legs, claws and antenna appendages. The claws are made to have a natural movement in the water, giving the Battle Bug a true crawfish look. Expect it to be a player in the flipping and pitching markets. It also makes a great jig trailer. The Battle Bug will be offered in ten colors and comes eight to a pack.

Big Bite's new creature bait is the **Swimming Mama**. It measures four inches in length and has the same body shape as the popular Big Bite YoMama. The Swimming Mama has added appendages and a twin curl tail that gives it plenty of vibration and action. Whether cast as a Texas or Carolina rig, flipped and pitched into heavy cover or used as a jig trailer, the Swimming Mama will catch bass. It comes in nine colors and in packs of eight.

Dominion Lures

If big bass credibility is what your customers want, you'll find it with the new **Dominion Lures Control Plane Lure**. The company and the bait are the brainchild of

California lunker bass expert George Coniglio, who caught one of the biggest largemouths ever recorded (19.7 pounds). Coniglio noticed that soft swimbaits tend to have a "sweet spot" when it comes to retrieve speed. Go too slow and the baits have no action; go too fast and they roll out.

His patented Control Plane system can "fix" any soft-bodied swimbait, but it's now tailor-made for this lure. It comes with everything you need to customize the bait and a set of instructions for getting action from a soft plastic swimbait you didn't know was possible. ■

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