

YUM[®]

2014 New Product Guide



 **Bait School Technology[®]**

Bait School Technology®

Terry "BIG Show"
Scroggins

YUM Soft Plastics brings anglers a new line of multi-lure rigs under the umbrella sub-brand "Bait School Technology." Bait School Technology embraces the philosophy of mimicking schools of baitfish, and brings this ability to every angler, regardless of skill, situation or equipment. It's a whole new world, and Bait School Technology aims to lead anglers to a new, more-natural way to catch more and bigger fish than ever before.

The multi-lure rig phenomenon spawned the concept of Bait School Technology, a revolutionary and more natural way of thinking about fishing. Baitfish live in schools, and Bait School Technology takes advantage of this normal activity by presenting not one, but a small school of lures at the same time. How many times have you reeled in a fish and seen others swimming with it? Fish are like other animals, when one snags food, others come after it. With a Bait School Technology rig, the angler is presenting an extra lure or three for those excited, following fish to strike.

Bait School Technology rigs put everyone in the game. Lightweight rigs allow anglers to use a multi-lure rig on any type of rod and reel, from a simple Zebco 33 to the sturdiest of baitcaster. While first-generation multi-lure rigs were made for professional level equipment and big suspended bass, Bait School Technology features a full line of rigs to match any angler's style of fishing.

Bait School Technology rigs allow anglers to use a multi-lure rig in shallow water, through sparse grass, and use any type of lure, from topwaters to bottom bouncers. Several also can be used by bait fishermen or catfishermen to up their odds of catching more fish.

Bait School Technology brings multi-lure rigs to the masses and expands the use of these phenomenal rigs with top quality components and manufacturing.



Bait School Technology®

YUMbrella®

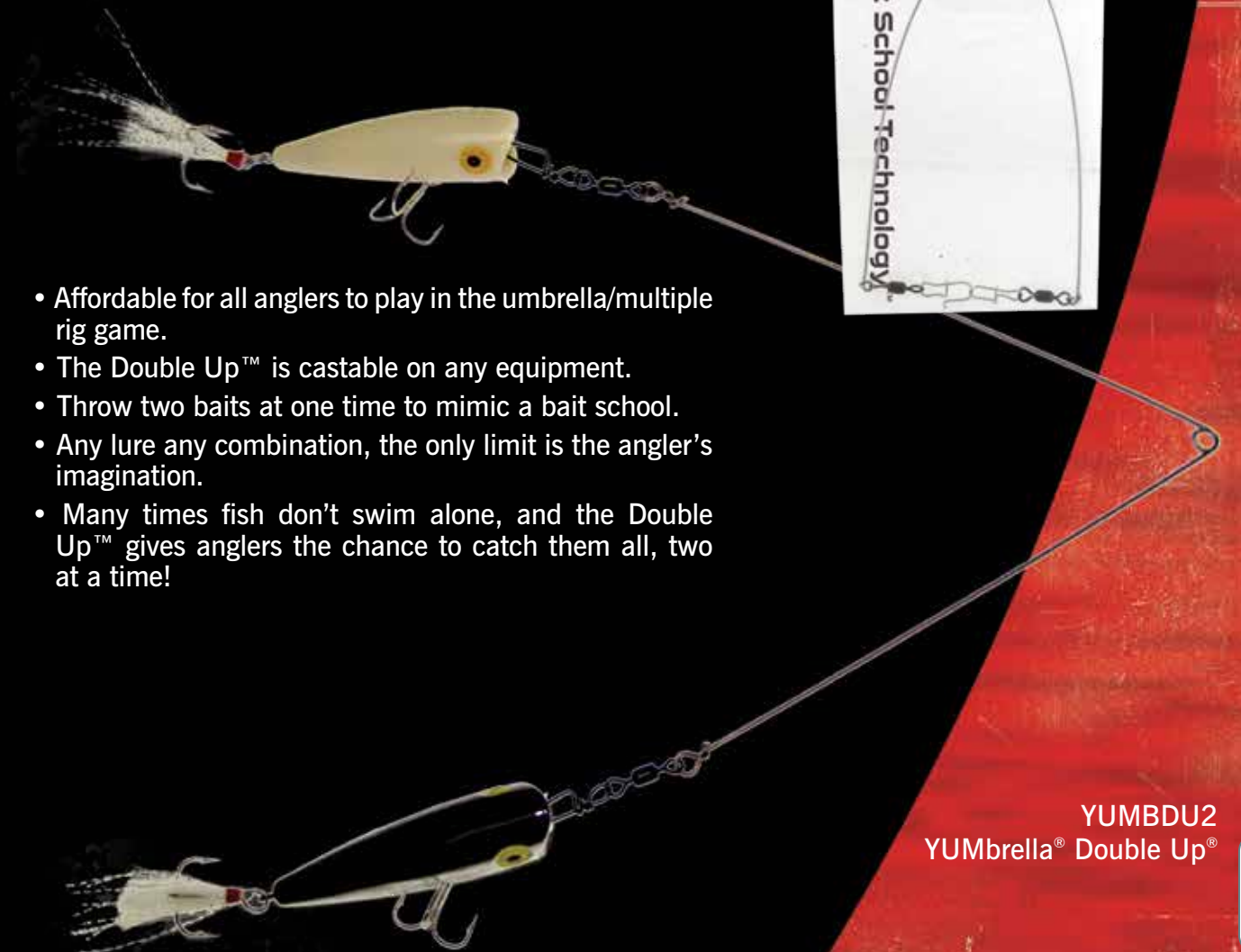
Double Up®

Why throw only one lure when you can throw two? The YUMbrella™ Double Up™ allows you to fish any two lures – or any combination of different lures – at the same time!

Shad and other baitfish live and travel in schools. When was the last time you saw one shad swimming by itself? Outside of the one you see trying to escape from being eaten, you always see shad in schools. Rigs such as the Double Up™ and YUMbrella™ allow anglers to present multiple lures to entice fish into chasing a school of bait instead of one, unnatural baitfish swimming alone.



- Affordable for all anglers to play in the umbrella/multiple rig game.
- The Double Up™ is castable on any equipment.
- Throw two baits at one time to mimic a bait school.
- Any lure any combination, the only limit is the angler's imagination.
- Many times fish don't swim alone, and the Double Up™ gives anglers the chance to catch them all, two at a time!



YUMBDU2
YUMbrella® Double Up®

Bait School Technology® YUMBrella®

The YUMBrella multi-lure rig by YUM quickly established itself as the No. 1 rig in fishing for strength, durability and effectiveness.

“I’ve fished a bunch of different rigs,” said top FLW pro Jason Christie, “and the YUMBrella is definitely the toughest, best-made one I’ve thrown. I couldn’t get a day’s fishing out of some of the others without breaking. I’ve got one on now that I’ve fished seven 12-hour days with – and caught some giant bass – and it’s still going strong.”



Tennessee Special



Foxy Lady

The YUMBrella is constructed using stainless steel wire that has been repeatedly heat treated for strength and memory, and it’s held together with a true coupler system to create a rig anglers can depend on. Add tough snaps and swivels and a rattle in the head, and the YUMBrella gives anglers exactly what they’re looking for – an advantage with a lure that performs with shocking results. We make believers every day.

5-Wire YUMBrella®
YUMB5FL - Foxy Lady
YUMB5TS - Tennessee Special

3-Wire YUMBrella®
YB3TS - Tennessee Special

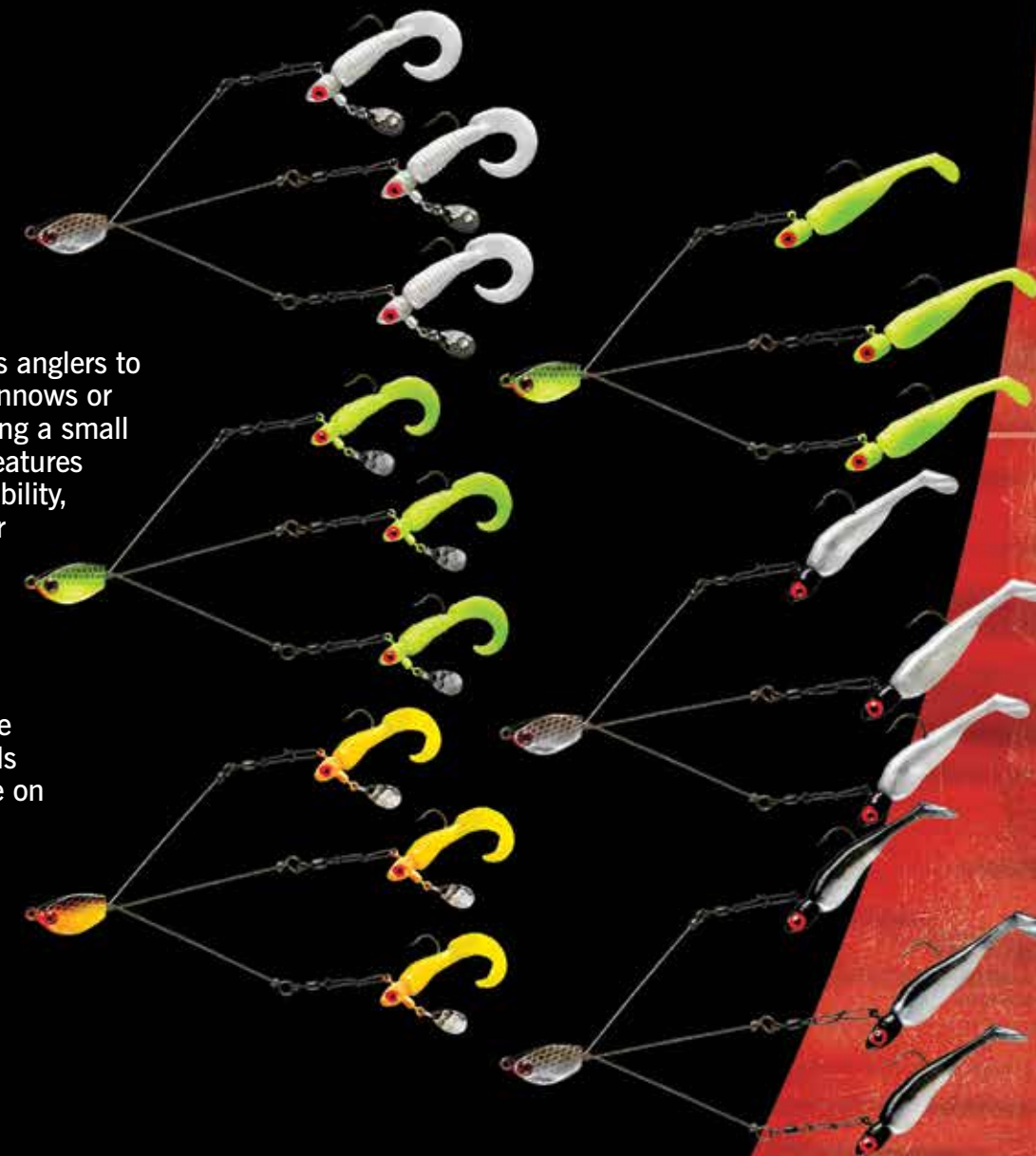


Bait School Technology® YUMBrella® Ultralight Tripod®



The YUMBrella Tripod allows anglers to throw three YUM Money Minnows or other lures at once, simulating a small school of baitfish. The Rig features incredible strength and durability, ensuring the lure arms never break free. Each lure arm is stainless steel that has been repeatedly heat-treated to create a Super-Wire unmatched in strength and memory. In addition, the top-quality snaps and swivels ensure flawless performance on big fish.

Whether fished in areas where only three hooks are allowed or as a more-subtle bait school presentation, the YUMBrella Ultralight Tripod lets anglers go catch fish.



ITEM NUMBER	DESCRIPTION
YUMBTL3G27	YUMBRELLA TRIPOD 1/16 oz Jig Head LT-Grub WHITE
YUMBTL3G303	YUMBRELLA TRIPOD 1/16 oz Jig Head LT-Grub CHART
YUMBTL3G321	YUMBRELLA TRIPOD 1/16 oz Jig Head LT-Grub YELLOW
YUMBTL3MF303	YUMBRELLA TRIPOD 1/8 oz Jig Head LT-Money Fry CHART
YUMBTL3MF319	YUMBRELLA TRIPOD 1/8 oz Jig Head LT-Money Fry PEARL
YUMBTL3MF320	YUMBRELLA TRIPOD 1/8 oz Jig Head LT-Money Fry PRL/BLK

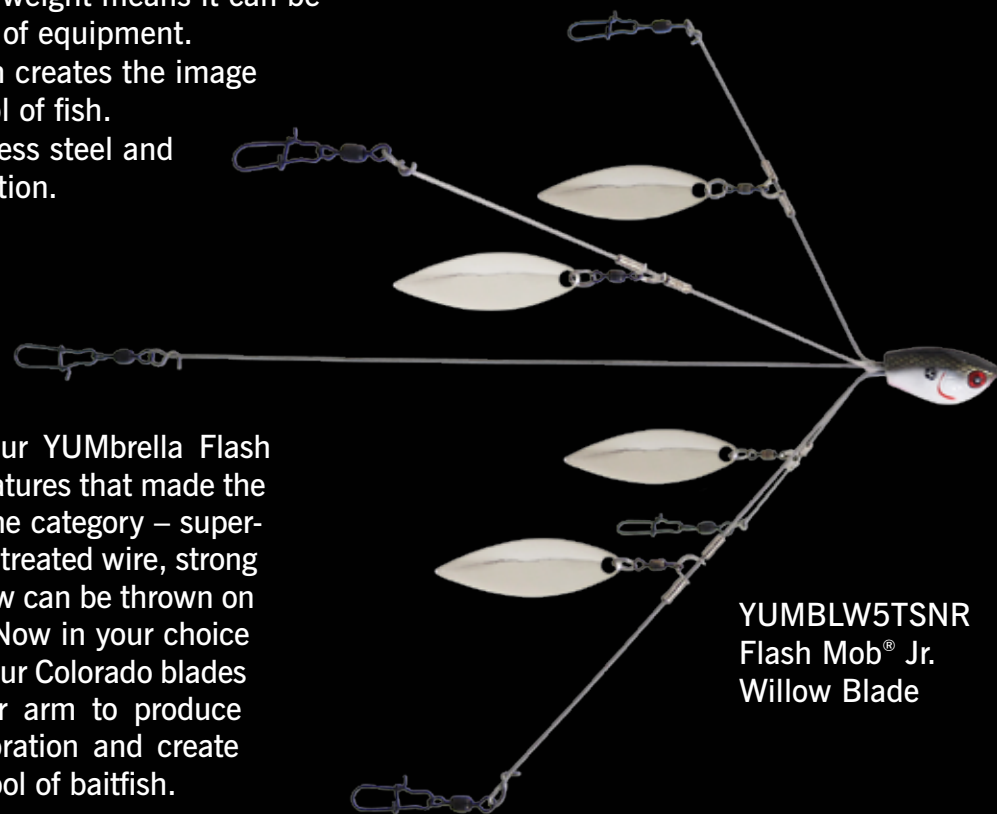
Bait School Technology®

YUMBrella®

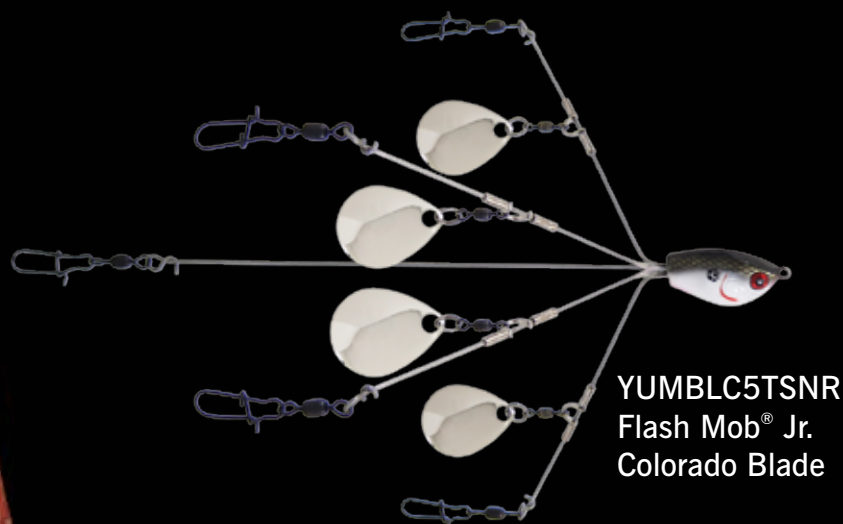
Flash Mob® Jr.

- Smaller size and weight means it can be cast on any type of equipment.
- Tremendous flash creates the image of a bigger school of fish.
- Super-wire stainless steel and durable construction.

An ultralight version of our YUMBrella Flash Mob! Still has all of the features that made the YUMBrella the leader in the category – super-tough stainless steel, heat treated wire, strong snaps and swivels, but now can be thrown on any type of rod and reel. Now in your choice of four Willow blades or four Colorado blades midway down each outer arm to produce tremendous flash and vibration and create the image of a bigger school of baitfish.



YUMBLW5TSNR
Flash Mob® Jr.
Willow Blade



YUMBLC5TSNR
Flash Mob® Jr.
Colorado Blade

Bait School Technology®

YUMBrella®

Flash Mob®

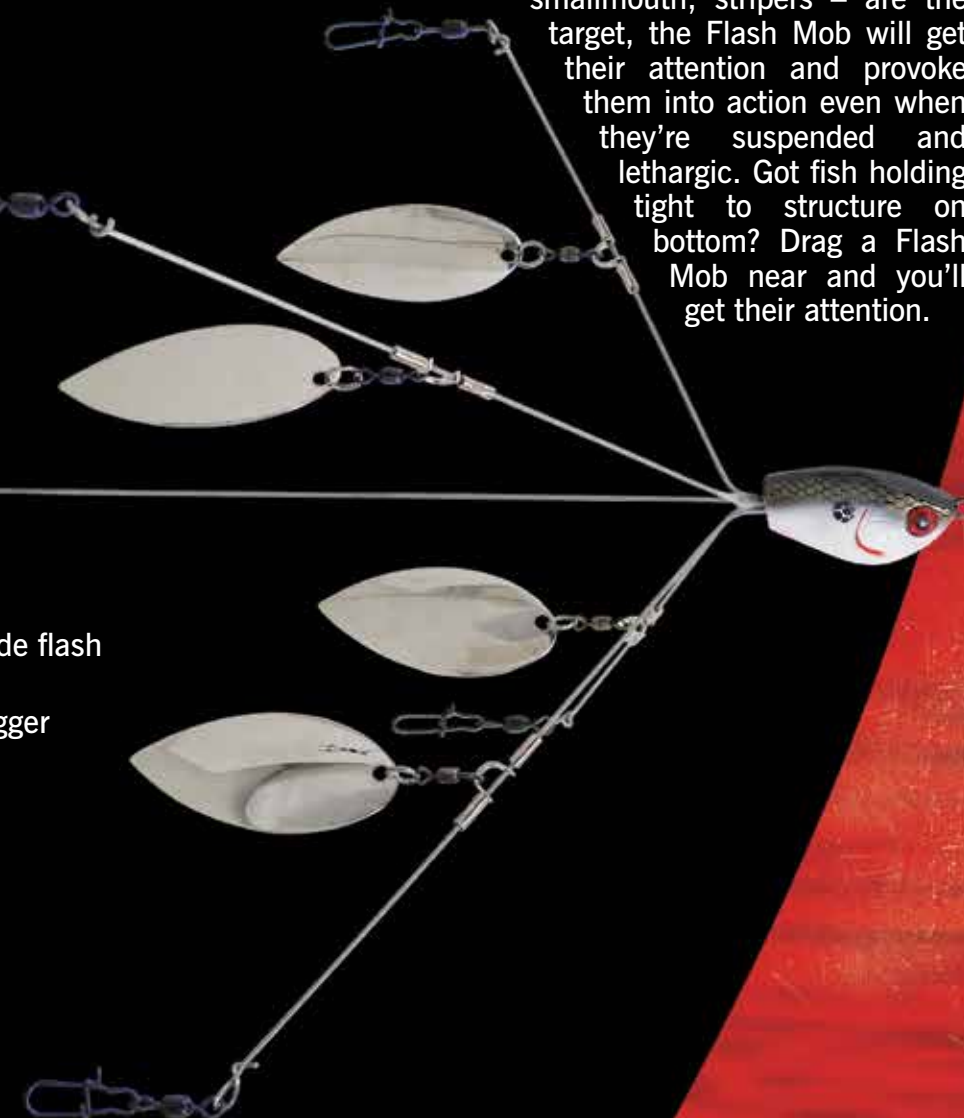
More flash equals more fish. The YUMBrella Flash Mob 5-wire multi-bait rig has all of the features that made the YUMBrella the leader in the category – super-tough stainless steel, heat treated wire, strong snaps and swivels and one of the toughest wire connections in the industry – and adds four willow blades midway down each outer arm to produce tremendous flash and vibration and create the image of a bigger school of baitfish.

Any time bass – largemouth, smallmouth, stripers – are the target, the Flash Mob will get their attention and provoke them into action even when they're suspended and lethargic. Got fish holding tight to structure on bottom? Drag a Flash Mob near and you'll get their attention.



- Four spinning blades provide flash and vibration.
- Creates the illusion of a bigger school of baitfish.
- Perfect for largemouth, smallmouth, striped bass.
- Powered by four No. 4 counter-rotating Willowleaf blades.

YUMBrella® Flash Mob®
YUMBWSB5TSNR - Tennessee Special

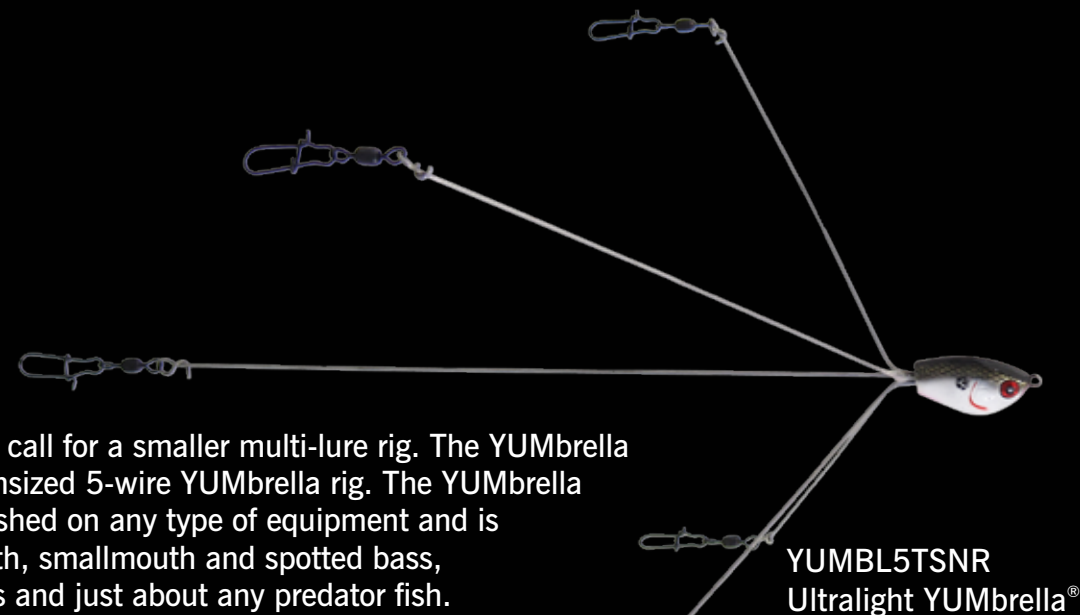




Bait School Technology®

YUMbrella®

Ultralight



Plenty of instances call for a smaller multi-lure rig. The YUMbrella Ultralight is a downsized 5-wire YUMbrella rig. The YUMbrella Ultralight can be fished on any type of equipment and is terror on largemouth, smallmouth and spotted bass, crappie, white bass and just about any predator fish.

The YUMbrella Ultralight is made with the same super-tough stainless steel wire and durable connections as the full-sized model. It doesn't matter if you're fishing a stream for smallmouth, a reservoir during the shad spawn, or a pond for crappie, the YUMbrella Ultralight creates the illusion of a small school of baitfish and provokes strikes from even inactive fish.

- Smaller size and weight means it can be cast on any type of equipment.
- Tremendous flash creates the image of a bigger school of fish.
- Super-wire stainless steel and durable construction.



Bait School Technology®

YUMbrella®

Money Head™ Jig

NEW SIZES!

YUMbrella Money Head Jigs are specifically designed for use with multi-lure rigs like the YUMbrella, with big line ties that make connection to the snaps quick and easy. A tough outer coating resists chipping and adds durability. Wide-gap hooks are super-strong and razor sharp to hook and hold big fish.

YUM Money Head Jigs come in three sizes, with hook sizes matched to the most common sized swimbaits used on castable umbrella rigs. Each package contains 5 jigheads to fully outfit your YUMbrella, Flash Mob Jr. or other castable umbrella rig.

The narrow shape of the head cuts water perfectly and enhances the action of the swimbait. Money Head Jigs were designed by pro anglers specifically for use with these rigs.



YBMHJ3631
YUMbrella® Money Head™ Jig
3/16 oz w 3/0 Hook



YBMHJ1821
YUMbrella® Money Head™ Jig
1/8 oz w 2/0 Hook



YBMHJ1831
YUMbrella® Money Head™ Jig
1/8 oz w 3/0 Hook



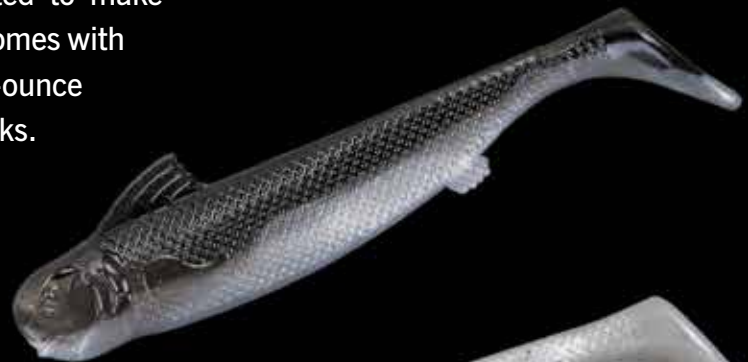
YBMHJ1451
YUMbrella® Money Head™ Jig
1/4 oz (5/0 HOOK)

Bait School Technology®

YUMbrella®

Accessory Kit

Instead of wasting precious fishing time searching your jighead box for the five right jigheads and then shuffling through storage lockers for a quintuplet of perfect swimbaits, how about just grabbing a single pack you know has everything you need? These two YUMbrella Mud Minnow Kits were created to make castable umbrella rig fishing easy. The Kit comes with five 4-inch YUM Mud Minnows and five 1/8-ounce round ball jigheads with super-sharp 3/0 hooks. It's everything you need to quickly rig up and catch fish. Available in two versions, one with Pearl/Silver Flake Mud Minnows and one in Tennessee Shad.



Tennessee Shad



Pearl/Silver Flake

YB5K81
5 4-Inch Mud Minnows (Pearl/Silver Flake)
5 1/8-Ounce Round Ball Jigheads

YB5K162
5 4-Inch Mud Minnows (Tennessee Shad)
5 1/8-Ounce Round Ball Jigheads

Bait School Technology®

YUMbrella®

Accessory Kit

Purchasing a YUMbrella or other multi-lure rig is a two-part (and sometimes three-part) process, and the decision of what to swim with your YUMbrella can be confusing. YUM makes it quick and easy with the YUMbrella Accessory Kit. The Accessory Kit contains everything you need to rig out a YUMbrella or other multi-lure rig, with top-quality, effective swimbaits and jigheads designed specifically for these rigs by professional anglers who refined the technique.



- Four 3.5-inch Money Minnows with matching 3/16-ounce (3/0 Hook) Money Head™ Jigs
- One 5-inch Money Minnow with matching 1/4-ounce (5/0 Hook) Money Head™ Jig
- Money Minnows feature 3D Eyes and plenty of swimming action, even in cold water or slow retrieves.

The new YUM Money Head Jigs were designed specifically for swimbaits and multi-lure rigs, featuring a baitfish-head shape and big line tie to make it easy to attach to big rig swivels. A tough outer coat resists chipping.

YUMB5KIT - YUMbrella® Accessory Kit

Bait School Technology[®]

YUMbrella[®]

3-Wire Kit

Grab it and go. Whether you're fishing where only three hooks are allowed or for bass that see 5-wire rigs all day long, the YUMbrella 3-Wire Kit gives you the advantage. The YUMbrella 3-Wire is manufactured with the same stainless steel, heat-treated super-wire and includes the same tough hardware as the 5-wire version. And as a kit, it includes jigheads and swimbait specifically designed and selected for multi-lure rigs, making it easy to grab it and get on the water fast.

YUMbrella 3-Wire Kit includes the multi-lure rig in Tennessee Special color pattern, three pearl-colored 1/8-ounce roundhead jigs and three 4-inch pearl/silver flake Mud Minnows. The jighead has a tough 3/0 hook for sure hook-ups on slashing fish, and the Mud Minnows perfectly mimic the shape and swimming motion of a slender baitfish.



Tennessee Special
YUMbrella™ 3-Wire

Pearl/Silver Flake 4"
YUM Mud Minnow



Pearl 1/8 oz Round Ball
Jig Heads (3/0 Hook)

YUMbrella® 3-Wire Kit
YUMB3TSNRK1

Bait School Technology[®]

YUMbrella[®]

Accessory Kit



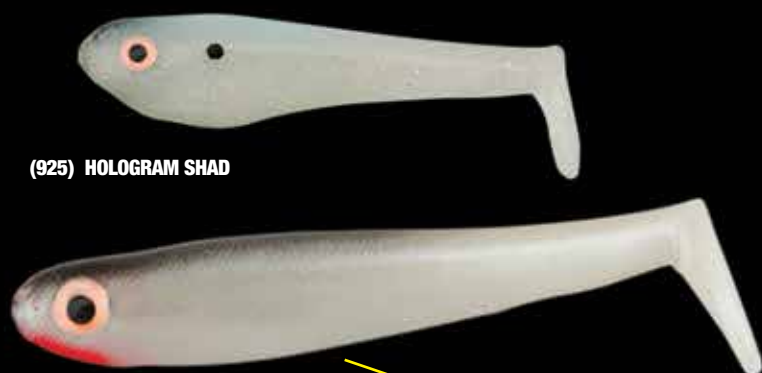
The YUMbrella Flash Mob Jr. Kits make fishing a castable umbrella rig more efficient and effective than ever. Two versions are available, one with five wire lure arms and the other with three, and each comes with all of the jigheads and soft-plastics you need to catch fish on the most effective rig on the market. The 3-Wire Kit comes with a lightweight Flash Mob Jr. castable umbrella rig featuring willowleaf spinning blades positioned at the midpoint of each lure arm, plus three 1/8-ounce round ball jigheads with 2/0 hooks and three Pearl White currtail grubs. The 5-Wire Kit contains a Flash Mob Jr. with five lure arms. Willowleaf blades are attached at the halfway point of each of the four outer lure arms, and the kit also includes five 1/8-ounce round ball jigheads with 2/0 hooks and five Pearl White currtail grubs.

- YBLW3TSK1
 1 3-Wire Flash Mob Jr.
 3 1/8-Ounce Round Ball Jigheads
 3 Pearl White currtail grubs

- YBLW5TSK1
 1 5-Wire Flash Mob Jr.
 5 1/8-Ounce Round Ball Jigheads
 5 Pearl White currtail grubs

Money Minnow

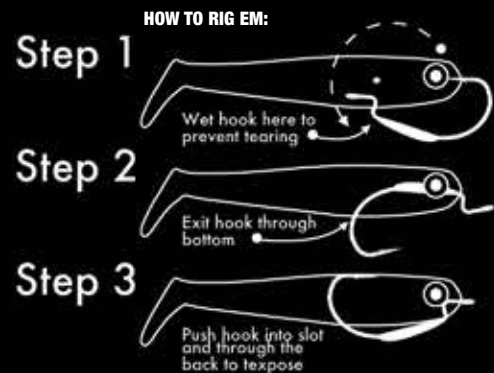
Money Minnow			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMM3	3.5"	5	All colors shown except 923
YMM5	5.0"	4	Available in all colors shown



(925) HOLOGRAM SHAD

(926) TENNESSEE SHAD

Built in hook slot for easier and more consistent rigging.



This swimbait from YUM Bait Company is right on the money! With an ultra-realistic profile, natural swimming action and super-soft body, the YUM Money Minnow has proven itself irresistible to bass and other gamefish. A unique hook slot in the Money Minnow's belly allows for very efficient hooksets and at the same time facilitates straight rigging and true-running performance. The Money Minnow swims sweetly, even when reeled at a very slow speed, which can be the key to enticing strikes from heavyweight fish.



(900) RAINBOW TROUT

(907) PEARL/CHARTREUSE BACK

(906) PEARL

(909) PEARL/BLACK BACK



(910) HERRING

(918) AYU

(919) RIVER SHAD

(920) BLUEGILL

(921) CLOWN

(922) GOBY

(923) TILAPIA

(924) HITCH

(925) HOLOGRAM SHAD

(926) TENNESSEE SHAD

(927) FOXY SHAD™

Money Minnow® Hooks

Money Minnow Hooks				
PRODUCT NUMBER	SIZE	PACK COUNT	WEIGHT	SUGGESTED USE
YMMH3	3/0	3	3/32oz	3.5" Money Minnow
YMMH6	6/0	3	1/4oz	5.0" Money Minnow
YMMH7	7/0	2	5/16oz	6.5" Money Minnow



Balance is key to an effective swimbait. Money Minnow Hooks provide that balance.

Money Minnow

NEW SIZE!



(906) PEARL

(924) HITCH

(928) SILVER SHAD

(909) PEARL/BLACK BACK

(925) HOLOGRAM SHAD

(929) SMOKE'N FIRE

(910) HERRING

(926) TENNESSEE SHAD

(930) BABY BASS

(919) RIVER SHAD

(927) FOXY SHAD™

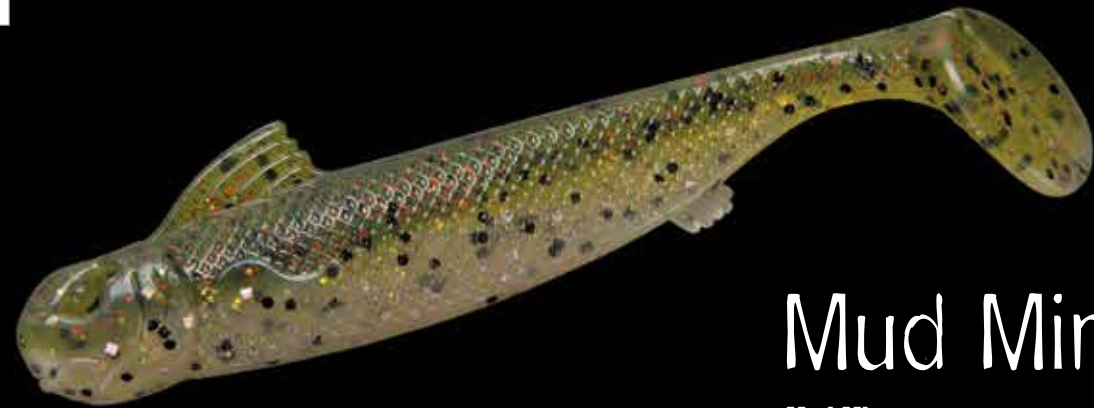
(931) SPOT TAIL MINNOW

Money Minnow			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMM2	2.5"	8	All colors shown

(932) BABY STRIPER

(925) HOLOGRAM SHAD

(934) FIRECRACKER MINNOW



Mud Minnows™

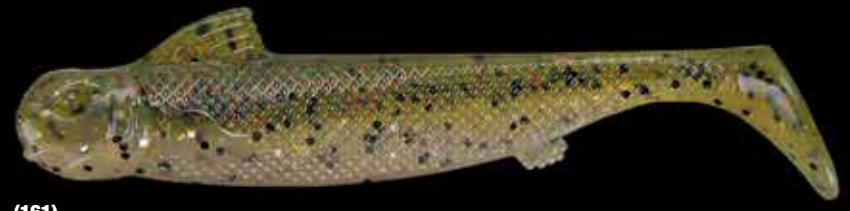
Mud Minnows

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMDM4	4"	5	All colors shown

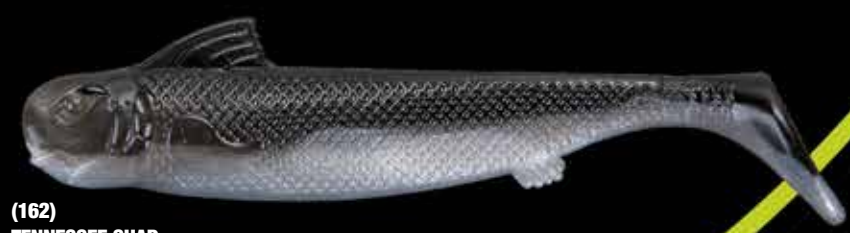
The tight wiggle, lifelike detail, and legendary toughness alone make this the perfect jig trailer. Definitely one of the deadliest baits ever to hit the water.



(160) EMERALD PEARL



(161) HOUDINI



(162) TENNESSEE SHAD



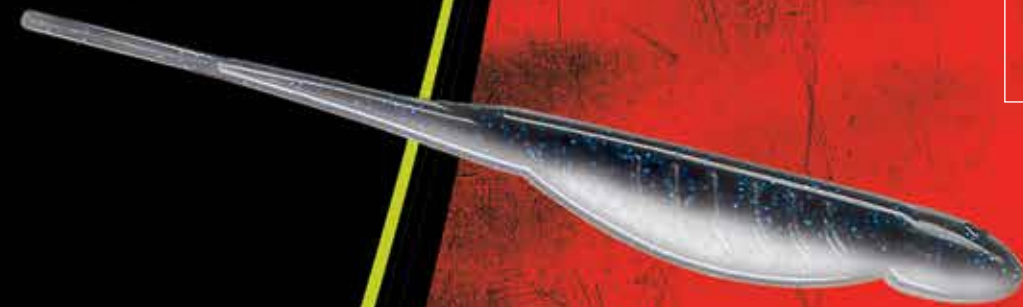
(81) PEARL SILVER FLAKE



F2 Houdini Shad™

Houdini Shad		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMHS5	5.0"	10

Available in all colors shown



(88) BLACK BLUE FLAKE PEARL



(02) WATERMELON/RED FLAKE



(09) WATERMELON SEED



(22) ARKANSAS SHINER



(32) CHARTREUSE PEPPER



(83) PEARL WHITE



(84) SMOKED SHAD



(88) BLACK BLUE FLAKE PEARL



(89) CAMO PEARL

With one twitch of the rod tip the Houdini Shad comes to life with a very erratic swimming action. This bait is unique in that you can modify the tail four ways to fit just about any presentation you need.

Quartered Paddle Tail
Imitates Spinnerbait



Full Paddle Tail
Slow Fall



Open Paddle Tail
Fast Fall



Traditional V-Tail





(74) WATERMELON PEARL

Lil' Suzie™

Lil' Suzie

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMLS4	4.25"	8	All colors shown

The YUM Lil' Suzie is infused with F2, this swimbait has the versatility to work in grass, timber, and pitches easily deep under docks and overhangs. The knobby tail swims effortlessly, making it perfect for the YUMBrella.



(02) WATERMELON RED FLAKE

(08) GREEN PUMPKIN



(09) WATERMELON SEED

(20) SMOKE RED PEPPER

(74) WATERMELON PEARL



(75) SMOKE PEARL

(83) PEARL WHITE

(164) TENKILLER



Dinger™

Actual Size

YD7
(02) WATERMELON/RED FLAKE

YD6
(04) JUNEBUG

YD5
(76) BUMBLEBEE SWIRL

YD4
(29) CAROLINA PUMPKIN CHARTREUSE



(02) WATERMELON / RED FLAKE



(04) JUNEBUG



(08) GREEN PUMPKIN



(09) WATERMELON SEED



(11) PUMPKIN PEPPER/GREEN FLAKE



(13) RED SHAD



(20) SMOKE RED PEPPER



(21) BLACK/BLUE FLAKE



(29) CAROLINA PUMPKIN/CHARTREUSE



(32) CHARTREUSE PEPPER



(33) WATERMELON CANDY



(44) GREEN PUMPKIN/PURPLE FLAKE

YUM Soft Plastics' F2 Dinger is the same Dinger that instantly became a classic bass lure, but it's made even better with the infusion of new F2 attractant and additional colors. Now this incredible lure consistently dispenses the most potent attractant on the market while working its bass-hypnotizing magic. One of the most versatile soft plastics on the market, the YUM F2 Dinger can be Texas, Carolina and wacky rigged, weighted or weightless, and catches bass when other lures fail.

Dinger			
PRODUCT NUMBER	LENGTH	BAG COUNT	AVAILABLE COLORS
YUMD4	4.0"	15	All colors
YUMD5	5.0"	12	All colors
YUMD6	6.0"	7	02, 04, 08, 09, 29, 33, 44, 59, 73, 74, 75, 76, 142, 144, 148, 152, 153, 154, 156
YUMD7	7.0"	7	02, 04, 08, 09, 29, 33, 44, 59, 73, 74, 75, 76, 142, 144, 148, 152, 153, 154, 156



(58) OZARK SMOKE



(59) GREEN PUMPKIN CHARTREUSE



(70) WATERMELON GOLD FLAKE



(72) BLACK NEON SILVER



(73) BLACK BLUE LAMINATE



(74) WATERMELON PEARL LAMINATE



(75) SMOKE PEARL LAMINATE



(76) BUMBLEBEE SWIRL



(77) BUBBLE GUM LEMON SWIRL



(78) BLACK BLUE SWIRL



(79) GLIMMER BLUE PEPPER



(81) PEARL SILVER FLAKE



(110) BLACK



(142) MARDI GRAS



(144) GREEN PUMPKIN NEON



(148) CAJUN NEON



(152) MELON PIE



(153) BAMA BUG



(154) BAMA MAGIC



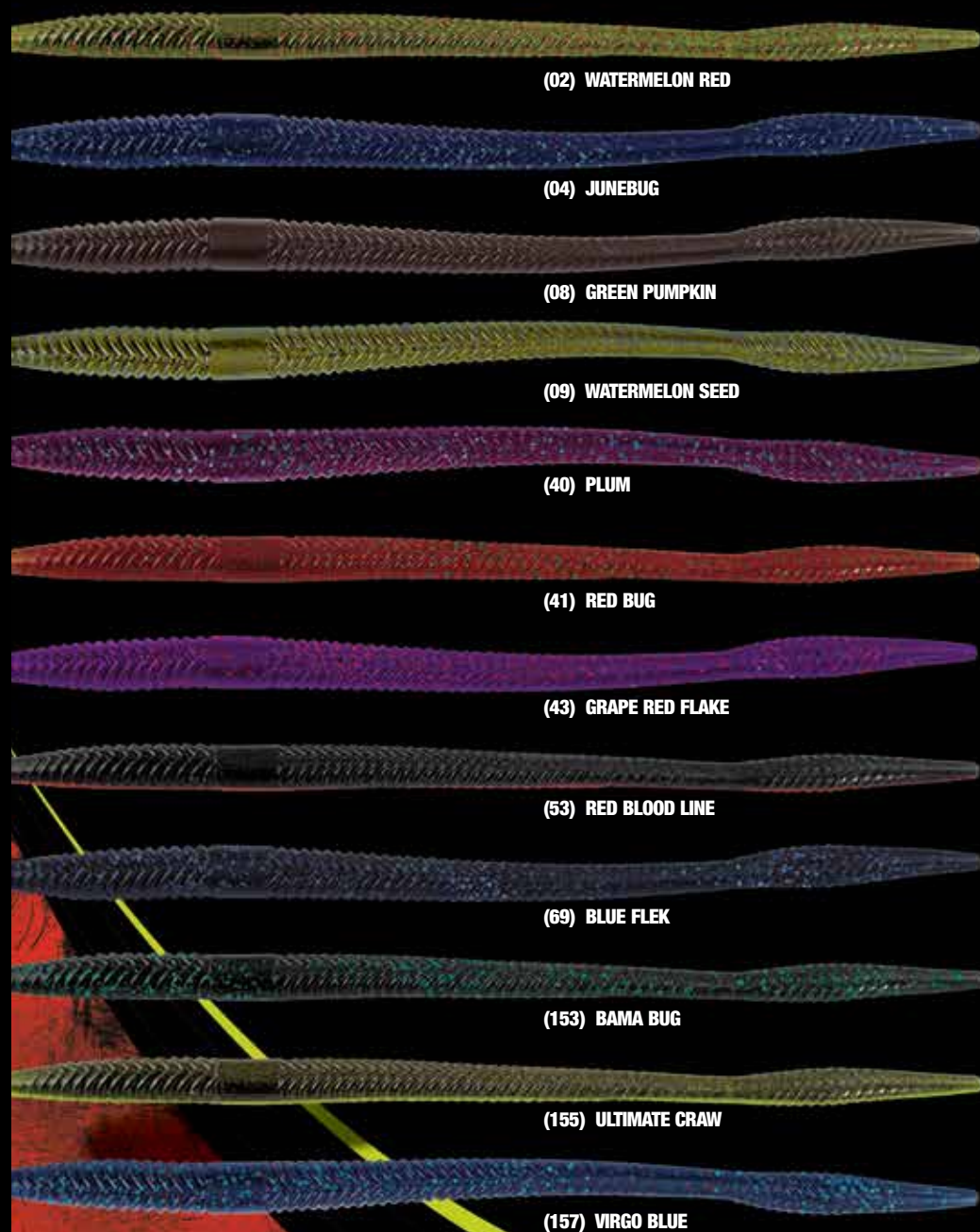
(156) BREAM

YUM's Mighty Worm is made with the infusion of new F2 attractant and bass-catching colors. Now this incredible lure consistently dispenses the most potent attractant on the market while working its bass-hypnotizing magic. The YUM Mighty™ Worm can be Texas and Carolina rigged, or used on a Pumpkin Head Jig, to catch big bass.

Mighty™ Worm

MightEE Worm

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMW4	4"	16	All colors shown
YUMMW6	6"	12	All colors shown
YUMMW10	10.5"	5	All colors shown



(08) GREEN PUMPKIN

(43) GRAPE RED FLAKE

(157) VIRGO BLUE



Shown at right rigged with the Pumpkin Head Jig.

Pumpkin Head Jig

Pumpkin Head Jig

PRODUCT NUMBER	WEIGHT	HOOK	PACK COUNT	AVAILABLE COLORS
YPEJ363	3/16 oz	3/0	3	All colors shown
YPEJ143	1/4 oz	3/0	3	All colors shown
YPEJ144	1/4 oz	4/0	3	All colors shown
YPEJ145	1/4 oz	5/0	3	All colors shown
YPEJ146	1/4 oz	6/0	3	All colors shown
YPEJ564	5/16 oz	4/0	2	All colors shown
YPEJ565	5/16 oz	5/0	2	All colors shown
YPEJ566	5/16 oz	6/0	2	All colors shown
YPEJ384	3/8 oz	4/0	2	All colors shown
YPEJ385	3/8 oz	5/0	2	All colors shown
YPEJ386	3/8 oz	6/0	2	All colors shown
YPEJ584	5/8 oz	4/0	2	All colors shown
YPEJ585	5/8 oz	5/0	2	All colors shown
YPEJ586	5/8 oz	6/0	2	All colors shown



(1) BLACK

(2) GREEN

Designed to be used in conjunction with the F2 Mighty™ Worm on page, as well as most other YUM baits. Perfect stand-up jighead for Power Shakin'! Horizontal line tie and head shape prompts the jig to stay vertical on bottom while the plastic keeper prompts easy and secure lure attachment. No other jighead keeps the bait up in the fish's face like the Pumpkin Head!



F2 Spray Attractant

F2 Spray Attractant

PRODUCT NUMBER	WEIGHT	PACK COUNT	AVAILABLE SCENTS
YA8-01	8 fl oz	1	Shad Scent
YA8-02	8 fl oz	1	Crawfish Scent
YA8-03	8 fl oz	1	Garlic Scent
YA8-04	8 fl oz	1	Shrimp Scent

Fish attracting power² – New F2 Spray Attractant. Super-charge any soft plastic bait with YUM F2 Attractant. New 8-oz spray bottle with ergonomic handle and soft trigger. Available in 4 flavors to cover any fishing situation.



Ribbontail™

(11) PUMPKIN PEPPER/
GREEN FLAKE



Ribbontail			
PRODUCT NUMBER	LENGTH	BAG COUNT	AVAILABLE COLORS
YUMRT6	6.0"	15	All Colors
YUMRT7	7.5"	15	All Colors
YUMRT10	10.0"	10	All Colors



Boogee® Tail

Boogee Tail		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMBT4	4.0"	20

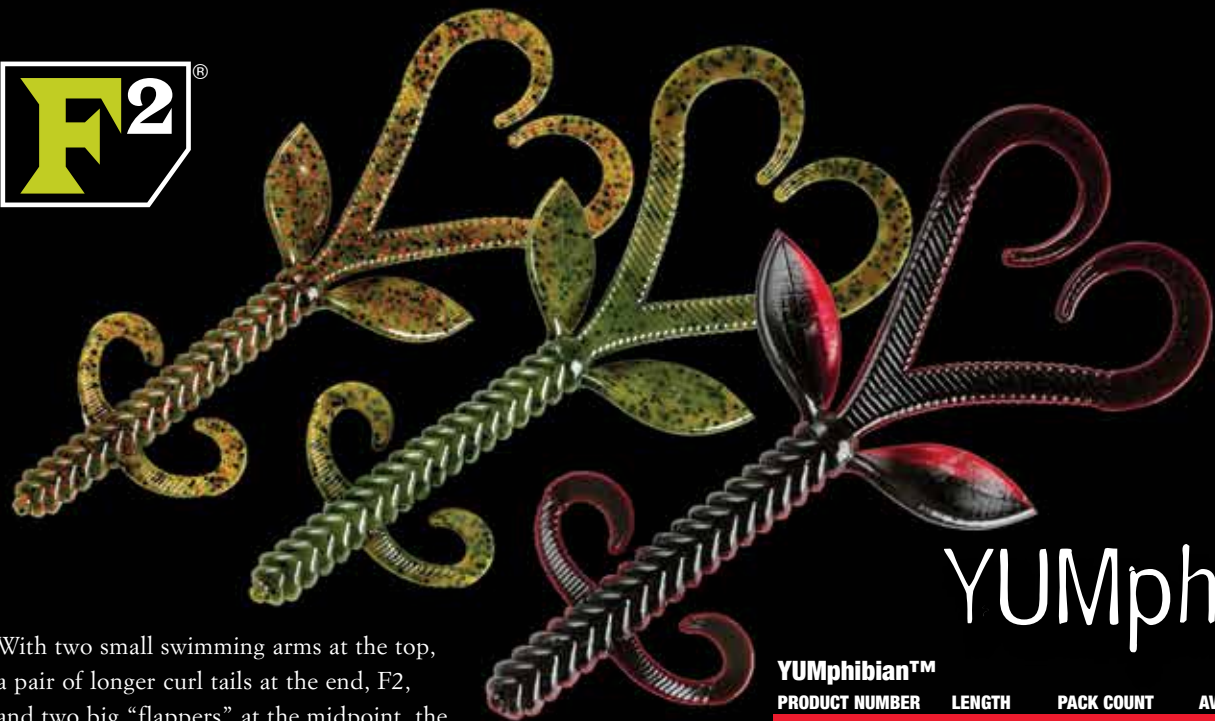
Available in all colors shown

(85) SMOKE GOLD
FLAKE



The YUM Boogee Tail is designed with multiple rings to catch water, giving the trailer an enticing "up-n-down" action. This split-tail spinnerbait trailer is super-charged with YUM F2.



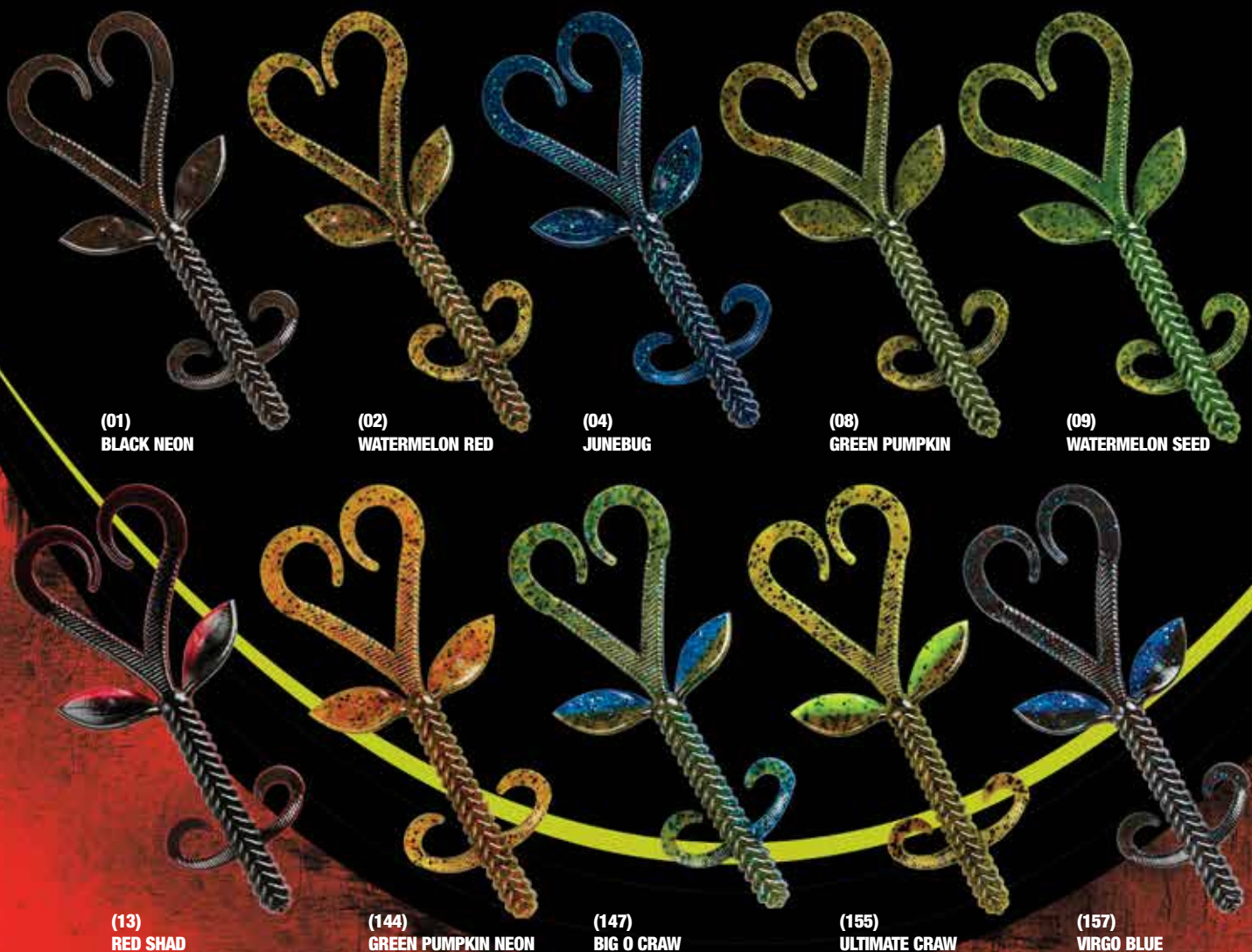


YUMphibian™

With two small swimming arms at the top, a pair of longer curl tails at the end, F2, and two big "flappers" at the midpoint, the YUMphibian never stops moving. Customize by pinching off appendages to create less water disturbance for finicky or pressured fish. Pitch it, flip it or work it deep, the YUMphibian is a whole new species of creature bait.

YUMphibian™

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMP4	4.5"	10	All colors shown
YUMP5	5.25"	8	All colors shown
YUMP6	6"	6	All colors shown



Mighty Craw™

Mighty Craw

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMYC3	3.25"	12	All colors shown

Action in slow motion describes the YUM F2 Mighty Craw. No matter how slowly you work it or how little weight is added, the Mighty Craw's elongated claws flap and move - perfect for post-front days or on pressured bass. Four added legs on the body also move to create maximum water disturbance. Mighty Craw performs when flipped, pitched, on a bare jighead or as a jig trailer.

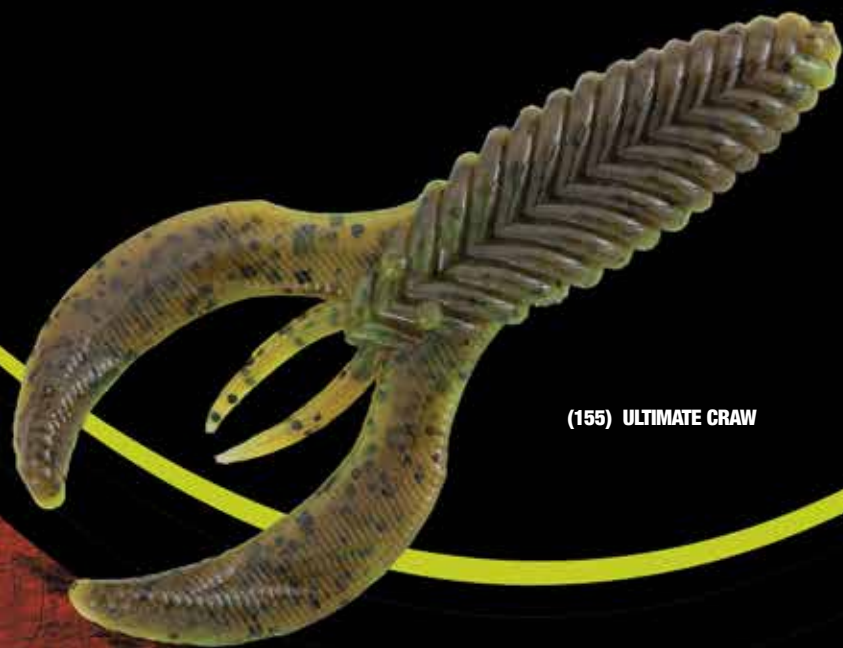




Wooly Bully™

YUM Soft Plastics' Wooly Bully is a flipper's dream bait. At 3.5-inches in length it presents a substantial profile while the narrow width provides an erratic glide and the ridged surface and frantically flailing claws create tremendous water displacement and action. To top it off, the Wooly Bully is infused with YUM F2 attractant, the most potent on the market.

Wooly Bullee			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMWB3	3.5"	8	All colors shown



(155) ULTIMATE CRAW

YUM

Mighty Bug™



(01) BLACK NEON

(02) WATERMELON RED

YUM Soft Plastics' F2 Mighty Bug is a versatile creature bait infused with the most-potent attractant on the market. The Mighty Bug features six active appendages and a tri-segmented body to produce more water displacement than any other creature bait. Four small kicking legs and two longer claw-like swimming appendages create panicked action with the slightest twitch. The segmented body causes it to undulate on the swim. Combine these fish-attracting features with the most-effective attractant and you've got a winner.

The F2 Mighty Bug creature bait comes in 3-inch and 3.75-inch versions and all of the most productive colors. The F2 Mighty Bug can be Texas rigged and cast, pitched or flipped, Carolina rigged, threaded on a jighead and a variety of other hooking methods and fishing techniques.

Mighty Bug			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMB3	3.0"	10	All colors shown
YUMMB4	3.75"	8	All colors shown



The claws on a crawfish are always moving. Likewise, the claws on the F2 enhanced YUM Craw Chunk are oversized yet thin, with thicker, ribbed ends so they undulate with every movement of the rod or smallest breath of current. They're attached to a realistic, meaty, body perfect for use as a jig trailer or for flippin' and pitchin' on a Texas rig.

Craw Chunk™

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMCC2	2.75"	10	All colors shown
YUMCC3	3.75"	8	All colors shown



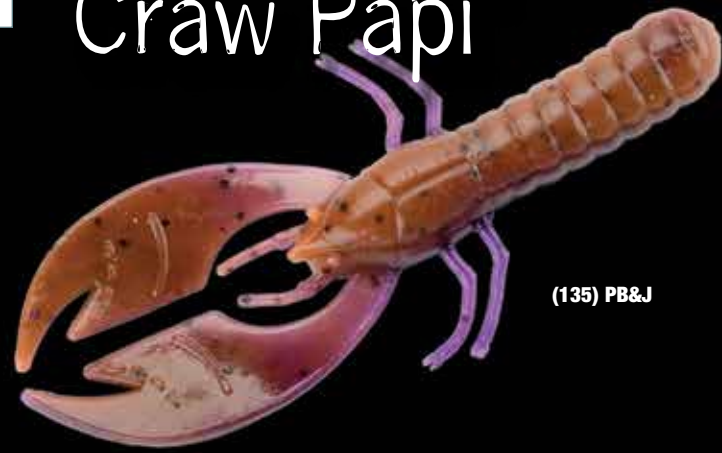
Wooly Bug™

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMW3	3.25"	12	See below.
Available Colors: 01, 02, 06, 08, 44, 143, 155, 156, 157			
YUMW4	4.25"	8	All colors shown

The F2 Wooly Bug has it all – great action, big water displacement, enticing glide, bass-catching profile and the most effective attractant on the market infused during the molding process. The total-package creature bait is fantastic flipping, pitching or simply bumping bottom on a Texas rig for largemouth and smallmouth bass.



Craw Papi™



(135) PB&J

Craw Papi			
PRODUCT NUMBER	LENGTH	BAG COUNT	AVAILABLE COLORS
YUMCP2	2.75"	12	All colors except 148
YUMCP3	3.75"	10	All colors

The **Craw Papi** is durable, yet velvety soft to the touch. It has one of the most realistic shapes of any slim profile crawfish imitation. The natural, oversized pinchers, are filled with action. Because the Craw Papi features a solid tail, it makes a great jig trailer and can be equally effective on a Carolina or Texas rig.



(01) BLACK NEON



(44) GREEN PUMPKIN PURPLE FLAKE



(155) ULTIMATE CRAW



(02) WATERMELON RED FLAKE



(135) PB&J



(156) BREAM



(06) CRAWDAD



(143) BLACK BLUE SHADOW



(157) VIRGO BLUE



(08) GREEN PUMPKIN



(148) CAJUN NEON™

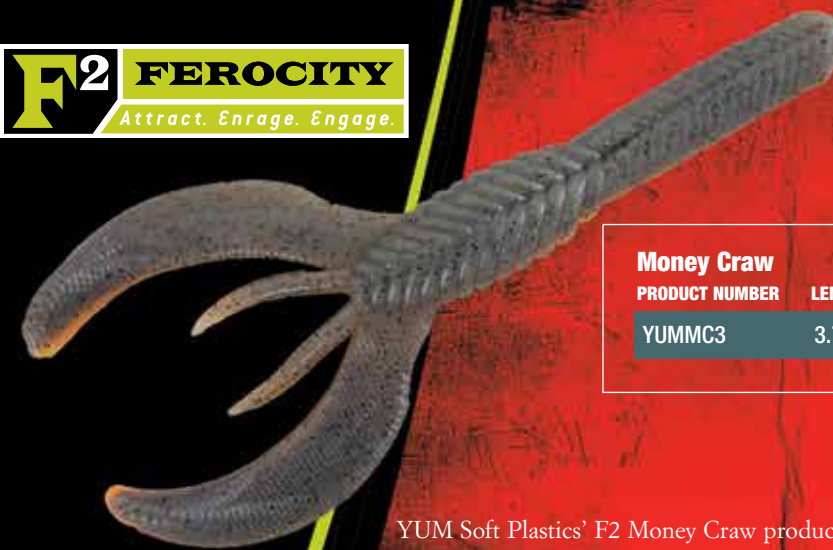


(159) VIRGO RED



(153) BAMA BUG

Money Craw™



(06) CRAWDAD

Money Craw			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMC3	3.75"	8	All colors shown

YUM Soft Plastics' F2 Money Craw produces more water displacement and vibration than any other soft plastic craw with its paddle-like claws, and now that it's infused with the most potent attractant on the market, bass can't resist. The Money Craw comes in a 3.75-inch size and color patterns that bass anglers trust. In short, the Money Craw is the go-to for jig trailers, Texas rigs, Carolina rigs and more. YUM F2 just took over the top spot in bass attractants. It's documented. It's been proven in the strictest clinical scientific testing that bass prefer F2.



(01) BLACK NEON



(09) WATERMELON SEED



(149) COOTER BROWN



(04) JUNEBUG



(13) RED SHAD



(154) BAMA MAGIC



(06) CRAWDAD



(143) BLACK BLUE SHADOW



(155) ULTIMATE CRAW



(08) GREEN PUMPKIN



(147) BIG O CRAW™



(157) VIRGO BLUE



(148) CAJUN NEON



CrawBug®

A crawfish is to a bass what a steak is to a cowboy — the ultimate meal. The YUM CrawBug is nature re-created. This bait is designed with three-dimensional features never before seen in a soft plastic lure. Amazingly realistic detail, a specially designed hollow body and super-soft texture combine to imitate a fleeing crawfish perfectly. Add in our F2 Attractant and you have the most lifelike crawfish imitation ever designed. **Flip it, rig it or jig it. This bait does its job.**

CrawBug

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMCB2	2.5"	10
YUMCB3	3.25"	8

Available in all colors shown



(01) BLACK NEON



(07) CAROLINA PUMPKIN



(10) GREEN PUMPKIN TEXAS RED



(02) WATERMELON RED FLAKE



(08) GREEN PUMPKIN



(12) BLACK BLUE



(06) CRAWDAD



(09) WATERMELON SEED



(59) GREEN PUMPKIN CHARTREUSE



(10) GREEN PUMPKIN TEXAS RED

Gonzo Grub

Gonzo Grub

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMGG4	4.0"	10

Available in colors shown

Excellent for both largemouth and smallmouth. The twintail skirted Gonzo Grub is designed to be fished on a standard or football style jighead. Super-charged with our F2 Attractant, the Gonzo Grub's skirt and body are molded as one piece ensuring consistent product quality.



(09) WATERMELON SEED



(02) WATERMELON RED FLAKE



(21) BLACK BLUE FLAKE



(09) WATERMELON SEED



(32) CHARTREUSE PEPPER



(11) PUMPKIN PEPPER/GREEN FLAKE



(81) PEARL SILVER FLAKE



(18) GREEN PUMPKIN



(136) GREEN PUMPKIN ORANGE FLAKE

Wooly HawgCraw™



(04) JUNEBUG

Wooly HawgCraw

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWHC4	4.0"	8

Available in colors shown

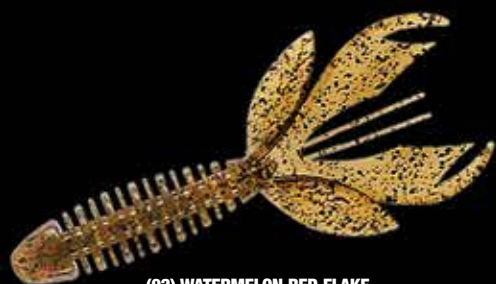
Excellent bait for flipping and pitching—the Wooly HawgCraw is compact but swims through the water with an unbelievable crawfish profile.



(01) BLACK NEON



(09) WATERMELON SEED



(02) WATERMELON RED FLAKE



(13) RED SHAD



(04) JUNEBUG



(14) DARK GRASSHOPPER



(08) GREEN PUMPKIN



Wooly Hawgtail™

Wooly Hawgtail

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWH2	3.0"	10

Available Colors: 01, 02, 08, 09, 11, 12, 13, 14, 15, 17, 33, 70

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWH3	4.5"	8

Available Colors: 01, 02, 05, 08, 09, 11, 12, 13, 14, 15, 17, 29, 33, 70

As the only creature bait you'll ever need, the Hawgtail fits its name. This is a big-time big-fish bait. It works equally well on a Carolina rig, or pitched and flipped on a Texas rig. The Hawgtail produces massive action and the Wooly body makes it truly unique.



(01) BLACK NEON



(11) PUMPKIN PEPPER GREEN FLAKE



(02) WATERMELON RED FLAKE



(12) BLACK BLUE



(05) RED SHAD GREEN FLAKE



(13) RED SHAD



(08) GREEN PUMPKIN



(14) DARK GRASSHOPPER



(17) FIRETIGER



(33) WATERMELON CANDY



(09) WATERMELON SEED



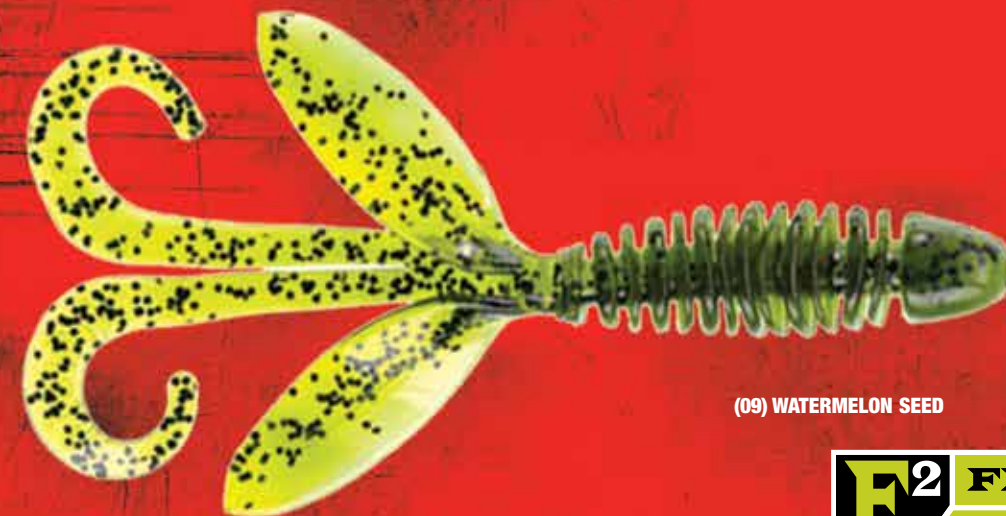
(15) DARK WATERMELON



(29) CAROLINA PUMPKIN CHARTREUSE



(70) WATERMELON GOLD FLAKE



(09) WATERMELON SEED



Zellamander®



(01) BLACK NEON



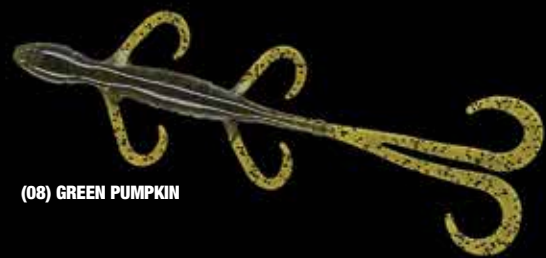
(02) WATERMELON/RED FLAKE



(04) JUNEBUG

Zellamander		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMZL7	7.0"	10

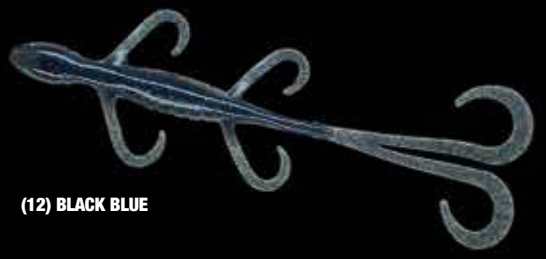
Available in all colors shown



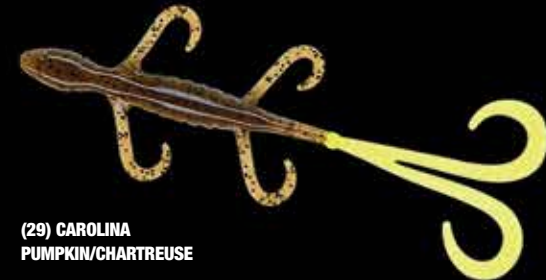
(08) GREEN PUMPKIN



(09) WATERMELON SEED

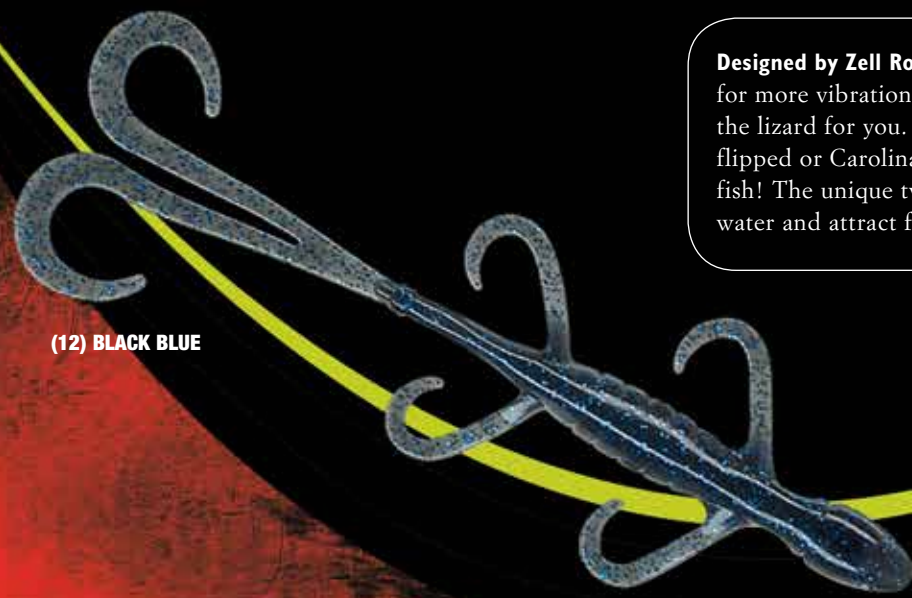


(12) BLACK BLUE



(29) CAROLINA PUMPKIN/CHARTREUSE

Designed by Zell Rowland. When you are looking for more vibration and a larger profile, this is the lizard for you. The 7" Zellamander can be flipped or Carolina rigged especially for big fish! The unique twin tail design will move more water and attract fish from further distances.



(12) BLACK BLUE

Salleemander™



(143) BLACK BLUE SHADOW

Salleemander			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMSM6	6.0"	8	All colors shown

YUM Soft Plastics' F2 Salleemander features swimming action never before seen from a soft plastic lizard, and because it's infused with F2 attractant it continuously releases the most potent attractant on the market. With four crawling-action legs and a paddle tail that creates a realistic swimming action to the entire lizard, the Salleemander creates tremendous water displacement. The 6-inch Salleemander is perfect for Carolina rigs and Texas rigs, but also catches bass weightless worked over grass or retrieved just under the surface.



(01) BLACK NEON



(02) WATERMELON RED



(04) JUNEBUG



(08) GREEN PUMPKIN



(09) WATERMELON SEED



(29) CAROLINA PUMPKIN CHART



(143) BLACK BLUE SHADOW



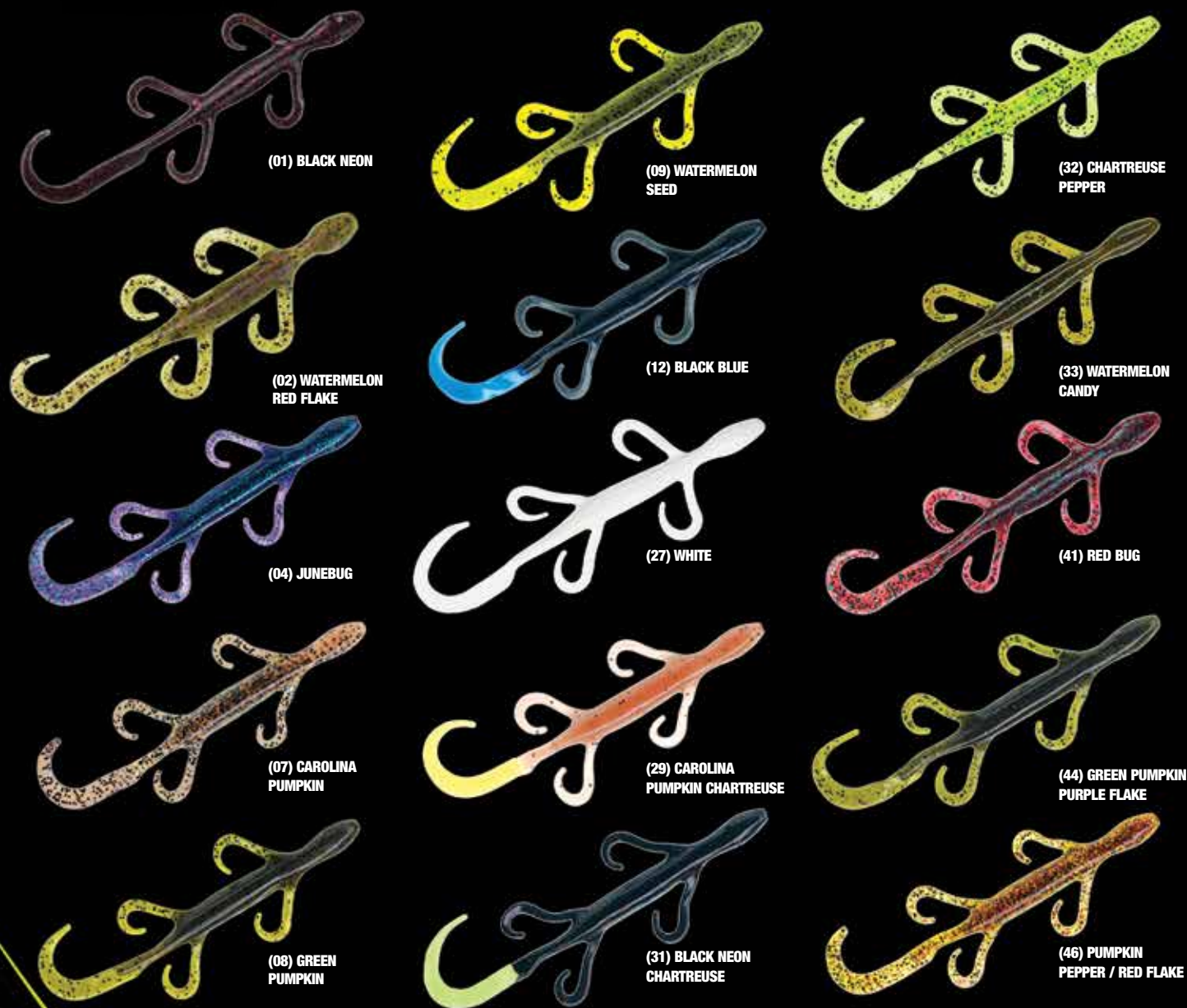
(148) CAJUN NEON



(155) ULTIMATE CRAW



Lizard™



The YUM Lizard's legs and thin ribbon tail produce an irresistible swimming action. Equally important in this lizard is the super soft texture that ensures solid hooksets and lifelike color reproduction. This isn't just a springtime bait. It's an anytime bait.



Lizard			
PRODUCT NO.	LENGTH	BAG COUNT	AVAILABLE COLORS
YUML4	4.0"	15	See below.
Available Colors: 02, 04, 08, 09, 27, 29, 44			
YUML6	6.0"	10	All colors

2ube™

2ube			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMT4	4"	10	All colors shown

YUM's 4-inch F2 2ube features the supple-but-tough soft plastic anglers depend on and the addition of F2 Attractant to prompt bass to hit and hold on. All-natural F2 was independently tested to be 30 percent more effective than the leading brand, and it's infused into the baits during molding for consistent, constant scent dispersal.



(163) PEPPER SHAD





Designed by top walleye circuit pros, the wide curl tail produces fish-attracting vibration and action. Like all YUM baits, the Walleye Grub is fortified with YUM F2 attractant to trigger even the finicky glassseye. Fish it vertically over the flats on a jighead, or in combination with live bait and you're sure to put some 'eyes in the boat.

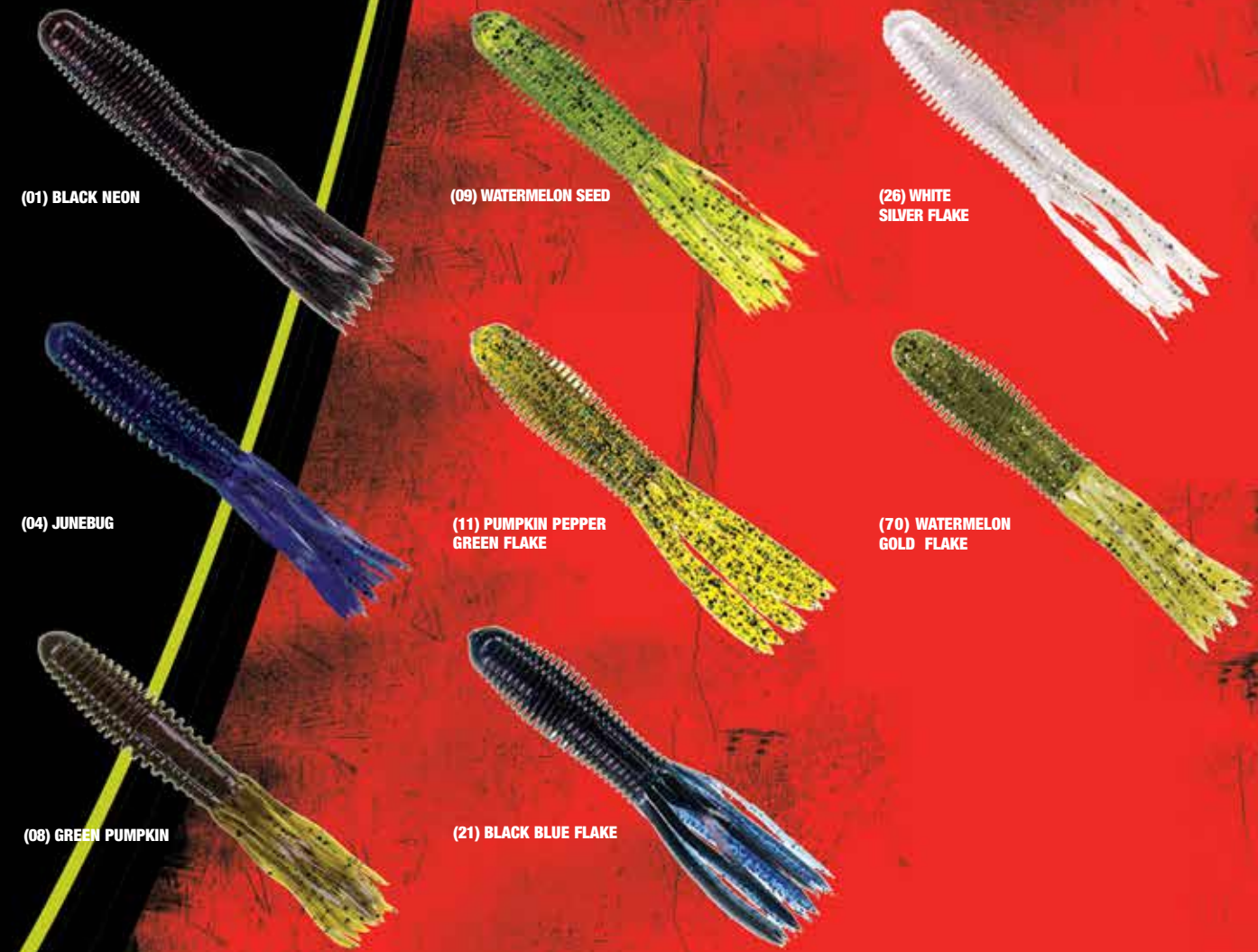
Walleye Grub		
PRODUCT NO.	LENGTH	BAG COUNT
YUMWG3	3.0"	15
YUMWG4	4.0"	15

Available in all colors shown

(106) BUMBLE BEE



Walleye Grub™



The most unique tube on the market, Vibra King Tubes are fully injected for excellent product consistency. The fine ribs create a unique feel and vibration and it also features a solid head for added durability and use with a Florida-rig weight.

Vibra King Tube		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMVK4	4.25"	8

Available in all colors shown

(08) GREEN PUMPKIN



The Vibra King Tube is great on heavy line—punch it through the grass or pitch it in the bushes. Fish the Vibra King Tube on a light wire, wide gap hook and it's the perfect offering for clear-water smallmouths and sight-fishing for largemouths.

Vibra King® Tube



Money Fry™

Actual Size

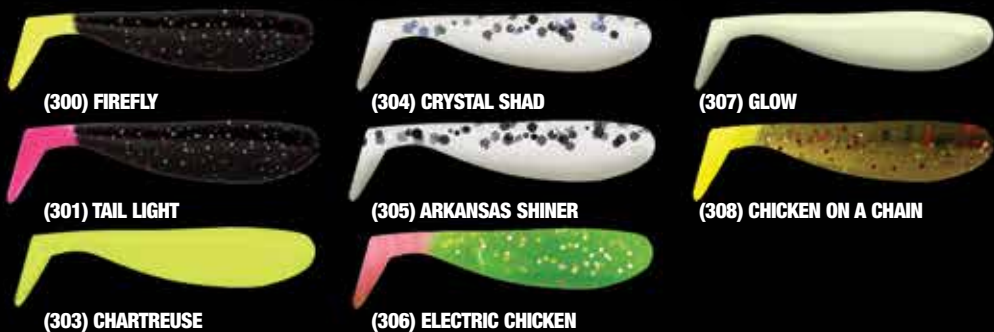


(305) ARKANSAS SHINER

2" Money Fry

PRODUCT NO.	LENGTH	BAG COUNT
YUMMF2	2"	9

Available in all colors



2UBE™



(300) FIREFLY

2" 2ube

PRODUCT NO.	LENGTH	BAG COUNT
YUMT2	2"	10

Available in all colors



1.5" Teeny Shad

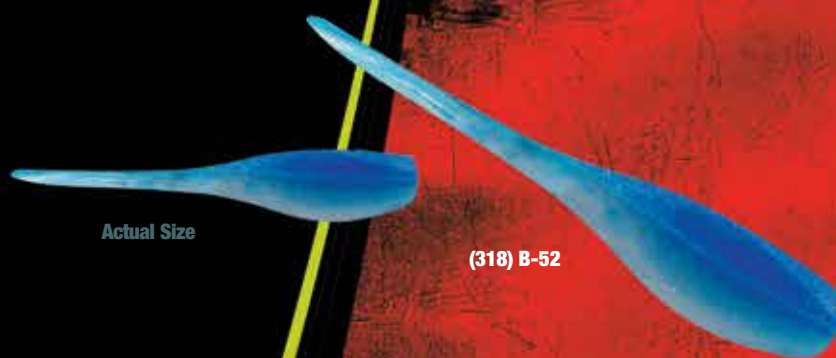
PRODUCT NO.	LENGTH	BAG COUNT
YUMTS1	1.5"	12

Available in all colors

Teeny Shad™



Actual Size



Actual Size

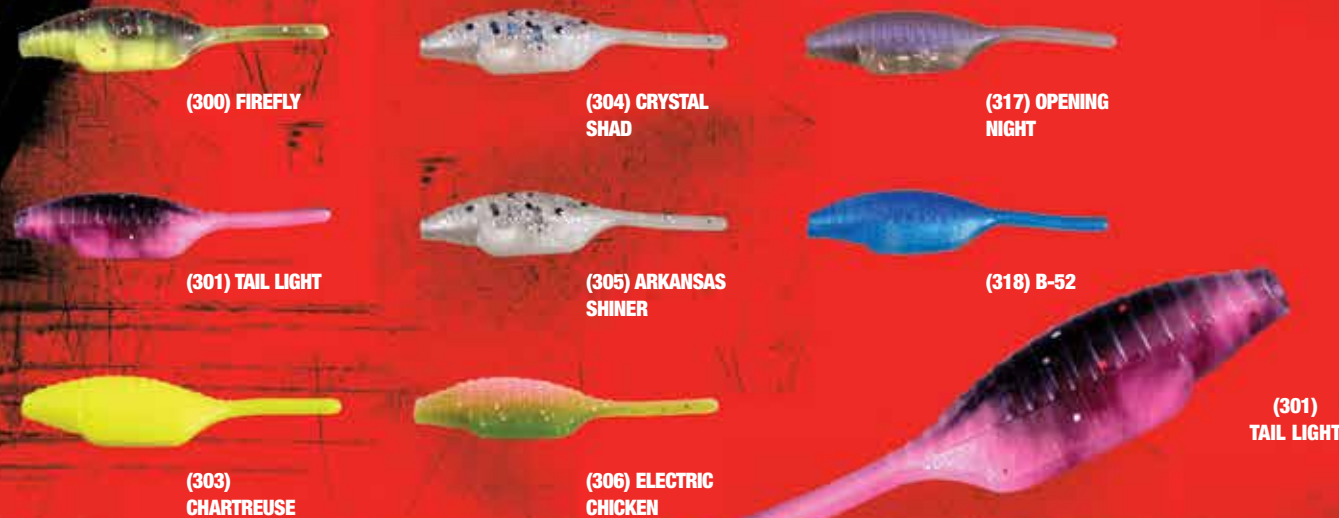
(318) B-52

Houdini Fry™

2" Houdini Fry

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMHF2	2.0"	18

Available in all colors



1.5" Tad Fry

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMTF1	1.5"	18

Available in all colors

Actual Size

Tad Fry™

Wooly Bee™

YUM Wooly Baits and Grubs are effective for crappie, walleye and all other panfish. They have oversized tails and ribs that create a unique vibration and cause a tremendous water displacement. Competitive crappie anglers have confidence in all YUM baits because they're super-charged with F2.



2" Wooly Bee

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWBE2	2.0"	8

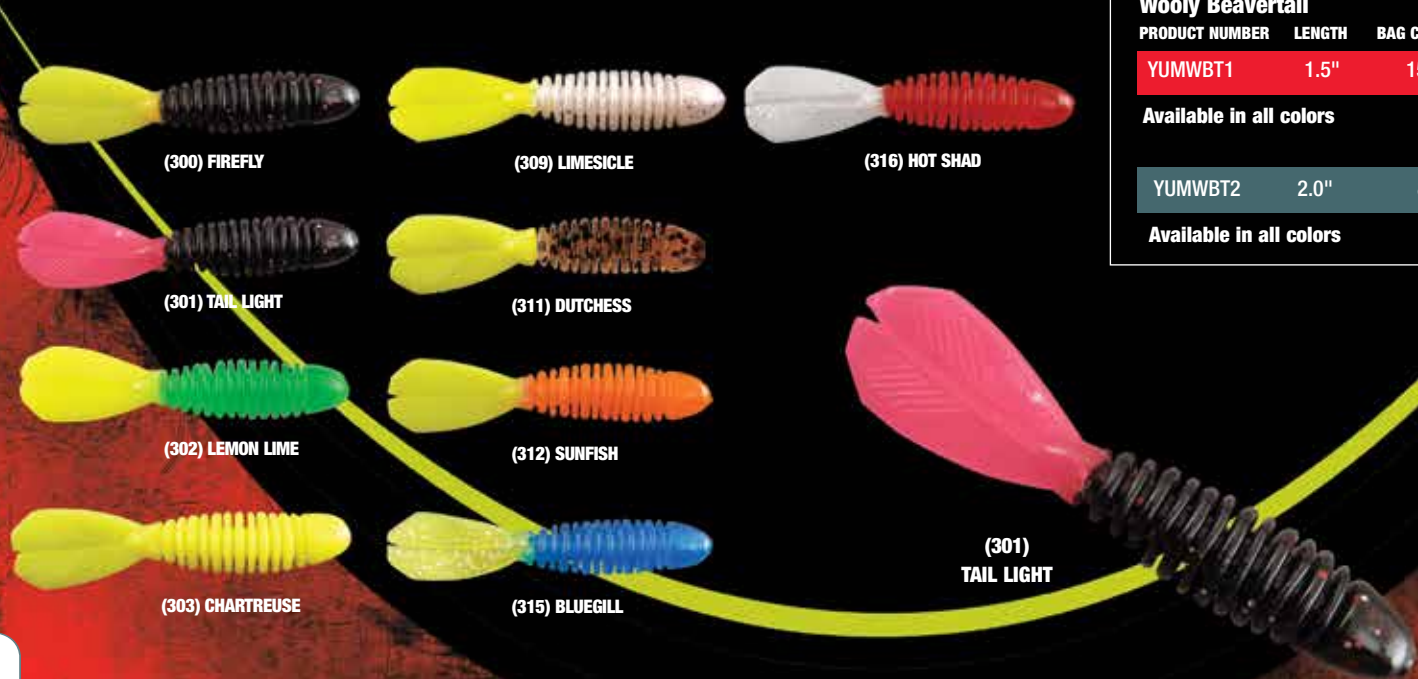
Available in all colors

The Beavertail creates an unusual profile in the water. It features a unique large-rib design for great vibration and a very thick head for easy rigging.

Wooly Beavertail

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWBT1	1.5"	15
YUMWBT2	2.0"	8

Available in all colors



Wooly Beavertail™

Wooly Curltail™

Wooly Curltail

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWCT1	1.5"	15
YUMWCT2	2.0"	8

Available in colors shown

Available in all colors



Wooly Tube

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWT1	1.5"	15

Available in all colors

Actual Size

Wooly Tube™



LWYMH3

Structured, low vis, 3D embroidered logo, one size fits most Velcro closure hat from the makers of The Game® Caps



LWYMH4

High quality structured, low-vis, hat from the makers of The Game®. With 3D embroidered logo on the front. One size fits most Velcro® strap.



LWYMH2

High quality, low-profile mesh hat with 3D embroidered logo. Cool and breathable. One size fits most.



LWYMO010M

Structured, low vis, 3D embroidered logo, sandwich bill hat from the makers of The Game® caps, 1 size fits most Velcro® strap



YUM Red FMJ Shirt

PRODUCT NUMBER	COLOR	SIZE
LWYMSST1-S	Red	Small
LWYMSST1-M	Red	Medium
LWYMSST1-L	Red	Large
LWYMSST1-XL	Red	XL
LWYMSST1-2XL	Red	2XL
LWYMSST1-3XL	Red	3XL

80% Cotton - 20% Polyester



YUM Red Gildan Shirt

PRODUCT NUMBER	COLOR	SIZE
LWYMRTS-S	Red	Small
LWYMRTS-M	Red	Medium
LWYMRTS-L	Red	Large
LWYMRTS-XL	Red	XL
LWYMRTS-2XL	Red	2XL
LWYMRTS-3XL	Red	3XL
LWYMRTS-4XL	Red	4XL

80% Cotton - 20% Polyester



YUM Red Sport-tek Shirt

PRODUCT NUMBER	COLOR	SIZE
LWYMDMT-S	Red	Small
LWYMDMT-M	Red	Medium
LWYMDMT-L	Red	Large
LWYMDMT-XL	Red	XL
LWYMDMT-2XL	Red	2XL
LWYMDMT-3XL	Red	3XL

80% Cotton - 20% Polyester



Hooded Pullover

PRODUCT NUMBER	COLOR	SIZE
LWYMH01-L	Red	Large
LWYMH01-XL	Red	XL
LWYMH01-2XL	Red	2XL

80% Cotton - 20% Polyester



Banner

PRODUCT NUMBER	COLOR	SIZE
UW10387	Red	4.5 ft. x 2.5 ft.

Made of Red, weatherproof Tyvek®. Grommet in each corner. Color logo printed with weather resistant ink.



Vinyl Decal

PRODUCT NUMBER	SIZE	DESC.
LWYMD1	7" x 1 1/2"	Individually UPC'd

Made of diecut vinyl. Printed with weather resistant ink. To get a bundle of 25 decals, order 25 qty of LWYMD1.