

YUM[®]

2013 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™

NEW! 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, un-natural 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™

NEW! 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.

YUMBrella™

YUMB5FL - Foxy Lady

YUMB5TS - Tennessee Special

YUMBrella™ NO RATTLE

YUMB5FLNR - Foxy Lady

YUMB5TSNR - Tennessee Special

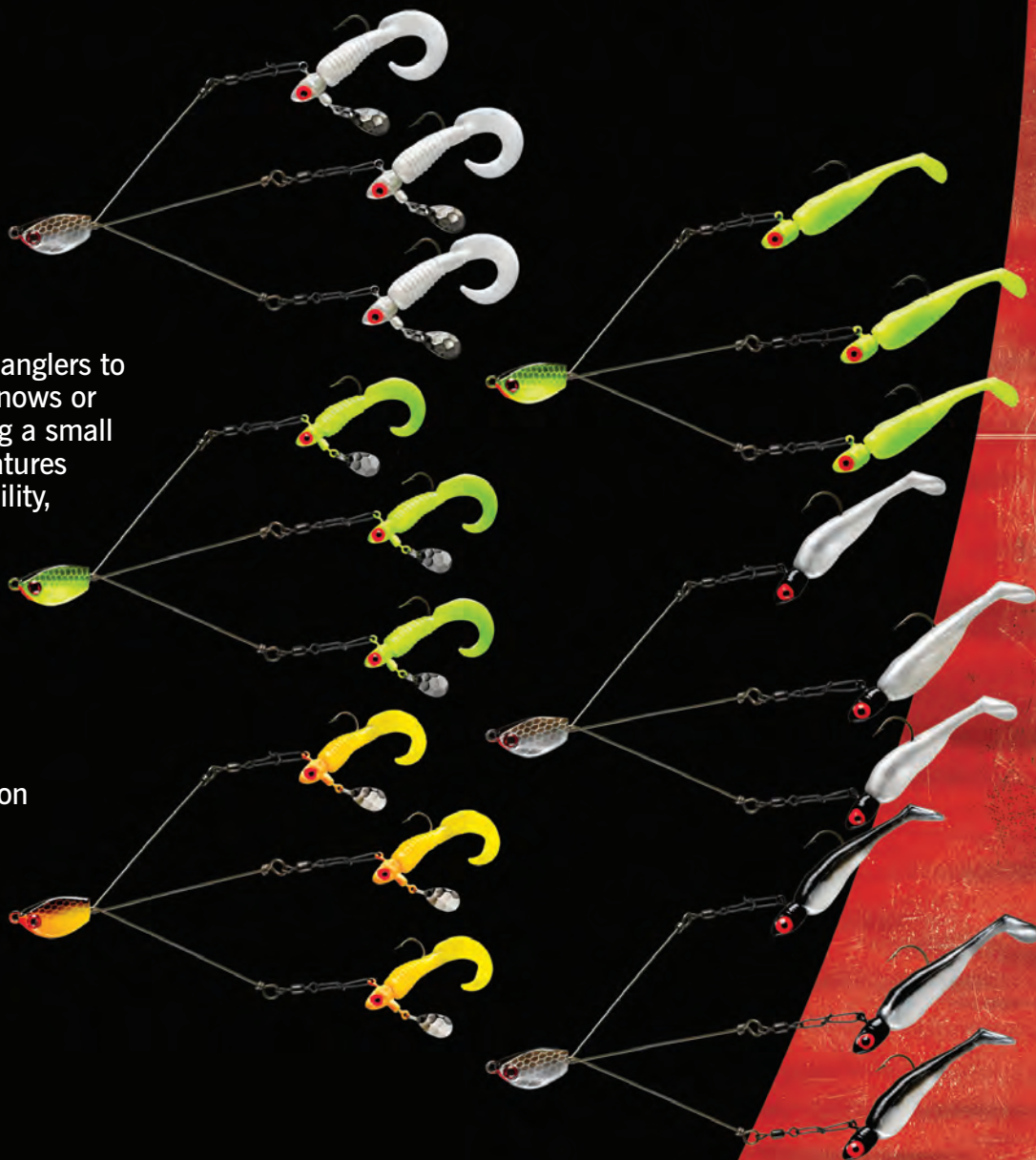
Bait School Technology™

NEW! 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-tempered 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 it's for 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™

NEW! 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 swimbaits 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.

Whether it's for areas where only 3 hooks are allowed or as a more-subtle bait school presentation, the YUMbrella 3-Wire Kit lets anglers grab it and go catch fish.



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™

NEW! 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 added 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 Willow Leaf blades.

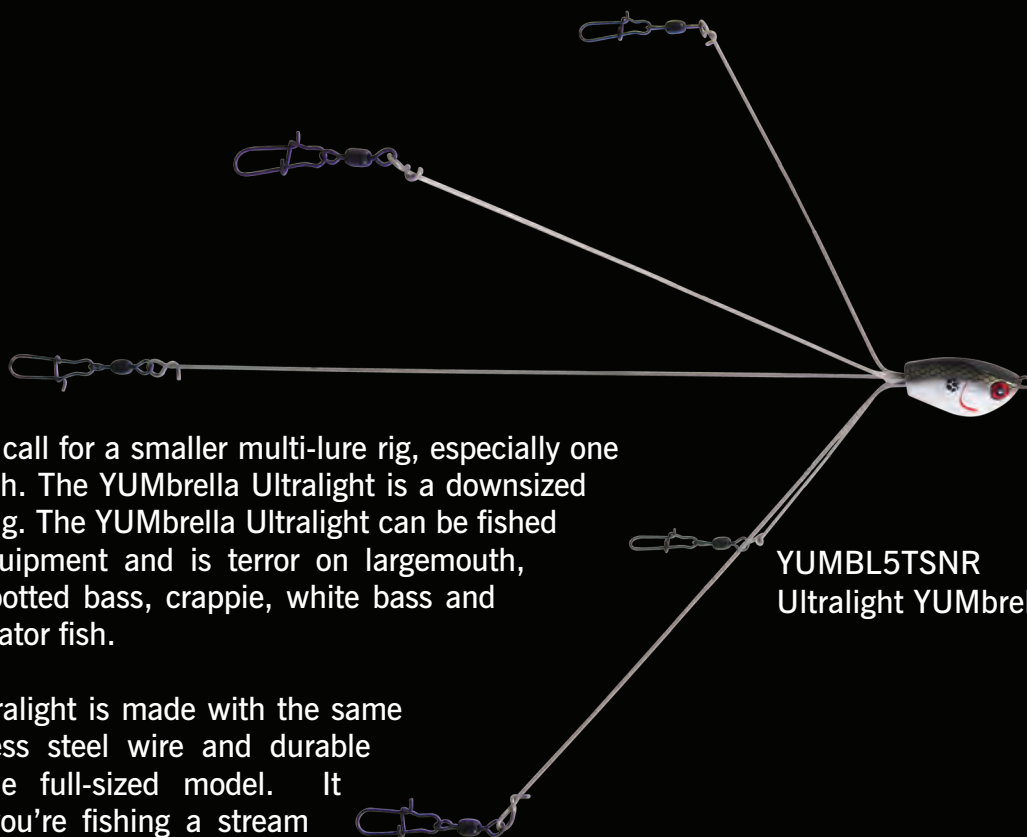
YUMbrella™ Flash Mob™
YUMBWSB5TSNR - Tennessee Special



Bait School Technology™

YUMBrella™

NEW! Ultralight



YUMBL5TSNR
Ultralight YUMBrella™

Plenty of instances call for a smaller multi-lure rig, especially one with this much flash. 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.

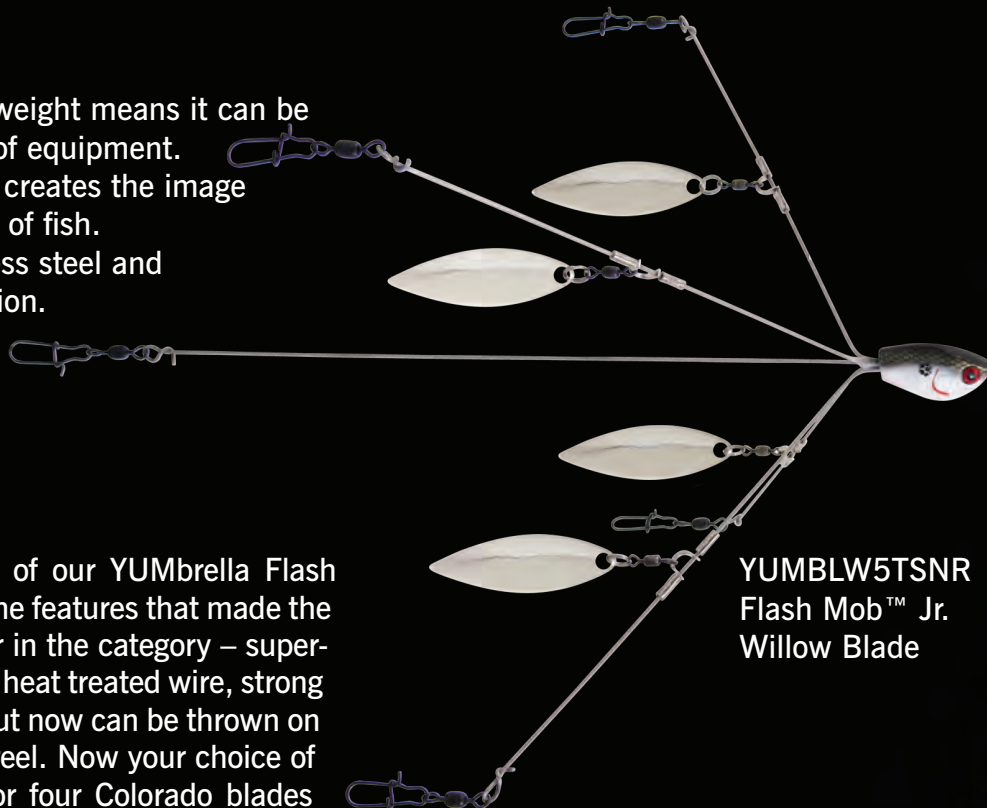
The YUMBrella Ultralight is made with the same super-tough stainless steel wire and durable connections as the full-sized model. It doesn't matter if you're fishing a stream for smallmouth, a reservoir during the shad spawn, or a pond for crappie, the YUMBrella Ultralight creates the illusion of a small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

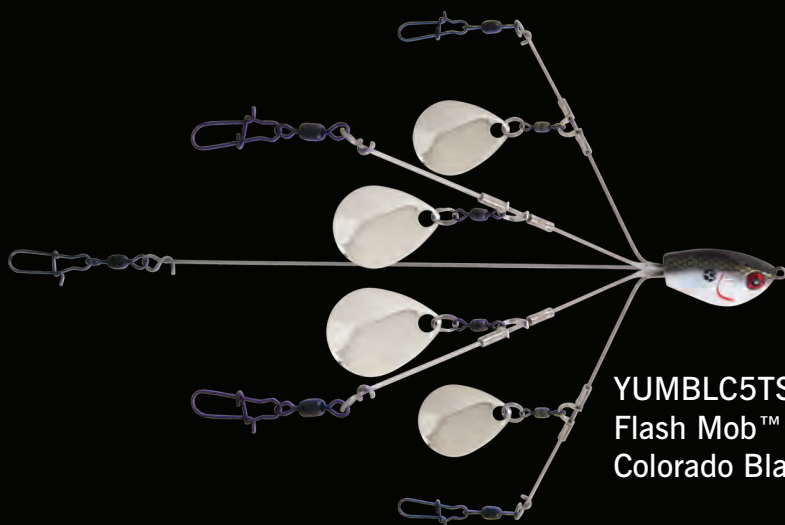
NEW! Flash Mob™ Jr.

- 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.



YUMBLW5TSNR
Flash Mob™ Jr.
Willow Blade

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 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.



YUMBLC5TSNR
Flash Mob™ Jr.
Colorado Blade



Bait School Technology™

YUMBrella™

NEW! Money Head™ Jig

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 two sizes, with hook sizes matched to the most common size swimbaits used on multi-lure rigs. The 3/16-ounce Money Head has a 3/0 hook, perfect for 3.5-inch Money Minnows®. The 1/4-ounce Money Head features a 5/0 hook for 5-inch swimbaits. Plus, each package contains 5 Money Heads to fully rig your YUMBrella.

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



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

Bait School Technology™
YUMbrella™
NEW! 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

Money Minnow®

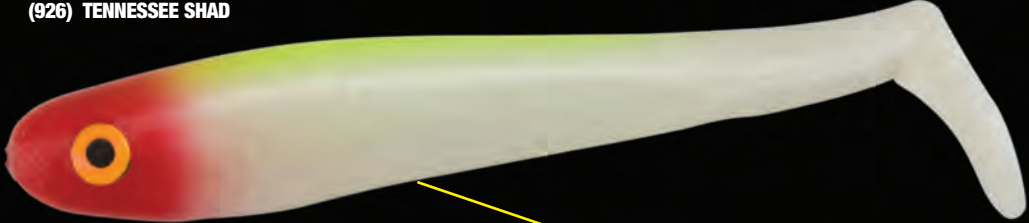
Money Minnow			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMM3	3.5"	5	All colors shown except 923
YMM5	5.0"	4	Available in all colors shown
YMM6	6.5"	3	Available in all colors shown



(925) HOLOGRAM SHAD

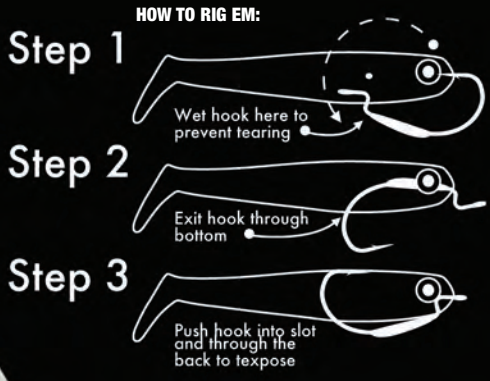


(926) TENNESSEE SHAD



(921) CLOWN

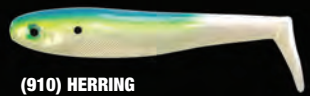
Built in hook slot for easier and more consistent rigging.



(921) CLOWN



(923) TILAPIA



(910) HERRING



(924) HITCH



(918) AYU



(925) HOLOGRAM SHAD



(900) RAINBOW TROUT



(907) PEARL/CHARTREUSE BACK



(919) RIVER SHAD



(926) TENNESSEE SHAD



(906) PEARL



(909) PEARL/BLACK BACK



(920) BLUEGILL



(927) FOXY SHAD™

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.

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.



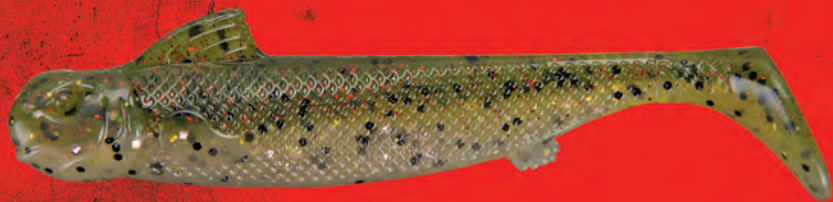
NEW! Mud Minnows™

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

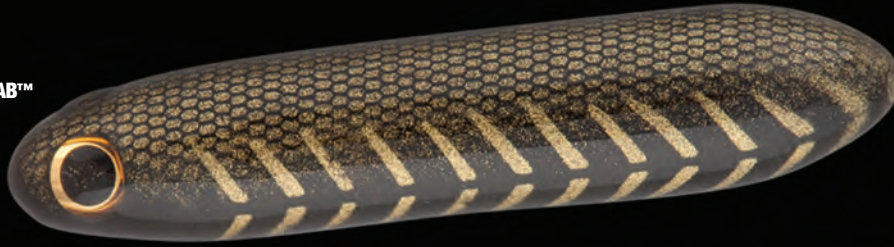


(81)
PEARL SILVER FLAKE

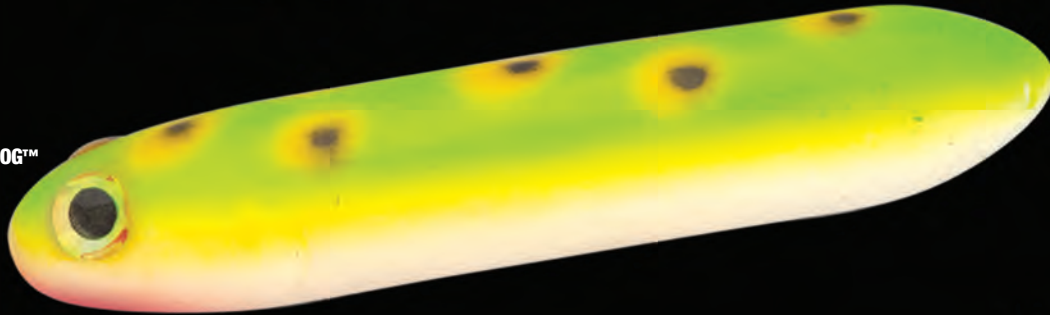


Money & Hound™

(934) BLACK LAB™



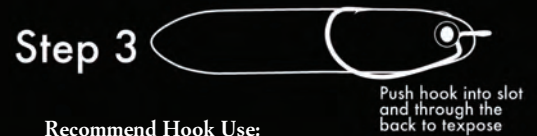
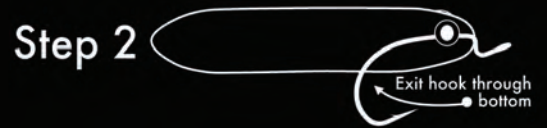
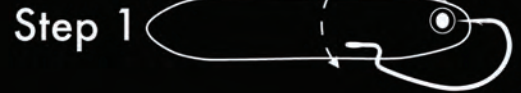
(935) BULLDOG™



Money Hound			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMH3	3.5"	4	All colors shown
YMH4	4.25"	4	All colors shown

That's right, a weedless topwater that walks the dog. Throw it in the slop. Throw it into heavy cover – at night! Throw it in the buck brush. Heck, throw it over dock cables, and it wags and zips back and forth like a happy puppy's tail. The belly slit ensures positive hook-ups when rigged Texas style. High-flotation material and beautiful color patterns seal the deal.

HOW TO RIG 'EM:



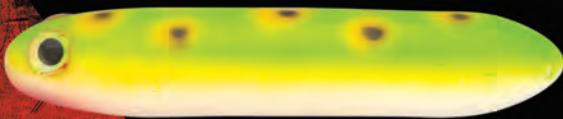
Recommend Hook Use:
Use wide gap worm hook.
Use 5/0 for 3.5" & 7/0 for 4.25"



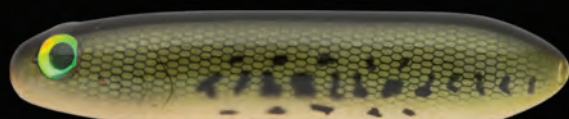
(934) BLACK LAB™



(937) HOT DOG™



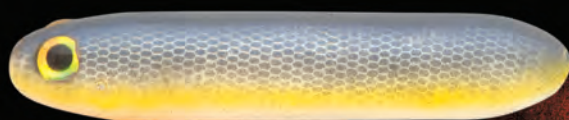
(935) BULLDOG™



(938) POOCH™



(936) OL' YELLA™



(939) FOXY DOG™



(928) GIZMO™

HOW TO RIG 'EM:

Step 1



Step 2



Step 3



Individually hand painted belly patterns

Using tremendous water displacement “paddles” like the Money Craw, the Money Frog pushes water like nobody’s business, and attracts bass from long distance. It can be worked like a buzzbait over weeds and cover, waked to produce a huge bulge, swam and killed, as a big trailer on a jig or a variety of other ways. Beautiful hand-painted color patterns and the belly slit that prompts sure hooksets, the Money Frog puts you in the money.

Money Frog

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YMF4	3.75"	4	All colors shown

Recommend Hook Use: 5/0 wide gap worm hook.

(928) GIZMO™

(930) EL JEFÉ™

(929) SKIPPY™

(931) DART FROG™

(932) YELLA BELLY™

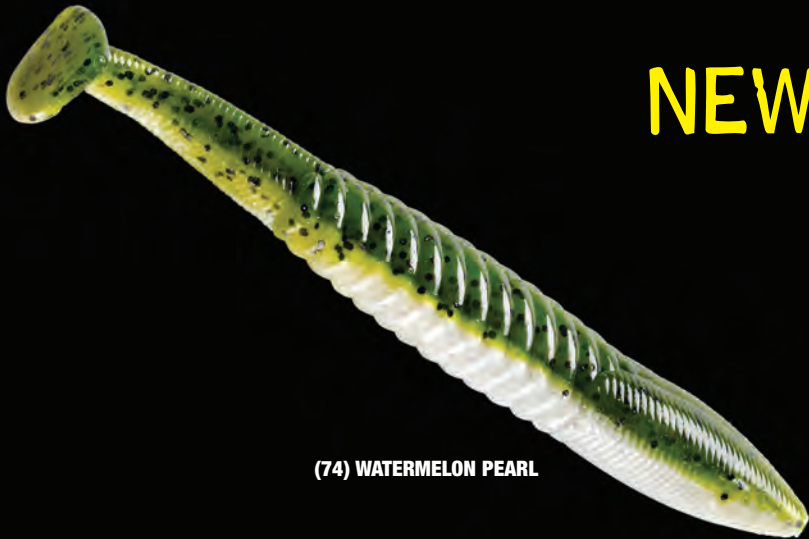
(933) IGGY™

NEW! Lil' Suzee™

Lil' Suzee

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

The YUM Lil' Suzee is designed with influence from one of the best anglers in the world - Edwin Evers. Infused with F2, this swimbait has the versatility to work in grass, timber, and pitches easily deep under docks and overhangs. The knobbed tail swims effortlessly, making it perfect for the YUMbrella.



(74) WATERMELON PEARL



(02) WATERMELON RED FLAKE



(08) GREEN PUMPKIN



(09) WATERMELON SEED



(20) SMOKE RED PEPPER



(74) WATERMELON PEARL



(75) SMOKE PEARL



(83) PEARL WHITE



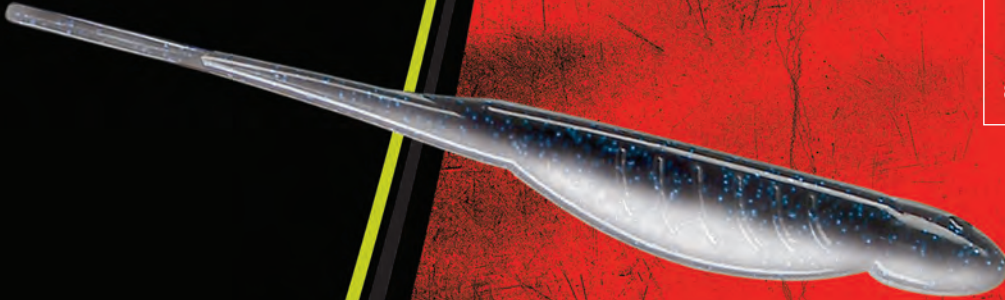
(164) TENKILLER



F2 Houdini Shad™

Houdini Shad

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMHS5	5.0"	10
	02, 09, 22, 32, 83, 84, 88, 89	



(88) BLACK BLUE FLAKE PEARL



(02) WATERMELON / RED FLAKE



(09) WATERMELON SEED



(22) ARKANSAS SHINER



(32) CHARTREUSE PEPPER



(83) PEARL WHITE



(84) SMOKED SHAD



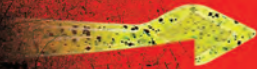
(88) BLACK BLUE FLAKE PEARL



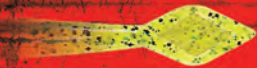
(89) CAMO PEARL

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



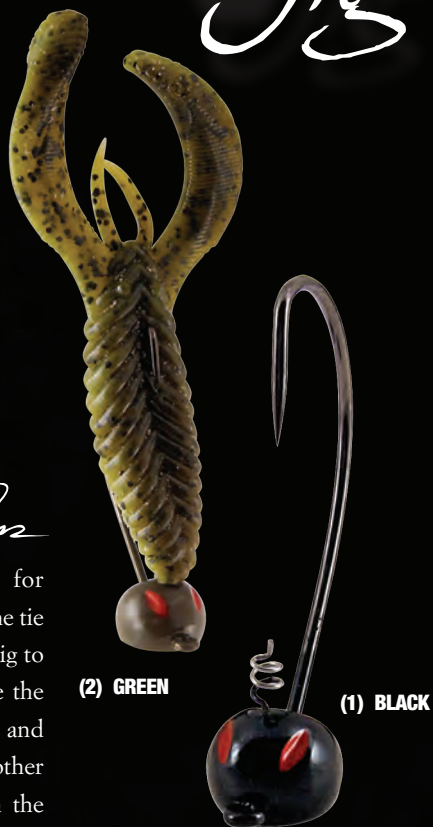
Designed to be used in conjunction with the new F2 MightEE™ Worm on page 147, as well as most other YUM baits.

Pumpkin 'Ed²



Edwin Evers

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'Ed!



Pumpkin Ed 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 show
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

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.



FEROCITY

Attract. Enrage. Engage.

YUM's new MightEE™ 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 MightEE™ Worm can be Texas and Carolina rigged, or used on a Pumpkin 'Ed Jig, to catch big bass.

MightEE™ Worm

NEW SIZES!

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



(02) WATERMELON RED



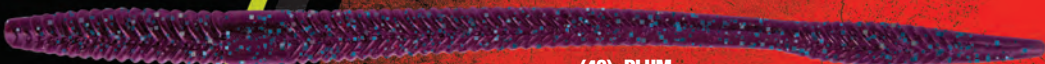
(04) JUNEBUG



(08) GREEN PUMPKIN



(09) WATERMELON SEED



(40) PLUM



(41) RED BUG



(43) GRAPE RED FLAKE



(53) RED BLOOD LINE



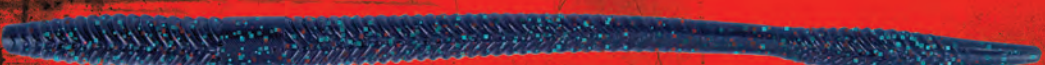
(69) BLUE FLEK



(153) BAMA BUG



(155) ULTIMATE CRAW



(157) VIRGO BLUE



(43) GRAPE RED FLAKE



(157) VIRGO BLUE



(08) GREEN PUMPKIN



Shown at right rigged with the new Pumpkin 'Ed Jig.

ShakaliciousTM Worm

(155) ULTIMATE CRAW



Shakalicious Worm			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMSW5	5.0"	8	All colors shown

YUM Soft Plastics' new F2 Shakalicious shaky head worm features a ring of short undulating tentacles at the head and a slender, tapered body that moves with the slightest twitch. The body of the new F2 Shakalicious Worm is rigged to produce more water displacement and comes in all of the best color patterns. Created to be used as a shaky head worm, this soft plastic can also be used in any finesse worm situation or rigging. It also can be rigged backward on a shaky head so the ring of undulating tentacles get right in a bass's face.



HOW TO RIG 'EM



(02) WATERMELON RED



(110) BLACK



(04) JUNEBUG



(142) MARDI GRAS



(08) GREEN PUMPKIN



(152) MELON PIE



(09) WATERMELON SEED



(153) BAMA BUG



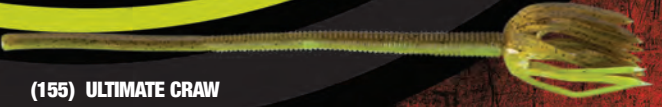
(20) SMOKE RED PEPPER



(154) BAMA MAGIC



(41) RED BUG



(155) ULTIMATE CRAW

Actual Size

YD7
(02) WATERMELON / RED FLAKE

YD6
(04) JUNEBUG

YD5
(76) BUMBLEBEE SWIRL

YD4
(29) CAROLINA PUMPKIN
CHARTREUSE

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

YUM Soft Plastics' new 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.



(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



(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



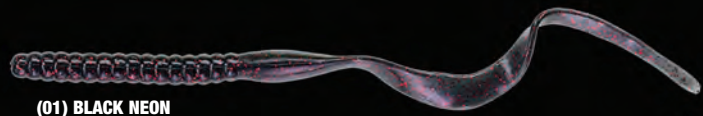
(156) BREAM

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



(01) BLACK NEON



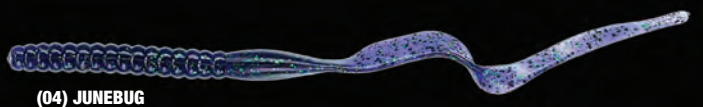
(40) PLUM



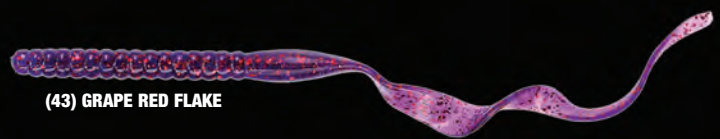
(03) TEQUILA SUNRISE



(41) RED BUG



(04) JUNEBUG



(43) GRAPE RED FLAKE



(05) RED SHAD / GREEN FLAKE



(44) GREEN PUMPKIN / PURPLE FLAKE



(09) WATERMELON SEED



(53) RED BLOODLINE



(11) PUMPKIN PEPPER / GREEN FLAKE



(69) BLUE FLEK



(13) RED SHAD



(142) MARDI GRAS



(21) BLACK / BLUE FLAKE



(144) GREEN PUMPKIN NEON

Boogee® Tail

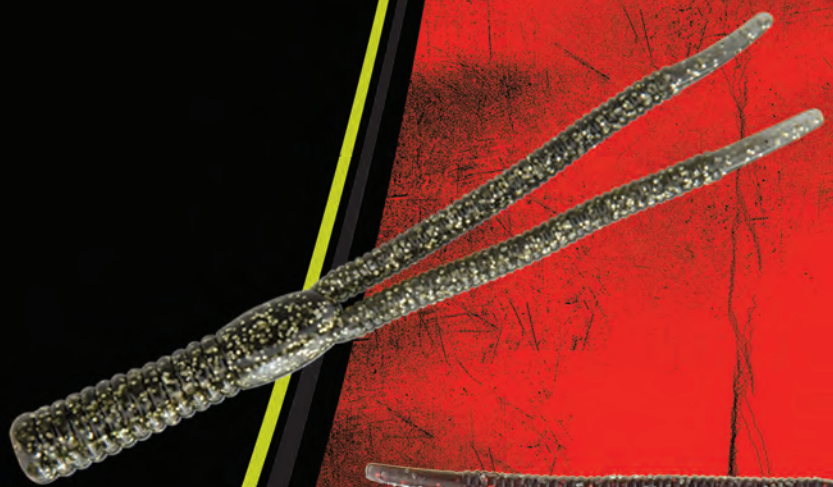
Boogee Tail

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMBT4	4.0"	20

01, 27, 83, 85, 104, 112, 113

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.

(85) SMOKE GOLD FLAKE



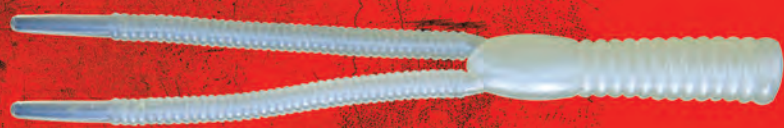
(01) BLACK NEON



(27) WHITE



(83) PEARL WHITE



(85) SMOKE GOLD FLAKE



(104) CHARTREUSE PEARL



(112) CHARTREUSE SILVER FLAKE /RED TIP



(113) PEARL WHITE /RED TIP





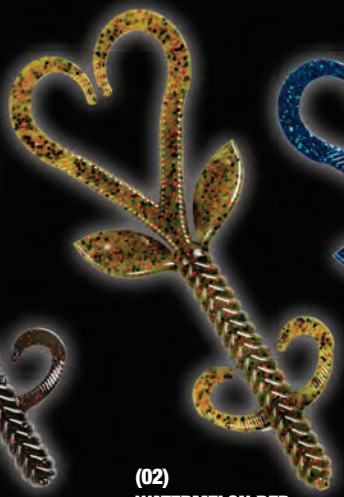
NEW!
YUMphibian™

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



(01) BLACK NEON



(02) WATERMELON RED



(04) JUNEBUG



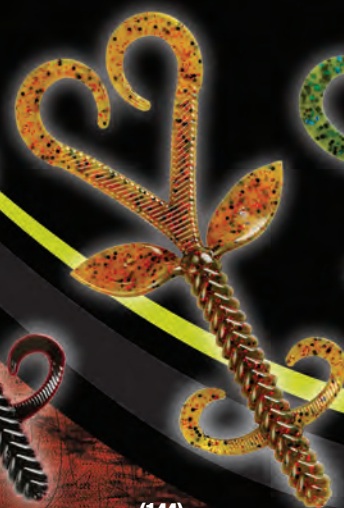
(08) GREEN PUMPKIN



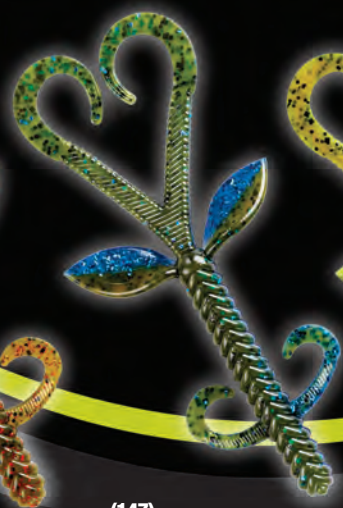
(09) WATERMELON SEED



(13) RED SHAD



(144) GREEN PUMPKIN NEON



(147) BIG O CRAW



(155) ULTIMATE CRAW



(157) VIRGO BLUE

NEW!

Mighty Craw™



Mighty Craw

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

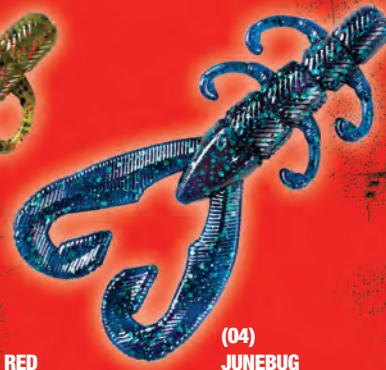
Action in slow motion describes the YUM F2 Mighty Craw. No matter how slowly you work it or how little weight is added, the Mighty Craw's elongated claws flap and move - perfect for post-front days or on pressured bass. Four added legs on the body also move to create maximum water disturbance. Mighty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



(01)
BLACK NEON



(02)
WATERMELON RED



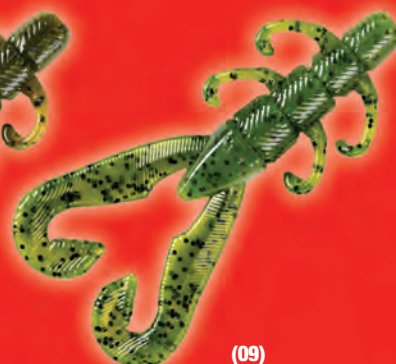
(04)
JUNEBUG



(06)
CRAWDAD



(08)
GREEN PUMPKIN



(09)
WATERMELON SEED



(144)
GREEN PUMPKIN NEON



(147)
BIG O CRAW



(155)
ULTIMATE CRAW



(157)
VIRGO BLUE



Wooly Bullee™

YUM Soft Plastics' new Wooly Bullee 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 Bullee is infused with new 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



(01) BLACK NEON



(06) CRAWDAD



(144) GREEN PUMPKIN NEON



(149) COOTER BROWN



(02) WATERMELON RED



(08) GREEN PUMPKIN



(147) BIG O CRAW™



(153) BAMA BUG



(04) JUNEBUG



(143) BLACK BLUE SHADOW



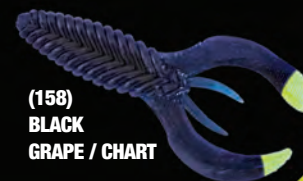
(148) CAJUN NEON



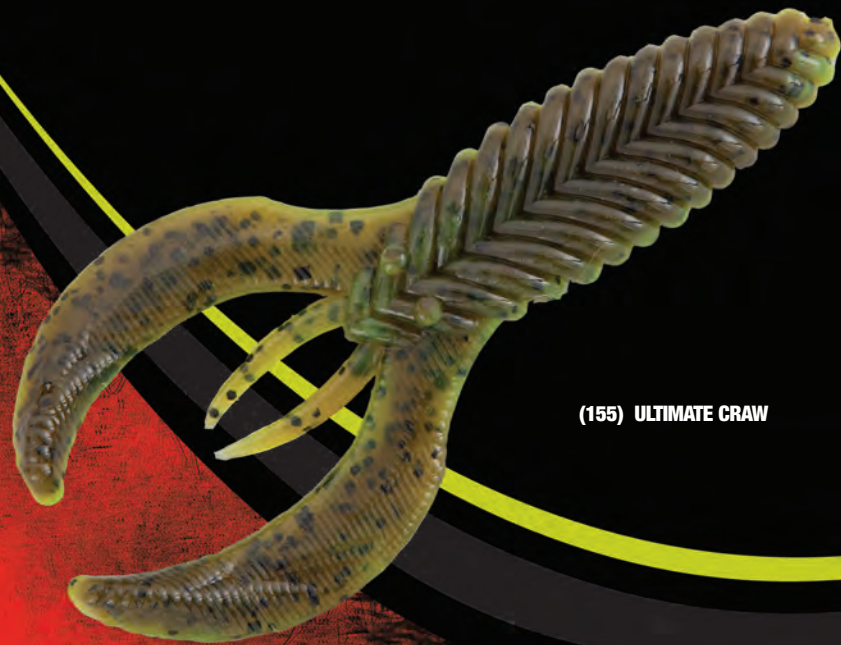
(155) ULTIMATE CRAW



(157) VIRGO BLUE



(158) BLACK GRAPE / CHART



(155) ULTIMATE CRAW

Mighty Bug™



(147) BIG O CRAW™



(157) VIRGO BLUE



(02) WATERMELON RED

YUM Soft Plastics' new 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, 3.75-inch and meaty 4.5-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
YUMMB5	4.5"	6	All colors shown



(01) BLACK NEON



(08) GREEN PUMPKIN



(144) GREEN PUMPKIN NEON



(153) BAMA BUG



(02) WATERMELON RED



(09) WATERMELON SEED



(147) BIG O CRAW™



(157) VIRGO BLUE



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(148) CAJUN NEON



(158) BLACK GRAPE / CHART



NEW! Craw Chunk™

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.

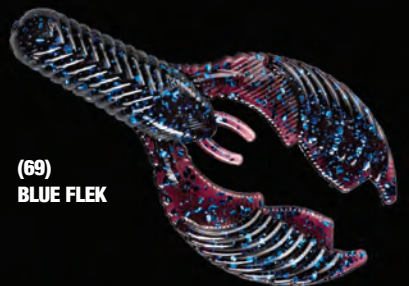
Craw Chunk			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMCC2	2.75"	10	All colors shown
YUMCC3	3.75"	8	All colors shown



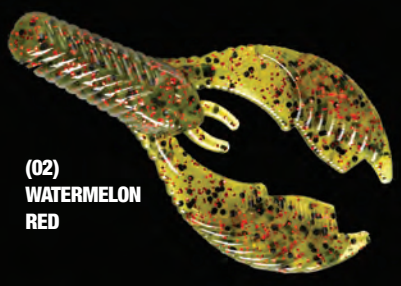
(01) BLACK NEON



(09) WATERMELON SEED



(69) BLUE FLEK



(02) WATERMELON RED



(26) WHITE / SILVER FLEK



(144) GREEN PUMPKIN NEON



(06) CRAWDAD



(44) GREEN PUMPKIN PURPLE FLEK



(155) ULTIMATE CRAW



(09) WATERMELON SEED



(69) BLUE FLEK



(157) VIRGO BLUE



Wooly Bug™

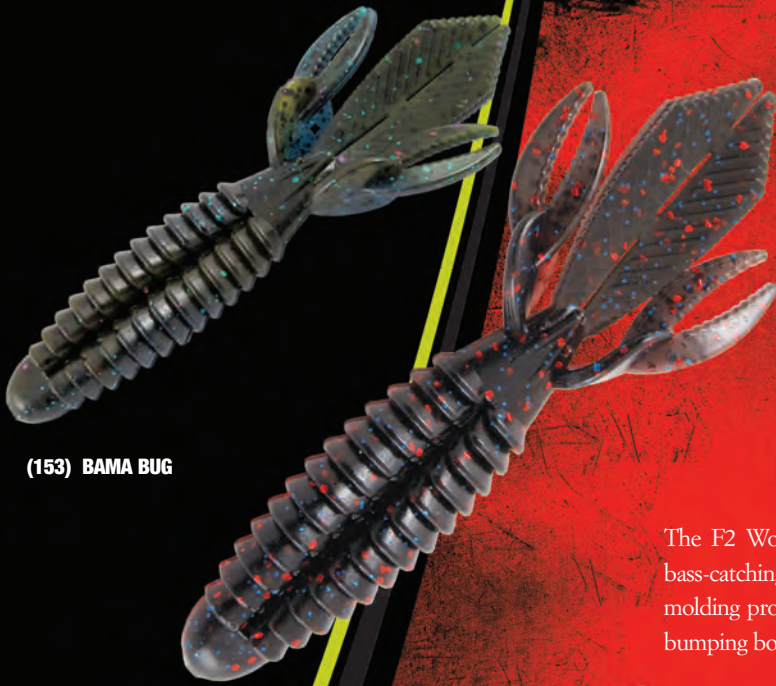
Wooly Bug

PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMW3	3.25"	12	See below.

Available Colors: 01, 02, 04, 06, 08, 13, 44, 135, 143, 153, 155, 156, 157, 159

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.



(153) BAMA BUG

(159) VIRGO RED



(01) BLACK NEON

(44) GREEN PUMPKIN
PURPLE FLAKE

(148) CAJUN NEON™

(02) WATERMELON RED

(135) PB&J

(153) BAMA BUG

(04) JUNEBUG

(142) MARDI GRAS

(155) ULTIMATE CRAW

(06) CRAWDAD

(143) BLACK BLUE
SHADOW

(156) BREAM

(08) GREEN PUMPKIN

(144) GREEN
PUMPKIN NEON

(157) VIRGO BLUE

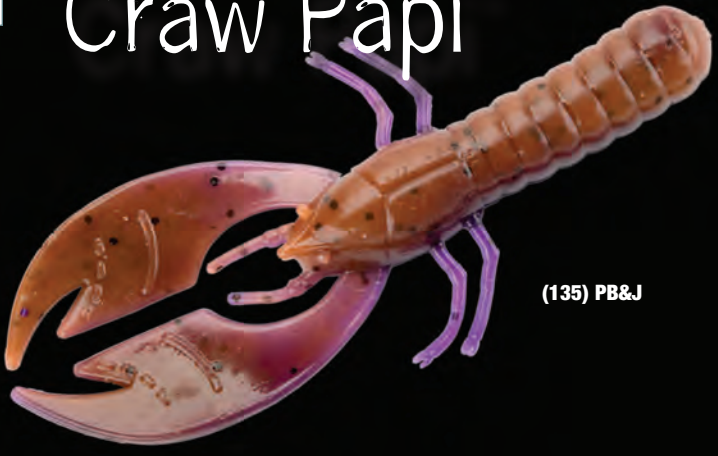
(13) RED SHAD

(147) BIG O CRAW™

(159) VIRGO RED



Craw Papi™



(135) PB&J

Craw Papi			
PRODUCT NUMBER	LENGTH	BAG COUNT	AVAILABLE COLORS
YUMCP2	2.75"	12	All colors except 147, 148
YUMCP3	3.75"	10	All colors
YUMCP4	4.5"	8	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



(153) BAMA BUG



(02) WATERMELON RED FLAKE



(135) PB&J



(155) ULTIMATE CRAW



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(156) BREAM



(06) CRAWDAD



(147) BIG O CRAW™



(157) VIRGO BLUE



(08) GREEN PUMPKIN

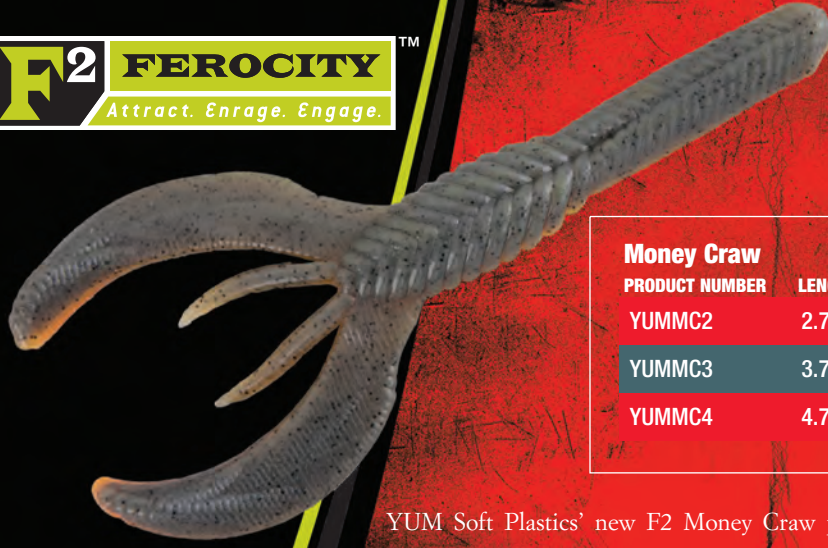


(148) CAJUN NEON™



(159) VIRGO RED

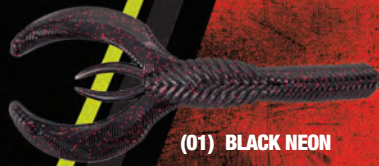
Money Craw™



Money Craw			
PRODUCT NUMBER	LENGTH	PACK COUNT	AVAILABLE COLORS
YUMMC2	2.75"	10	01, 04, 06, 08, 09, 153, 155, 157
YUMMC3	3.75"	8	All colors shown
YUMMC4	4.75"	6	01, 04, 08, 143, 155, 157

(06) CRAWDAD

YUM Soft Plastics' new 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 new color patterns that bass anglers trust. In short, the Money Craw is now 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, and the F2 Money Craw is the go-to bait for flipping on a Texas rig, Carolina rigged, or as a jig trailer.



(01) BLACK NEON



(13) RED SHAD



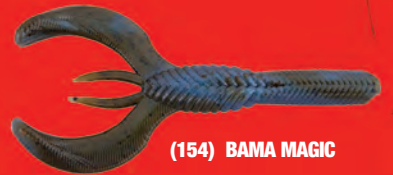
(153) BAMA BUG



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(154) BAMA MAGIC



(06) CRAWDAD



(147) BIG O CRAW™



(155) ULTIMATE CRAW



(08) GREEN PUMPKIN



(148) CAJUN NEON



(157) VIRGO BLUE



(09) WATERMELON SEED



(149) COOTER BROWN



CrawBug®



(01) BLACK NEON



(06) CRAWDAD



(02) WATERMELON RED FLAKE



(07) CAROLINA PUMPKIN



(04) JUNEBUG



(08) GREEN PUMPKIN



(10) GREEN PUMPKIN TEXAS RED



(20) SMOKE RED PEPPER



(05) RED SHAD GREEN FLAKE



(09) WATERMELON SEED



(12) BLACK BLUE



(59) GREEN PUMPKIN CHARTREUSE



(10) GREEN PUMPKIN TEXAS RED

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

Available Colors: 01, 02, 04, 05, 06, 07, 08, 09, 10, 12, 20, 59

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 plus salt and you have the most lifelike crawfish imitation ever designed. **Flip it, rig it or jig it. This bait does its job.**

Bill Dance, host of "Bill Dance Outdoors," says the YUM CrawBug is his favorite soft plastic lure.



Bill Dance

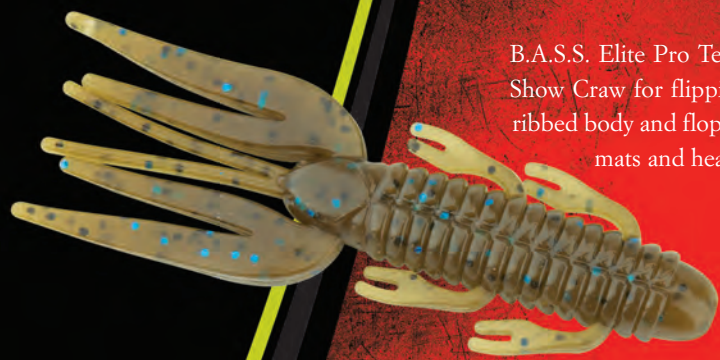
Big Show[®] Craw

Big Show Craw

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMBSC3	3.5"	8

Available in all colors shown

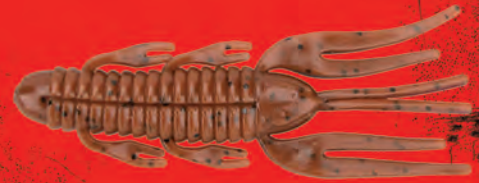
B.A.S.S. Elite Pro Terry Scroggins designed the Big Show Craw for flipping weeds and wood. Compact ribbed body and floppy claws allow it to get through mats and heavy cover with ease.



(147) BIG O CRAW™



(01) BLACK NEON



(135) PB&J



(02) WATERMELON RED FLAKE



(143) BLACK BLUE SHADOW



(04) JUNEBUG



(147) BIG O CRAW™



(06) CRAWDAD



(148) CAJUN NEON™



(08) GREEN PUMPKIN



(149) COOTER BROWN™



Wooly HawgCraw™



(04) JUNEBUG

Wooly HawgCraw		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWHC4	4.0"	8

Available Colors: 01, 02, 04, 08, 09, 13, 14, 60

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



(60) CRAWFISH GREEN FLAKE



Wooly Hawgtail™

Wooly Hawgtail

PRODUCT NUMBER LENGTH BAG COUNT

YUMWH2 3.0" 10

Available Colors: 01, 02, 04, 08, 09, 11, 12, 13, 14, 15, 17, 24, 33, 70

YUMWH3 4.5" 8

Available Colors: 01, 02, 03, 04, 05, 08, 09, 11, 12, 13, 14, 15, 17, 19, 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



(09) WATERMELON SEED



(02) WATERMELON RED FLAKE



(11) PUMPKIN PEPPER GREEN FLAKE



(03) TEQUILA SUNRISE



(12) BLACK BLUE



(04) JUNEBUG



(13) RED SHAD



(17) FIRETIGER



(29) CAROLINA PUMPKIN CHARTREUSE



(05) RED SHAD GREEN FLAKE



(14) DARK GRASSHOPPER



(19) TEQUILA GREEN



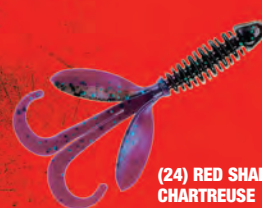
(33) WATERMELON CANDY



(08) GREEN PUMPKIN



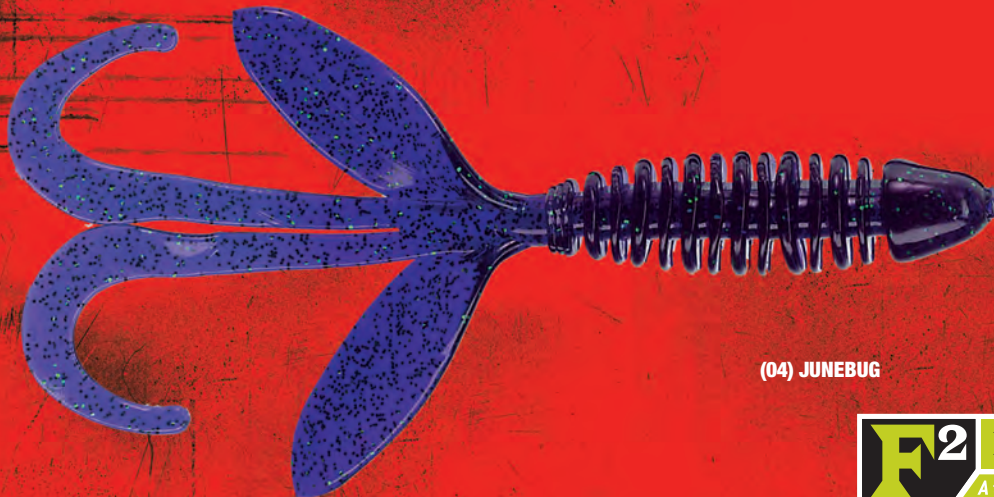
(15) DARK WATERMELON



(24) RED SHAD CHARTREUSE



(70) WATERMELON GOLD FLAKE



(04) JUNEBUG



Zellamander®



(01) BLACK NEON

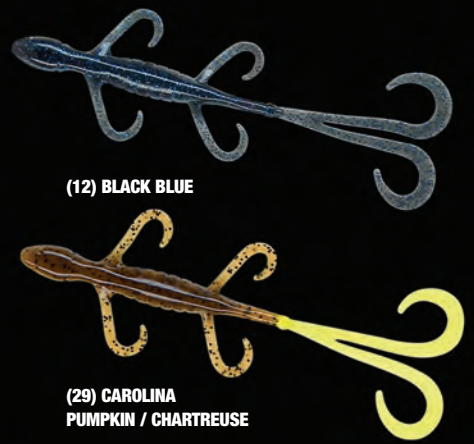
(02) WATERMELON / RED FLAKE



(04) JUNEBUG

(08) GREEN PUMPKIN

(09) WATERMELON SEED



(12) BLACK BLUE

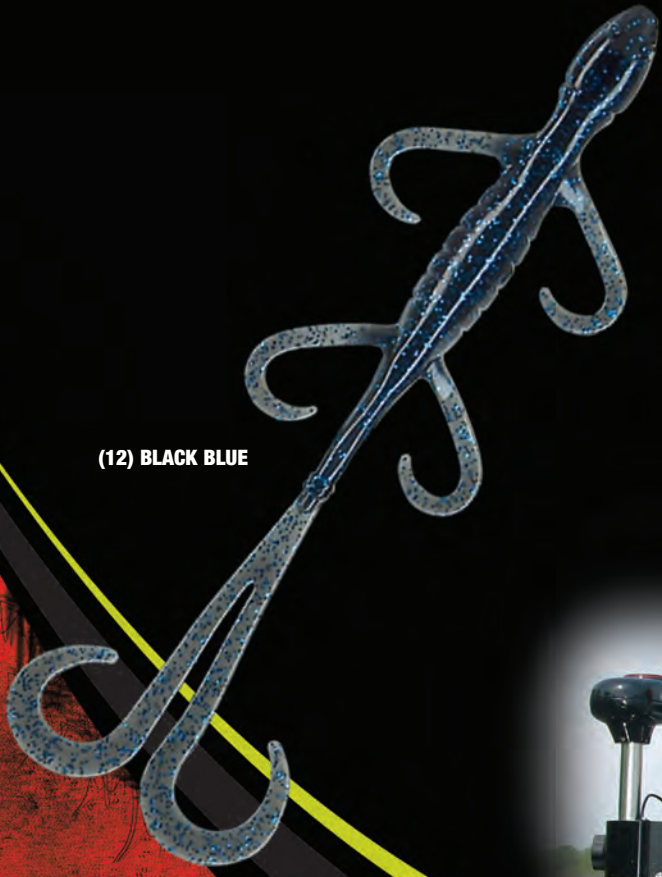
(29) CAROLINA PUMPKIN / CHARTREUSE

Zellamander

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMZL7	7.0"	10

Available in all colors

Designed by Zell Rowland. When you are looking for more vibration and a larger profile, this is the lizard for you. The 5" Zellamander is great for sight fishing and the 7" 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

Zell Rowland
Bassmaster Tour Pro



Salleemander™

(143) BLACK BLUE SHADOW



Salleemander

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

YUM Soft Plastics' new 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.



(153) BAMA BUG



(154) BAMA MAGIC



(155) ULTIMATE CRAW



(156) BREAM



(01) BLACK NEON



(09) WATERMELON SEED



(02) WATERMELON RED



(29) CAROLINA PUMPKIN CHART



(04) JUNEBUG



(143) BLACK BLUE SHADOW



(08) GREEN PUMPKIN



(148) CAJUN NEON



Lizard™



(01) BLACK NEON



(09) WATERMELON SEED



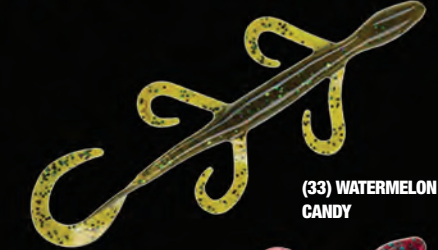
(32) CHARTREUSE PEPPER



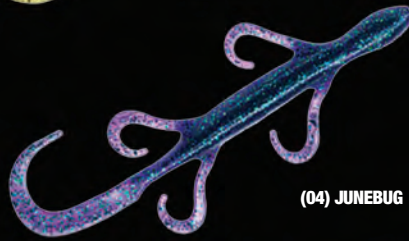
(02) WATERMELON RED FLAKE



(12) BLACK BLUE



(33) WATERMELON CANDY



(04) JUNEBUG



(27) WHITE



(41) RED BUG



(07) CAROLINA PUMPKIN



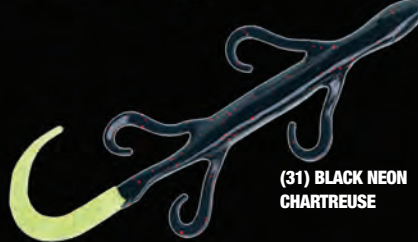
(29) CAROLINA PUMPKIN CHARTREUSE



(44) GREEN PUMPKIN PURPLE FLAKE



(08) GREEN PUMPKIN



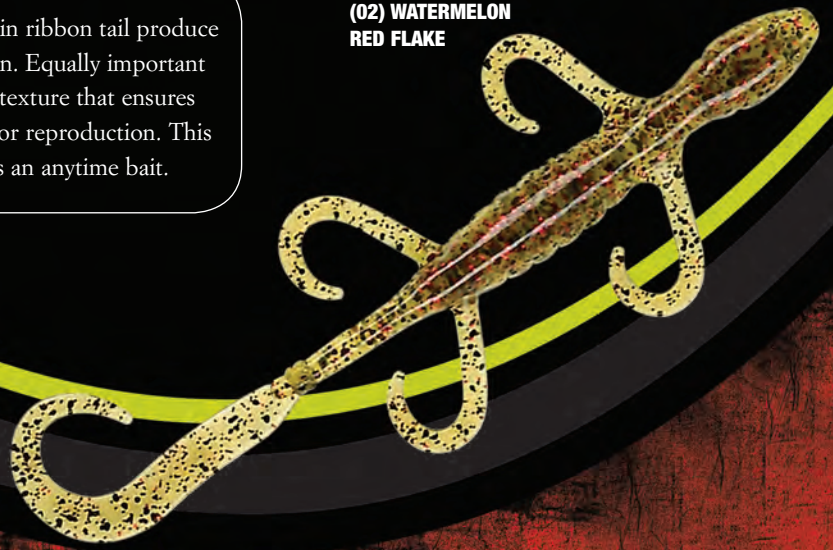
(31) BLACK NEON CHARTREUSE



(46) PUMPKIN PEPPER / RED FLAKE

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.

(02) WATERMELON RED FLAKE



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

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



(01) BLACK NEON



(61) WATERMELON NEON



(162) CANDY BUG



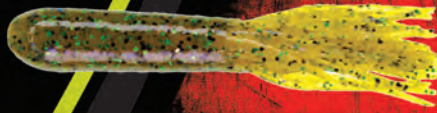
(09) WATERMELON SEED



(147) BIG O CRAW



(163) PEPPER SHAD



(11) PUMPKIN PEPPER GREEN FLAKE



(155) ULTIMATE CRAW



(164) TENKILLER



(18) GREEN PUMPKIN



(157) VIRGO BLUE



(165) MELON CANDY



(20) SMOKE RED PEPPER



(159) VIRGO RED



(166) PUMPKIN BUG



(26) WHITE SILVER FLAKE



(160) SOOIE SHINER



(167) NEON MELON



(59) GREEN PUMPKIN CHARTREUSE



(161) SMOKIN' MELON





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 glasseye. 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.



(106) BUMBLE BEE

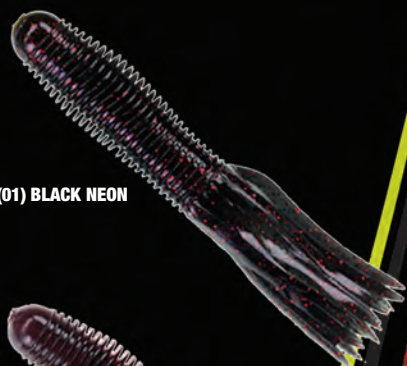
Walleye Grub		
PRODUCT NO.	LENGTH	BAG COUNT
YUMWG3	3.0"	15
YUMWG4	4.0"	15

Available Colors: 01, 17, 27, 39, 49, 50, 51, 52, 53, 54, 55, 56, 65, 83, 94, 95, 104, 105, 106, 107, 108, 109, 142, 210



Walleye Grub™

(01) BLACK NEON



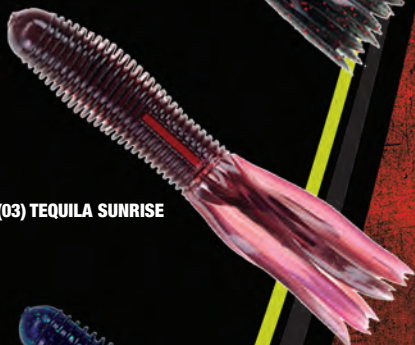
(11) PUMPKIN PEPPER GREEN FLAKE



(21) BLACK BLUE FLAKE



(03) TEQUILA SUNRISE



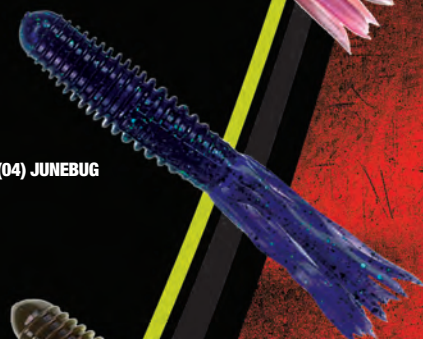
(14) DARK GRASSHOPPER



(24) RED SHAD CHARTREUSE



(04) JUNEBUG



(15) DARK WATERMELON



(26) WHITE SILVER FLAKE



(08) GREEN PUMPKIN



(17) FIRETIGER



(70) WATERMELON GOLD FLAKE



(09) WATERMELON SEED



(20) SMOKE RED PEPPER



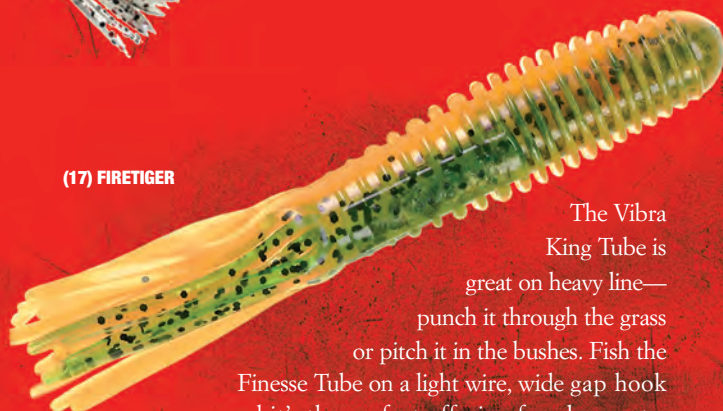
Vibra King Tube

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMVK4	4.25"	8

Available Colors: 01, 03, 04, 08, 09, 11, 14, 15, 17, 20, 21, 24, 26, 70

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.

(17) FIRETIGER



The Vibra King Tube is great on heavy line—punch it through the grass or pitch it in the bushes. Fish the Finesse 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



Actual Size

Money Fry™



(305) ARKANSAS SHINER

2" Money Fry		
PRODUCT NO.	LENGTH	BAG COUNT
YUMMF2	2"	9

Available in all colors



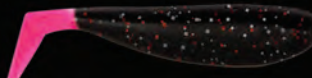
(300) FIREFLY



(304) CRYSTAL SHAD



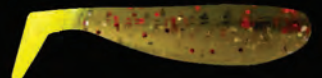
(307) GLOW



(301) TAIL LIGHT



(305) ARKANSAS SHINER



(308) CHICKEN ON A CHAIN



(303) CHARTREUSE



(306) ELECTRIC CHICKEN

2UBE™



(300) FIREFLY

Actual Size

2" 2ube		
PRODUCT NO.	LENGTH	BAG COUNT
YUMT2	2"	10

Available in all colors



(300) FIREFLY



(311) DUTCHESS



(301) TAIL LIGHT



(312) SUNFISH



(302) LEMON LIME



(313) DRUM



(303) CHARTREUSE



(314) PERCH



(309) LIMESICLE



(315) BLUEGILL



(310) BELLE STARR



(316) HOT SHAD

1.5" Teeny Shad

PRODUCT NO.	LENGTH	BAG COUNT
YUMTS1	1.5"	12

Available in all colors

Teeny Shad™



(300) FIREFLY



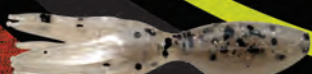
(304) CRYSTAL SHAD



(317) OPENING NIGHT



(301) TAIL LIGHT



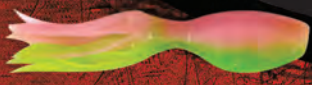
(305) ARKANSAS SHINER



(318) B-52



(303) CHARTREUSE



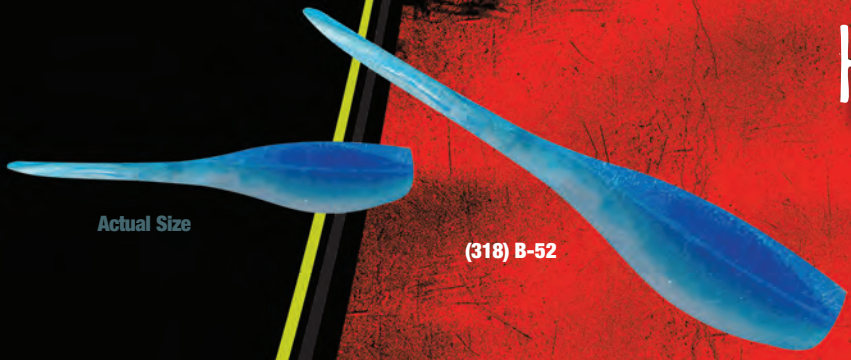
(306) ELECTRIC CHICKEN



(300) FIREFLY

Actual Size

Houdini Fry™



Actual Size

(318) B-52

2" Houdini Fry		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMHF2	2.0"	18
Available in all colors		



(300) FIREFLY



(304) CRYSTAL SHAD



(317) OPENING NIGHT



(301) TAIL LIGHT



(305) ARKANSAS SHINER



(318) B-52



(303) CHARTREUSE



(306) ELECTRIC CHICKEN



(300) FIREFLY



(304) CRYSTAL SHAD



(317) OPENING NIGHT



(301) TAIL LIGHT



(305) ARKANSAS SHINER



(318) B-52



(303) CHARTREUSE



(306) ELECTRIC CHICKEN



(301) TAIL LIGHT

Actual Size

1.5" Tad Fry		
PRODUCT NUMBER	LENGTH	BAG COUNT
YUMTF1	1.5"	18
Available in all colors		

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.



(312) SUNFISH



(300) FIREFLY



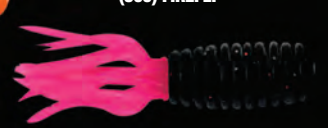
(309) LIMESICLE



(313) DRUM



Actual Size



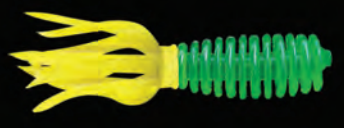
(301) TAIL LIGHT



(310) BELLE STARR



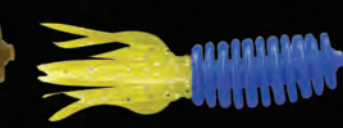
(314) PERCH



(302) LEMON LIME



(311) DUTCHESS



(315) BLUEGILL



(303) CHARTREUSE



(312) SUNFISH



(316) HOT SHAD

2" Wooly Bee

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWBE2	2.0"	8

Available in all colors

Ideal for flipping, 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.



(300) FIREFLY



(310) BELLE STARR



(315) BLUEGILL



(301) TAIL LIGHT



(311) DUTCHESS



(316) HOT SHAD



(302) LEMON LIME



(312) SUNFISH



(303) CHARTREUSE



(313) DRUM



(309) LIMESICLE



(314) PERCH



(301) TAIL LIGHT

Wooly Beavertail

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

Available in all colors

Wooly Beavertail™

Wooly Curltail™

Todd Huckabee,
crappie tournament
champion, relies on
YUM Panfish Baits
when money is
on the line.



(302) LEMON LIME

(303) CHARTREUSE

(309) LIMESICLE

(313) DRUM

(300) FIREFLY

(310) BELLE STARR

(314) PERCH

(301) TAIL LIGHT

(311) DUTCHESS

(315) BLUEGILL

(302) LEMON LIME

(312) SUNFISH

(316) HOT SHAD

Wooly Curltail

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWCT1	1.5"	15

Available in colors shown

YUMWCT2	2.0"	8
---------	------	---

Available in all colors



Wooly Tube

PRODUCT NUMBER	LENGTH	BAG COUNT
YUMWT1	1.5"	15

Available in all colors

(300) FIREFLY

(309) LIMESICLE

(313) DRUM

(301) TAIL LIGHT

(310) BELLE STARR

(314) PERCH

(302) LEMON LIME

(311) DUTCHESS

(315) BLUEGILL

(303) CHARTREUSE

(312) SUNFISH

(316) HOT SHAD



(311) DUTCHESS

Actual Size



Wooly Tube™

**YUM Hat**

PRODUCT NUMBER	COLOR
LWYMH2	Red / Black / White

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.

**YUM Hat**

PRODUCT NUMBER	COLOR
LWYMH3	Red / Black / White

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

**YUM Hat**

PRODUCT NUMBER	COLOR
LWYMO010M	Oatmeal

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

**YUM Hat**

PRODUCT NUMBER	COLOR
LWYMH4	Gray

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.

**YUM Hat**

PRODUCT NUMBER	COLOR
LWYMH5	Realtree™ Camo / Black

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.

**Hooded Pullover**

PRODUCT NUMBER	COLOR	SIZE
LWYMH1-L	Red	Large
LWYMH1-XL	Red	XL
LWYMH1-2XL	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.

©2012 YUM Bait Company • PRADCO-Fishing
 3601 Jenny Lind Road • Fort Smith, AR 72901
 Phone: 479-782-8971 • Fax: 479-783-0234 • www.YUM3X.com
 Printed in the U.S.A. All patents and trademarks in this catalog are property of EBSCO Industries.
 B.A.S.S., Bassmaster, Megabucks and B.A.S.S. Masters Classic are registered trademarks of ESPN Outdoors.