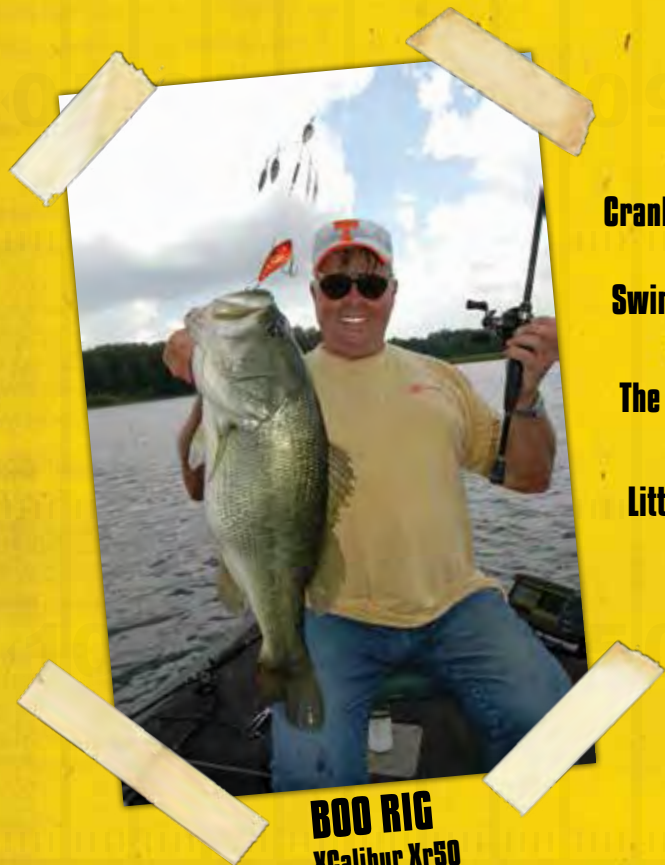


BOOYAH[®]
BAIT CO.

**BOO RIG
PLAYBOOK**



There's a whole new set of rules when you play ball with the Boo Series.



BOO RIG
XCalibur Xr50

Crankbait running depths?

Ignore 'em.

Swimbait-only on castable umbrella rigs?

No more.

The long-lining crankbait technique?

Obsolete.

Little whippy spinning gear for ultralight fishing?

Leave it at home.

BOOYAH[®]
BAIT CO.

2014 PLAYBOOK

BOOYAH BOO SERIES

(PLEASE DISCARD ALL PREVIOUS PLAYBOOKS)

The only limit is your imagination.



BOO RIG



BOO TENSER RIG



BOO FLEX RIG



BOO SPIN RIG - TANDEM



BOO SPIN RIG - DOUBLE WILLOW

BOOYAH
BAIT CO.

BOO RIG

WE JUST REWROTE THE PLAYBOOK

The Boo Series from BOOYAH Bait Company will change the way you fish.

The Boo Series consists of four unique rigs featuring super-strong flexible wire that lets you fish any type of lure, cast it farther and work it at any depth, all the while presenting the “bait chase” appearance that makes castable umbrella rigs so effective.

- Flexible lure arm lets crankbaits swim naturally.
- Baitfish spinnerbait-style heads in three weights.
- Adds Bait-Chase characteristic to every presentation.
- Fish any lure at any depth.



BOO RIG

- Flexible lure arm lets you use crankbaits and other lures on a castable umbrella rig.
- Four stiff outer arms with willowleaf blades.
- High-tech spinnerbait-style head in three weights, 1/4-, 3/8- and 1/2-ounce.
- Fishes shallow or deep.
- Match with any lure.

BOO FLEX

- Flexible wire allows lures to swim naturally.
- Gets floating crankbaits to any depth.
- Adds casting distance to ultralight lures.
- Makes long-lining obsolete.
- “Bait-Chase” presentation for more strikes.
- High-tech spinnerbait-style head in three weights, 1/4-, 3/8- and 1/2-ounce.

BOO SPIN

- Flexible spinnerbait system.
- Match with crankbaits, jigs or swimbaits.
- Structured short blade arm won't tangle on the cast.
- Snakes through wood cover.
- “Bait-Chase” presentation for more strikes.
- High-tech spinnerbait-style head in three weights, 1/4-, 3/8- and 1/2-ounce.

BOO TEASER RIG

- Flexible lure arm lets you use crankbaits and other lures on a castable umbrella rig.
- Four stiff outer arms with curtail grub teasers included.
- High-tech spinnerbait-style head in three weights, 1/4-, 3/8- and 1/2-ounce.
- Fishes shallow or deep.
- Match with any lure.

32 BELLY SLOT

Boo Spin + YUM Money Minnow/Texas Rig Weedless Hook

RUN THIS PLAY: When fish are in shallow, sparse vegetation or shoreline weeds in water clarities from slightly stained to muddy.

KEY TO SUCCESS: The short, structured spinner blade arm. The arm and blades are surprisingly weedless and provide extra flash and vibration to attract fish in off-color water.

38 COUNTER SWEEP

Boo Spin + Smithwick Floating Rogue

RUN THIS PLAY: When big walleyes are on a deep jerkbait bite. Leadcore line can go the way of the leather helmet — the Boo Spin takes the Rogue deep and adds flash and vibration.

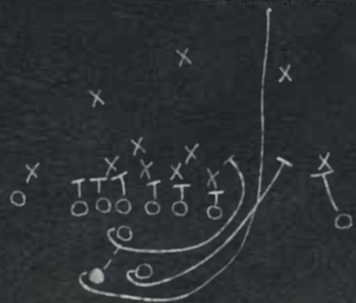
KEY TO SUCCESS: “Bait Chase.” The weighted head and spinning blades create the look of a bigger baitfish chasing smaller ones, appealing to the competitive nature of big walleyes (and bass, too).

HOOK & LADDER

Boo Spin + Booyah Boo Jig

RUN THIS PLAY: When the going gets tough. Sometime, when you’re up against it, fishing the break-lines or beating flooded bushes, this play gives all it’s got. Go out there and win one for the Flipper!

KEY TO SUCCESS: The Boo Spin and a weedless jig create a snagfree package that penetrates the line of heavy wood cover better than a spinnerbait and with more flash than a stud running back.



This play is all about shiftiness. With a pair of blockers out front, the Boo Spin rigged with a weightless Texas-rigged Money Minnow slips through sparse weeds and wood cover without stumbling, bumping or fumbling. The realistic spinnerbait-style head and pair of spinning blades deflect tacklers like a 400-pound guard.

Anytime you'd fish a spinnerbait or a plain swimbait, try this combination of the two. Perfect for working shorelines on any body of water.



38 Counter Sweep is a perfect call when your Rogue tailback just can't dig deep enough by itself. Works when you're facing walleyes or any species of bass. For walleyes, best technique is trolling when you'd normally employ lead core line to get the bait deeper. For largemouth and smallmouth bass, call the play when faced with fish along bluffs or stair-step ledges. This rig combines the attraction of spinnerbait blades with the effectiveness of a slender minnow jerkbait.

The more color to the water, the slower you should work the rig. It produces slobber-knocking hits!



The Hook & Ladder climbs up, over and through thick wood cover. It hits the holes clean and comes through without a scratch. The flash and vibration produced by the spinnerbait blades provide attraction, and the swimming, undulating jig skirt seal the deal. By using a jig with a stiff weedguard, you get a rig that will go up the middle and punch bass in the mouth.

Call this play when fishing areas with ample wood cover, especially when you need a big play from a big bass.



HAIL MARY

Boo Flex + Cotton Cordell Big O

RUN THIS PLAY: When you need to go long and deep with a lightweight, shallow-running crankbait. This play catches the defense off guard when they're schooling and attacking smaller baitfish.

KEY TO SUCCESS: Weighted head adds big casting distance and allows you to fish shallow-running cranks at any depth.

48 FLATS PASS

Boo Flex + Bomber Flat A

RUN THIS PLAY: When you need to take a tight-wiggling, flat-sided crankbait deeper, quicker. Perfect for early season bass.

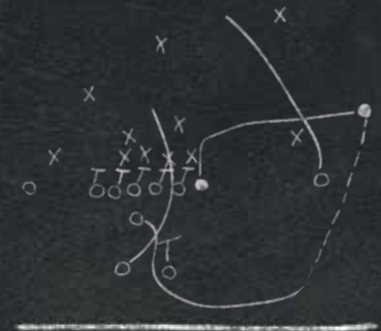
KEY TO SUCCESS: Total package: Weighted head and flexible wire combine to give you the ability to precisely present the lure at any depth. The combination of Boo Flex and Flat A sets up a "bait chase" look that ups your odds of a strike from lethargic, cold-water bass.

32 PLAY ACTION, DRAG MIDDLE

Boo Flex + Cotton Cordell Wally Diver

RUN THIS PLAY: When walleyes and other fish are relating to the bottom deeper than the Wally Diver can reach unaided.

KEY TO SUCCESS: Flexible wire allows crankbaits to swim freely. Matching the Wally Diver to the Boo Flex is a great combination for summertime fishing on natural lakes. When trolling, lift the rod frequently to throw some erratic movements to the lure and trigger strikes from following 'eyes.



When long casts with small or lightweight lures are essential to getting a “W,” call the Hail Mary with a Boo Flex rigged with an ultralight Cotton Cordell Big O. Lightweight lures pose all kinds of angling problems, but one thing’s for sure — they catch fish. With the addition of the Boo Flex, you can cast a tiny Big O or other lightweight bait from end zone to end zone, and work it deeper than ever before.

Clear water necessitates long casts with smaller, realistic lures because the fish can see better — they see you and every detail of the lure. Fish faster in clear water so the fish don’t get a facemask-to-facemask look at the bait.



Flat-sided crankbaits are first-string in early spring when bass are just thinking about migrating to spawning grounds, or any time fish want a bait with a tighter wiggle. The addition of a Boo Flex allows you to fish faster and cover more water and depths while adding the “bait chase” characteristic to your presentation. The flexible wire allows the bait the freedom to swim naturally.

In early spring, look to the mouths of spawning coves for schools of bass moving in to spawn. This rig lets you count down to the level of the fish even if they’re deeper than the bait is designed to run.



When walleyes are holding deeper than the 10-foot running depth of the Wally Diver, the Boo Flex lets you get to them. It’s the shape and action of this classic bait that puts so many walleyes in the boat, and the flexible wire on the Boo Flex allows the lure to work its magic. With the look of one baitfish chasing another, the Boo Flex just made the Wally Diver more versatile and effective.

Forget the lead core line, 32 Play Action, Drag Middle lets you troll walleye lures at any depth.



A diagram on a dark background showing a fishing rig with a central lure and several teasers. Lines represent the movement paths of the rig and teasers, which are arranged in a circular pattern. Fish icons, represented by 'X' marks, are clustered in the center of the rig's path.

42 TRAP

Boo Teaser + XCalibur Xr50

RUN THIS PLAY: When fish are in mid-depth, sparse cover. Prespawn bass are suckers for the trap play, but it also excels as a search bait because it fishes fast with more fish-attraction than just a lipless crankbait.

KEY TO SUCCESS: Jukes and jives. This rig sets itself apart because the tight wiggling action of the lipless crankbait transmits up the rig and adds erratic swimming action to the teasers.

A diagram on a dark background showing a fishing rig with a central lure and several teasers. Lines represent the movement paths of the rig and teasers, which are arranged in a screen-like pattern. Fish icons, represented by 'X' marks, are clustered in the center of the rig's path.

SCREEN PASS

Boo Teaser + Rebel Minnow

RUN THIS PLAY: When you're facing a variety of opponents. This rig catches all species of predator fish, including bass, stripers and walleyes. You can run the play on any type of water, but it really scores in tailraces.

KEY TO SUCCESS: Universal appeal. While the teasers set up like blockers, the exposed hooks of the Rebel Minnow catch anything that strikes. It's also a big gainer on white bass during the spring spawning run and on shallow walleyes during night games.

A diagram on a dark background showing a fishing rig with a central lure and several teasers. Lines represent the movement paths of the rig and teasers, which are arranged in a student body right pattern. Fish icons, represented by 'X' marks, are clustered in the center of the rig's path.

STUDENT BODY RIGHT

Boo Teaser + YUM Grub

RUN THIS PLAY: When you really need to gain a few yards. This is another rig that catches everything from white bass to walleye and all species of bass, and virtually guarantees positive yards.

KEY TO SUCCESS: Powerful blockers. The squad of "blocker" grubs and the tailback behind them create a potent offense that can be the foundation of your fishing game.

Why are swimbaits the only lures you see on castable umbrella rigs? Because the wire is too stiff to allow crankbaits or other lures to work the magic they were designed to produce. The Boo Teaser rig changes that. The flexible wire not only allows crankbaits or lipless baits a full range of swimming motion, but that side-to-side action transmits up the rig to the teasers, adding even more action.

This rig is versatile. Run it fast in shallow water for active fish, or slow down the retrieve to get to fish in deeper water.



The old screen pass featured a squad of big blockers in front of a speedy back, but the Boo version reverses that, presenting four smaller grub blockers out front and a bigger running back bait chasing from behind. This rig can be worked at any depth for all species of bass, walleye and other predator fish.

Tailrace areas attract fish for several reasons, and this play presents a big bait that looks ready to be knocked out of the game, but it's far more potent than these tacklers realize.



This is your bread-and-butter play. Nothing can stop the Student Body when executed correctly because the sheer power of the crew out front leading the back bait around the end devastates everything in its path. This rig can be thrown on any type of fishing gear, and it catches everything that swims.

Bass, walleyes, stripers, pike – they all fall to the power of the Student Body. Universal appeal means this rig works anywhere you run it.



BOO TEASER

A hand-drawn diagram on a dark background showing a fishing rig with a lure. The rig consists of a main line and a shorter line attached to a lure. The lure is depicted with a hook and a tail. The diagram shows the rig being cast and then reeled in, with the lure moving in a curved path. There are several 'X' marks scattered around the rig, possibly representing fish or obstacles. A horizontal line is drawn below the diagram.

COUNTER OPTION

Boo Rig + YUM Jighead

RUN THIS PLAY: When you need a precise presentation to put points on the board. This play can go all the way any time it's called.

KEY TO SUCCESS: Ability to adjust to the defense. By varying the size of the jighead you can fish this rig at any depth.

A hand-drawn diagram on a dark background showing a fishing rig with a lure. The rig consists of a main line and a shorter line attached to a lure. The lure is depicted with a hook and a tail. The diagram shows the rig being cast and then reeled in, with the lure moving in a curved path. There are several 'X' marks scattered around the rig, possibly representing fish or obstacles. A horizontal line is drawn below the diagram.

CC SLANT

Boo Rig + Cotton Cordell CC Shad

RUN THIS PLAY: When you know the defense's weakness. When bass and other fish are on a definite shad bite, this rig lets you cast these lightweight shad-profile lures great distances and work them at any depth.

KEY TO SUCCESS: Giving them what they want. Put time into cruising the lake to locate the areas with the most baitfish before running your first play and you'll see more success.

A hand-drawn diagram on a dark background showing a fishing rig with a lure. The rig consists of a main line and a shorter line attached to a lure. The lure is depicted with a hook and a tail. The diagram shows the rig being cast and then reeled in, with the lure moving in a curved path. There are several 'X' marks scattered around the rig, possibly representing fish or obstacles. A horizontal line is drawn below the diagram.

PLAY ACTION, WHEEL ROUTE

Boo Rig + XCalibur XCS100

RUN THIS PLAY: When the defense is over-hyped. Active and feeding bass have never seen a shallow-running, square-lip crankbait run at 15-foot deep, especially one with a squad of blockers in front.

KEY TO SUCCESS: Surprise. Because the crankbait is attached to a flexible wire it's free to shake and shimmy, an action that transmits up to the blades and creates erratic movements like panicked baitfish. No matter how many games the fish have played, this one gives them something totally new.

BOO RIG

Flashier than a 5-Star running back, the Boo Rig rigged with a jighead and soft-plastic bait represents the ultimate castable umbrella rig in several down-sized versions. Versatile like a back with speed and quickness, the rig can be customized with different-sized jigheads to keep it in the strike zone.



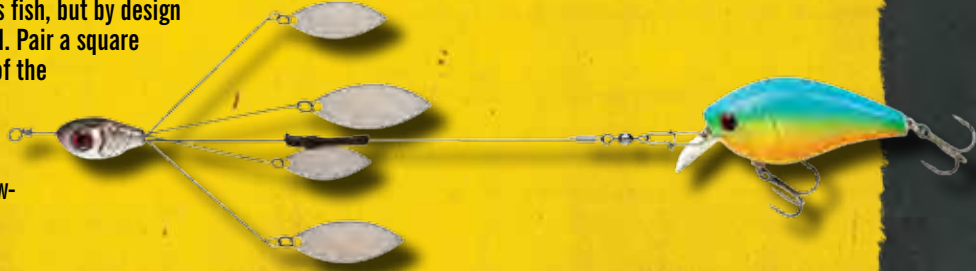
Versions of this play have been deemed illegal in some leagues, so check your state's regulations before calling it.

The flexible wire on the business end of the Boo Rig gives you tremendous advantages over the competition. It lets you use a crankbait on a castable umbrella rig, and cast these often-lightweight baits great distances, while fishing them at any depth you choose. A classic play is matching the Boo Rig with the Cotton Cordell CC Shad. The swimming action of the bait transmits upward to the spinning blades, giving them a shaking, swimming action as they send out fish-attracting flash and vibration.



A crankbait on castable umbrella rig – that's a play to shock the defense.

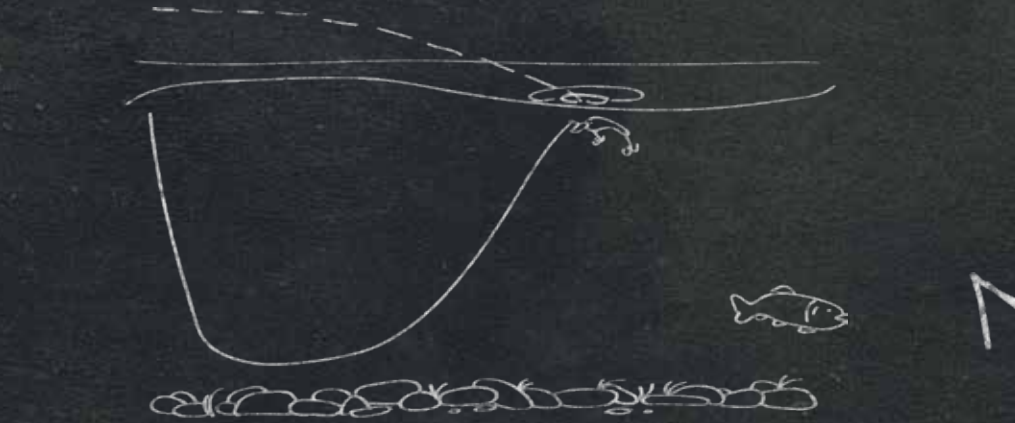
Catching the defense off-guard is one way to produce big plays. The Play Action Wheel Route does just that. Square lip crankbaits have that certain something that catches fish, but by design they don't get down deep where the big ones often hold. Pair a square lip like the XCalibur Xcs100 with a Boo Rig and get all of the advantages of a castable umbrella rig and a square-lip crankbait.



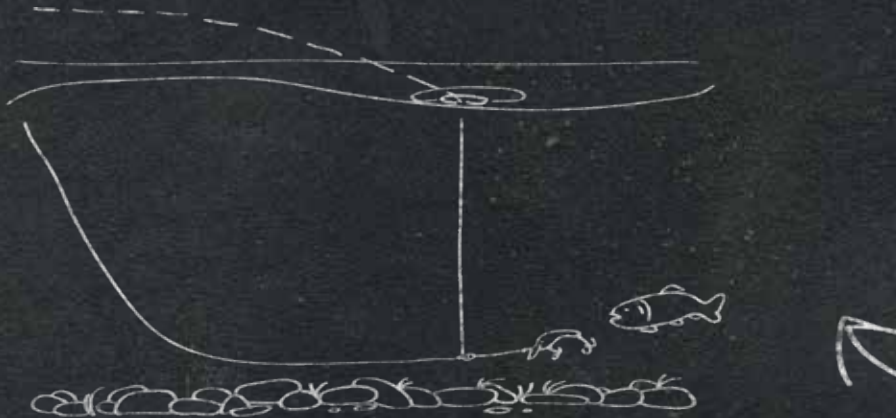
More options, more action, more fish. Work that shallow-runner at any depth and watch the wins roll in.

GET 50 PERCENT MORE FROM YOUR CRANKBAIT

A deep-diving crankbait only stays in the strike zone for about half the cast. With the Boo Rig, the bait stays in the zone from the beginning of the cast until you begin cranking it up under the boat.



WITHOUT BOO FLEX RIG
Only utilizing 50% of the cast.



WITH BOO FLEX RIG
Utilizes almost 100% of the cast.

2 MINUTE DRILL

Boo Flex + Bomber Fat Free Shad

RUN THIS PLAY: When you're down by 7 (pounds) and the clock's running out. The long-line technique of getting crankbaits deeper takes too much time. Instead of casting, moving the boat a distance with the reel in free-spool, then beginning your retrieve, with the Boo Flex you can simply cast, feed it a little line and begin your retrieve. Score faster and win!

KEY TO SUCCESS: Weighted head. The weighted head adds distance to the cast and takes the bait straight to the bottom, so you get almost 100 percent of the cast in the strike zone. The flexible wire allows the bait the freedom to dig and swim as intended.



BOO FLEX



BOOYAH
BAIT CO.



BOO TEASER RIG
YUM Money Minnow



BOO SPIN RIG
YUM Money Minnow



BOO RIG
Bomber Fat Free Shad



BOO RIG
Bomber Fat Free Shad

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