



YUM

start a feeding frenzy.™



2006

ПРОДУКТ ДИКА



If it ain't YUM,[®]

Introducing YUM baits, featuring our exclusive Live Prey Technology™ (LPT). Developed and tested through laboratory research, YUM is proven to attract more fish, make them strike harder and hold on longer.

What Is YUM? YUM is the scientific secret ingredient in all YUM brand soft plastic baits. YUM starts a feeding frenzy because it's the only fish attractant with natural shad enzymes plus salt impregnation for even more fish attracting power. And for the things you don't want on your bait or in the water, YUM Hand Balm masks negative odors like gasoline, tobacco, insect repellent and human skin oils that gamefish can detect.

Why Live Prey Technology (LPT)? The Live Prey Technology (LPT) behind YUM simulates the release of live baitfish enzymes, which trigger feeding habits of bass, walleye, crappie and other gamefish. University research studies show that injured or distressed baitfish give off recognizable enzymes that trigger the feeding habits of predator gamefish. Our Live Prey Technology accurately replicates the enzymes of live baitfish, and gamefish know the difference. Don't get caught dead.

Beware of the Bottom Feeder. Because competitors use either artificial agents, fish meal, or reprocessed shad or crawfish, many other so-called "attractants" actually reproduce odors that are negative to gamefish.

Why Is Scent So Important? Predator gamefish such as largemouth and smallmouth bass, walleye, crappie, and salmon have an excellent sense of smell – much more sensitive than that of a human. And because water is 800 times more dense than air, odors remain suspended for a much longer time. A fish's chemoreceptor organs are in constant use, detecting odors from possible food sources and also serving as protection from negative odors. In other words, fish use their sense of smell for two reasons: a) to locate live prey, and b) for protection against other predators.

More Fish Attracting Power Extensive laboratory research proves the power of YUM. In fact, our independent lab tests show fish will hold on to YUM longer than competing plastic baits. The results for serious anglers are clear – YUM helps you attract and catch more fish.

If you want to start a feeding frenzy, use YUM with LPT.
Why? Because everything else is dead.



YUM[®]



it's dead.

2006 New YUM® Baits



YUM® BuzzFrog™

YUM® Craw Papi™

YUM® Forktail Dinger™



Yum® Pre-Rigged CrawBug™

ITEM NUMBER: YRCBHK1
Pre-Rigged CrawBug Halfkick

54 pieces

3 Rigged CrawBugs and 1 -3cc packet of YUM Crawfish Attractant in each package

2 sizes - 30 qty 2.5", 24 qty 3.5"

2.5" included color selection:

- Black Blue - 6 packages
- Green Pumpkin - 6 packages
- Red Shad - 6 packages
- Crawdad - 12 packages

3.5" included color selection:

- Black Blue - 8 packages
- Green Pumpkin - 4 packages
- Red Shad - 4 packages
- Crawdad - 8 packages

Included Colors



CRAWDAD



GREEN PUMPKIN



BLACK BLUE



RED SHAD

3cc packet



Yum[®]CrawBug[™]

CrawBug

PRODUCT NUMBER	LENGTH	BAG COUNT
YCB2	2.5"	10
YCB3	3.25"	8
YCB4	4.0"	6

Available Colors: 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 20, 59, 60, 90



(01) BLACK NEON



(06) CRAWDAD



(02) WATERMELON RED FLAKE



(07) CAROLINA PUMPKIN



(03) TEQUILA SUNRISE



(08) GREEN PUMPKIN



(11) PUMPKIN PEPPER GREEN FLAKE



(59) GREEN PUMPKIN CHARTREUSE



(04) JUNEBUG



(09) WATERMELON SEED



(12) BLACK BLUE



(60) CRAWFISH GREEN FLAKE



(05) RED SHAD GREEN FLAKE



(10) GREEN PUMPKIN TEXAS RED



(20) SMOKE RED PEPPER



(90) WHITE PEPPER



(10) GREEN PUMPKIN TEXAS RED

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 exclusive YUM Crawfish Formula 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

Yum[®] Craw Papi[™]

NEW!



(08) GREEN PUMPKIN

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. It makes a great jig trailer and can be equally effective on a Carolina or Texas rig.

Baby CrawBug		
PRODUCT NUMBER	LENGTH	BAG COUNT
YBCB2	2.5"	15
Available Colors: 01, 08, 20, 21, 26, 92		



(01) BLACK NEON

(21) BLACK / BLUE FLAKE

(08) GREEN PUMPKIN

(26) WHITE SILVER FLAKE

(20) SMOKE RED PEPPER

(92) CAMO



(01) BLACK NEON

(08) GREEN PUMPKIN

(02) WATERMELON RED FLAKE

(13) RED SHAD

(04) JUNEBUG

(95) MOTOR OIL NEON

(06) CRAWDAD

(135) PB&J

(07) CAROLINA PUMPKIN

(143) BLACK BLUE SHADOW

The perfect crawfish imitation for finesse jigs. Designed to be thread on a jig hook, the Baby CrawBug will add a great profile to the jig and it will control the fall rate of the bait. Also great on a Texas rig. Especially for highly pressured fish!



(21) BLACK BLUE FLAKE

Craw Papi		
PRODUCT NUMBER	LENGTH	BAG COUNT
YCP2	2.5"	12
YCP3	3.5"	10
YCP4	4.5"	8

Available Colors: 01, 02, 04, 06, 07, 08, 13, 95, 135, 143

Yum[®] BabyCrawBug[™]

Yum®Chunk™

Yum®BoogeeTail™



(01) BLACK NEON



(21) BLACK BLUE FLAKE



(79) GLIMMER BLUE PEPPER



(02) WATERMELON RED FLAKE



(26) WHITE SILVER FLAKE



(91) POWDER BLUE



(06) CRAWDAD



(33) WATERMELON CANDY



(92) CAMO



(08) GREEN PUMPKIN



(58) OZARK SMOKE



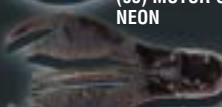
(95) MOTOR OIL NEON



(09) WATERMELON SEED



(66) SKY BLUE FLAKE



(110) BLACK



(11) PUMPKIN PEPPER GREEN FLAKE



(69) BLUE FLEK



(111) CHAMELEON



(13) RED SHAD



(70) WATERMELON GOLD



(133) BLACK BROWN



(20) SMOKE RED PEPPER

Chunk

PRODUCT NUMBER LENGTH BAG COUNT

YC2	2.75"	8
YC3	3.5"	8

Available Colors: 01, 02, 06, 08, 09, 11, 13, 20, 21, 26, 33, 58, 66, 69, 70, 79, 91, 92, 95, 110, 111, 133

Boogee Tail

PRODUCT NUMBER LENGTH BAG COUNT

YBT4	4.0"	20
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Available Colors: 01, 27, 65, 104, 112, 113



(01) BLACK NEON



(27) WHITE



(65) SMOKE SILVER FLAKE



(104) CHARTREUSE PEARL



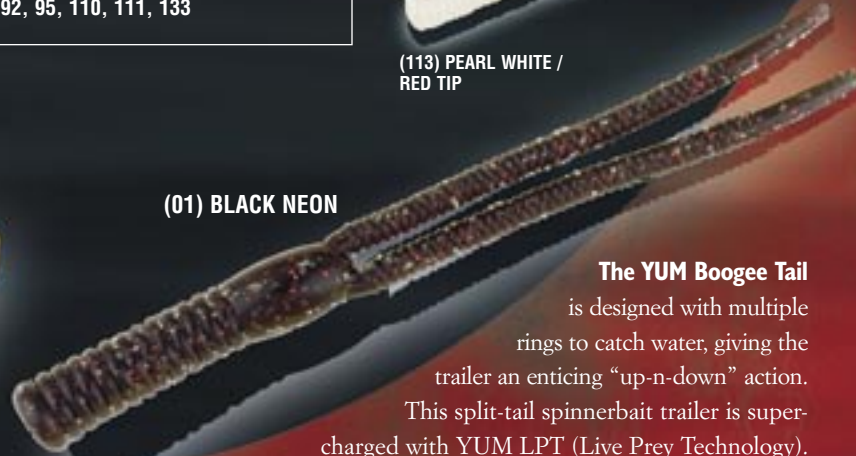
(112) CHARTREUSE SILVER FLAKE / RED TIP



(113) PEARL WHITE / RED TIP



(95) MOTOR OIL NEON



(01) BLACK NEON

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 LPT (Live Prey Technology).

Yum[®] Mega Tube[™]

There can be only one original. This is the bait that started the oversized tube craze – now the most popular category of soft plastics. We've added YUM with LPT and heavy grain salt to make this the elite oversized tube in all of fishing.



(01) BLACK NEON



(58) OZARK SMOKE



(04) JUNEBUG



(59) GREEN PUMPKIN CHARTREUSE



(07) CAROLINA PUMPKIN



(60) CRAWFISH GREEN FLAKE



(70) WATERMELON GOLD FLAKE



(99) CLEAR GREEN HI-PO



(09) WATERMELON SEED



(61) WATERMELON NEON



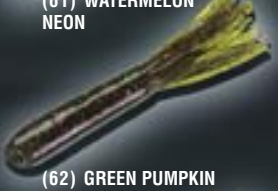
(71) WATERMELON BLUE FLAKE



(100) SAND PEPPER



(11) PUMPKIN PEPPER GREEN FLAKE



(62) GREEN PUMPKIN FIRECRACKER



(96) SMOKE/GOLD SILVER FLAKE



(101) FIRE & ICE



(12) BLACK BLUE



(63) WATERMELON COPPER FLAKE



(97) GREEN PUMPKIN PEPPER COPPER FLAKE



(102) SUNSHINE PEPPER COPPER FLAKE



(18) GREEN PUMPKIN



(64) BLUEGILL



(98) ERIE GREEN GOLD FLAKE



(103) MUSTARD GREEN PEPPER



(20) SMOKE RED PEPPER



(65) SMOKE SILVER FLAKE

(61) WATERMELON NEON



(21) BLACK BLUE FLAKE



(26) WHITE SILVER FLAKE

Bulk Package



Mega Tube		
PRODUCT NUMBER	LENGTH	BAG COUNT
YMT3	3.0"	10
YMT4	4.0"	10
Available Colors: 01, 04, 07, 09, 11, 12, 18, 20, 21, 26, 58, 59, 60, 61, 62, 63, 64, 65, 70, 71, 96, 97, 98, 99, 100, 101, 102, 103		
YMT4B (bulk)	4.0"	50
Available Colors: 01, 04, 09, 12, 18, 20, 26, 59, 61		

Yum[®] Mega Flash Tube[™]



(122) GOLD FLASH

Available only from YUM, the new Mega Flash Tube is dipped in large glitter and is super-charged with LPT and big salt. Its unique formulation makes this Mega Tube irresistible.

Mega Flash Tube

PRODUCT NUMBER LENGTH BAG COUNT

YMFT3 3" 8

YMFT4 4" 8

Available Colors: 117, 118, 119, 120, 121, 122



(117) BLUE FLASH



(120) SILVER FLASH



(118) RED FLASH



(121) JUNEBUG FLASH



(119) CHROME FLASH



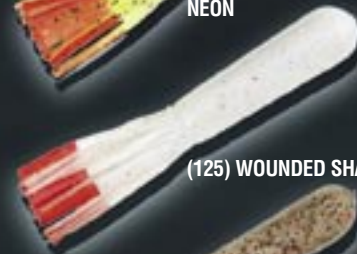
(122) GOLD FLASH



(123) WOUNDED PUMPKIN



(124) WOUNDED MELON NEON



(125) WOUNDED SHAD



(126) WOUNDED SMOKE NEON



(127) WOUNDED BLUEGILL



(128) WOUNDED JUNEBUG

Capitalize on the RED craze, the YUM Wounded Mega Tube has a "blood red" tail that represents wounded prey. YUM's exclusive formulation keeps the red from bleeding onto the bodies of the other baits in the package. Super-charged with YUM's LPT and heavy salt, this Wounded Mega Tube is irresistible to big bass.

Wounded Mega Tube

PRODUCT NUMBER LENGTH BAG COUNT

YWMT3 3" 8

YWMT4 4" 8

Available Colors: 123, 124, 125, 126, 127, 128



(124) WOUNDED MELON NEON

Yum[®] Wounded Mega Tube[™]

Yum® Vibra King® Finesse Tube

(24) RED SHAD CHARTREUSE



Vibra King Finesse Tube

PRODUCT NUMBER LENGTH BAG COUNT

YFT3	3.5"	10
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Available Colors: 01, 04, 07, 09, 16, 17, 18, 20, 21, 22, 24, 25, 26, 70, 71

(01) BLACK NEON



(14) DARK GRASSHOPPER



(22) ARKANSAS SHINER



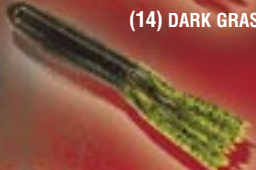
(26) WHITE SILVER FLAKE



(03) TEQUILA SUNRISE



(15) DARK WATERMELON



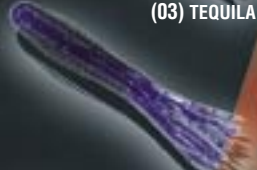
(24) RED SHAD CHARTREUSE



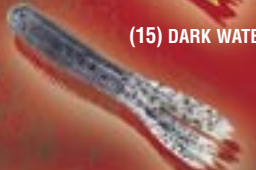
(70) WATERMELON GOLD FLAKE



(04) JUNEBUG



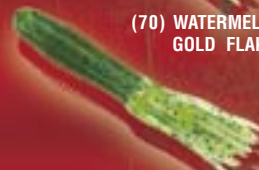
(16) DARK SMOKE BLUE



(25) ALEWIFE



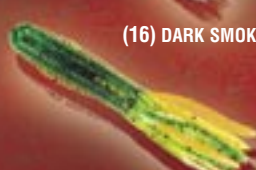
(71) WATERMELON BLUE FLAKE



(07) CAROLINA PUMPKIN



(17) FIRETIGER



Vibra King Tube

PRODUCT NUMBER LENGTH BAG COUNT

YVK3	3.5"	8
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YVK4	4.25"	8
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Available Colors: 01, 03, 04, 08, 09, 11, 14, 15, 17, 20, 21, 24, 25, 26, 70

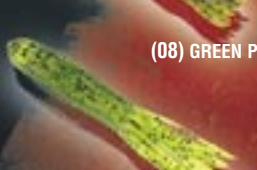
(08) GREEN PUMPKIN



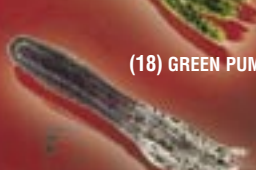
(18) GREEN PUMPKIN



(09) WATERMELON SEED



(20) SMOKE RED PEPPER



(11) PUMPKIN PEPPER GREEN FLAKE



(21) BLACK BLUE FLAKE



(17) FIRETIGER



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.

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.

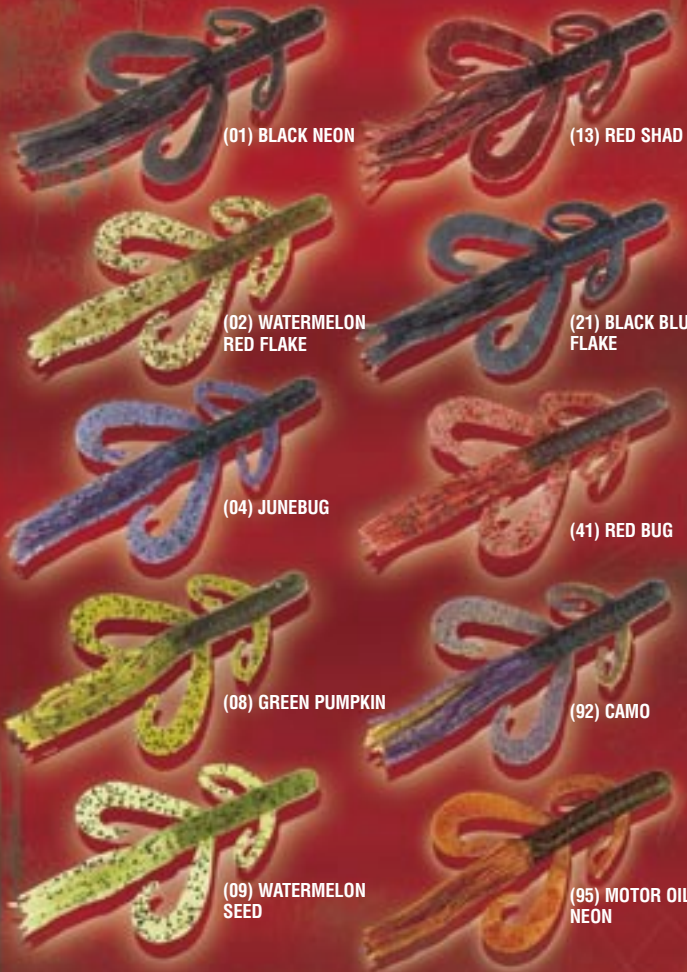
Yum® Vibra King® Tube

Yum[®] Sooie[™]



(09) WATERMELON SEED

YUM Sooie! A creature bait with swimming legs and a tube style tail and super charged with LPT that's great for Carolina riggin' or flippin'.



(01) BLACK NEON

(13) RED SHAD

(02) WATERMELON RED FLAKE

(21) BLACK BLUE FLAKE

(04) JUNEBUG

(41) RED BUG

(08) GREEN PUMPKIN

(92) CAMO

(09) WATERMELON SEED

(95) MOTOR OIL NEON

(01) BLACK NEON

(02) WATERMELON RED FLAKE

(03) TEQUILA SUNRISE

(04) JUNEBUG

(08) GREEN PUMPKIN

(09) WATERMELON SEED

(11) PUMPKIN PEPPER / GREEN FLAKE

(13) RED SHAD

(14) DARK GRASSHOPPER

(17) FIRETIGER

(21) BLACK BLUE FLAKE

(26) WHITE SILVER FLAKE

(34) TEXAS SMOKE

(60) CRAWFISH GREEN FLAKE

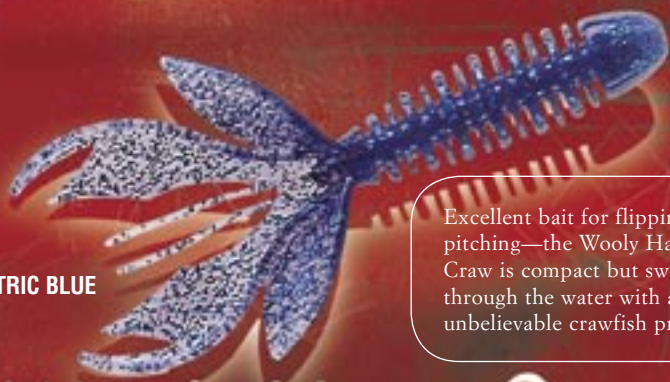
(68) ELECTRIC BLUE

(82) SMOKE SILVER

Wooly HawgCraw

PRODUCT NUMBER	LENGTH	BAG COUNT
YWHC4	4.0"	8

Available Colors: 01, 02, 03, 04, 08, 09, 11, 13, 14, 17, 21, 26, 34, 60, 68, 82



(68) ELECTRIC BLUE

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

YUM Sooie

PRODUCT NUMBER	LENGTH	BAG COUNT
YS4	4.5"	8
YS5	5.5"	8

Available Colors: 01, 02, 04, 08, 09, 13, 21, 41, 92, 95

Yum[®] Wooly HawgCraw[™]

Yum[®] Woolly Hawgtail™

Woolly Hawgtail

PRODUCT NUMBER	LENGTH	BAG COUNT
YWH2	3.0"	10
YWH3	4.5"	8

Available Colors: 01, 02, 03, 04, 05, 08, 09, 11, 12, 13, 14, 15, 17, 19, 23, 24, 28, 29, 30, 33, 58, 67, 68, 70, 71, 90, 92, 111

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 Woolly body makes it truly unique.



(01) BLACK NEON



(11) PUMPKIN PEPPER GREEN FLAKE



(02) WATERMELON RED FLAKE



(12) BLACK BLUE



(03) TEQUILA SUNRISE



(13) RED SHAD



(23) RAINBOW TROUT



(67) COTTON CANDY



(04) JUNEBUG



(14) DARK GRASSHOPPER



(24) RED SHAD CHARTREUSE



(68) ELECTRIC BLUE



(05) RED SHAD GREEN FLAKE



(15) DARK WATERMELON



(28) FALL CRAWFISH



(70) WATERMELON GOLD FLAKE



(08) GREEN PUMPKIN



(17) FIRETIGER



(29) CAROLINA PUMPKIN CHARTREUSE



(71) WATERMELON BLUE FLAKE



(09) WATERMELON SEED



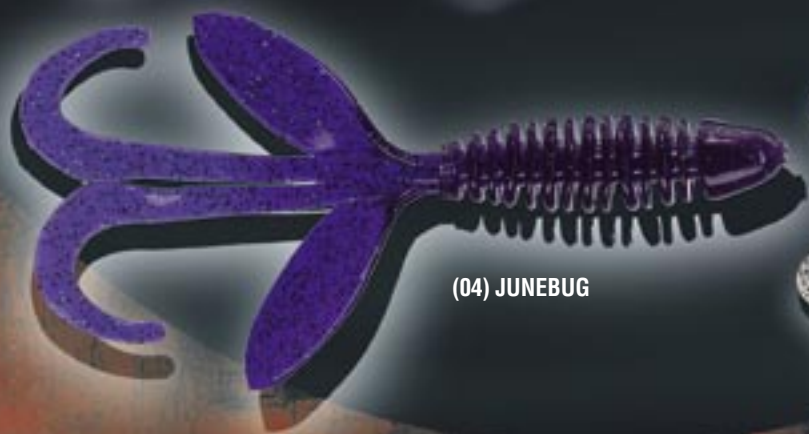
(19) TEQUILA GREEN



(30) GOBEE



(90) WHITE PEPPER



(04) JUNEBUG



(33) WATERMELON CANDY



(92) CAMO



(58) OZARK SMOKE



(111) CHAMELEON

NEW! Yum[®] BuzzFrog[™]

Yum[®] Houdini Shad[™]

(140) GREEN PUMPKIN PEARL LAMINATE



(88) BLACK BLUE FLAKE PEARL



The secret to the BuzzFrog's popularity is the "gurgle" it produces as it's retrieved. The BuzzFrog's feet provide the movement bass can't resist. The body textures simulate the feel of a real frog and is impregnated with Live Prey Technology so bass hang on longer. A hook slot ensures the BuzzFrog stays weedless in the heaviest of cover.

Full Paddle Tail
Slow Fall



Open Paddle Tail
Fast Fall



Traditional V-Tail



(02) WATERMELON / RED FLAKE



(09) WATERMELON SEED



(11) PUMPKIN PEPPER / GREEN FLAKE



(20) SMOKE RED PEPPER



(22) ARKANSAS SHINER



(30) GOBEE



(32) CHARTREUSE PEPPER



(34) TEXAS SMOKE



(58) OZARK SMOKE



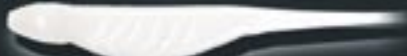
(64) BLUEGILL



(79) GLIMMER BLUE PEPPER



(83) PEARL WHITE



(84) SMOKED SHAD



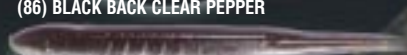
(85) SMOKE GOLD FLAKE



(86) BLACK BACK CLEAR PEPPER



(87) BLACK NEON PEARL



(88) BLACK BLUE FLAKE PEARL



(89) CAMO PEARL



BuzzFrog

PRODUCT NUMBER	LENGTH	BAG COUNT
YBF	3.5"	6

Available Colors: 02, 08, 27, 39, 59, 110, 139, 140, 141, 213

Houdini Shad

PRODUCT NUMBER	LENGTH	BAG COUNT
YHS5	5.0"	10

Available Colors: 02, 09, 11, 20, 22, 30, 32, 34, 58, 64, 79, 83, 84, 85, 86, 87, 88, 89

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 three ways to fit just about any presentation you need.





3 New Colors!

YD7
(02) WATERMELON / RED FLAKE

YD6
(04) JUNEBUG

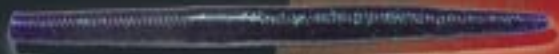
YD5
(76) BUMBLEBEE SWIRL

YD4
(29) CAROLINA PUMPKIN CHARTREUSE

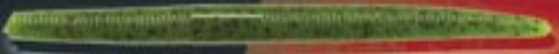
YD3
(75) SMOKE PEARL LAMINATE



(02) WATERMELON / RED FLAKE



(04) JUNEBUG



(09) WATERMELON SEED



(11) PUMPKIN PEPPER / GREEN FLAKE



(13) RED SHAD **NEW!**



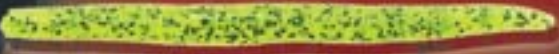
(20) SMOKE RED PEPPER



(21) BLACK / BLUE FLAKE



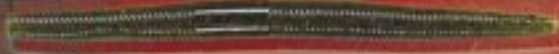
(29) CAROLINA PUMPKIN / CHARTREUSE



(32) CHARTREUSE PEPPER



(33) WATERMELON CANDY



(44) GREEN PUMPKIN / PURPLE FLAKE



(58) OZARK SMOKE



(59) GREEN PUMPKIN CHARTREUSE



(67) COTTON CANDY



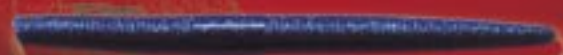
(70) WATERMELON GOLD FLAKE

Dinger

PRODUCT NUMBER	LENGTH	BAG COUNT	AVAILABLE COLORS
YD3	3.0"	20	All except #13. New: 110, 134
YD4	4.0"	15	All except #13. New: 110, 134
YD5	5.0"	12	All except #13. New: 110, 134
YD6	6.0"	7	02, 04, 09, 13 , 29, 33, 44, 59, 72, 73, 74, 75, 76, 77, 81, 110
YD7	7.0"	7	02, 04, 09, 13 , 29, 33, 44, 59, 72, 73, 74, 75, 76, 77, 81, 110



(72) BLACK NEON SILVER



(73) BLACK BLUE LAMINATE



(74) WATERMELON PEARL LAMINATE



(75) SMOKE PEARL LAMINATE



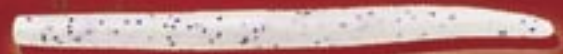
(76) BUMBLEBEE SWIRL



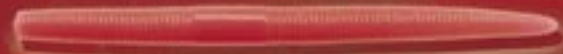
(77) BUBBLE GUM LEMON SWIRL



(78) BLACK BLUE SWIRL



(79) GLIMMER BLUE PEPPER



(80) MERTHIOLATE



(81) PEARL SILVER FLAKE



(110) BLACK **NEW!**



(134) SAND **NEW!**

Yum[®] Zellamander[™]

2 New Colors!



(01) BLACK NEON



(12) BLACK BLUE



(33) WATERMELON CANDY



(02) WATERMELON / RED FLAKE



(14) DARK GRASSHOPPER



(34) TEXAS SMOKE



(04) JUNEBUG



(27) WHITE



(35) SOUR GRAPE



(07) CAROLINA PUMPKIN



(29) CAROLINA PUMPKIN / CHARTREUSE



(40) PLUM



(08) GREEN PUMPKIN



(31) BLACK NEON / CHARTREUSE



(41) RED BUG



(09) WATERMELON SEED



(32) CHARTREUSE PEPPER



(44) GREEN PUMPKIN / PURPLE FLAKE



(11) PUMPKIN PEPPER / GREEN FLAKE



(45) GOURD GREEN



Danny Hisaw, of Valliant, Okla., caught a 13.4 lb. largemouth — one of the largest caught in Oklahoma history — on Broken Bow Reservoir on March 3, 2004 with a YUM 7" Watermelon Red Flake Zellamander.



(46) PUMPKIN PEPPER RED FLAKE

(58) OZARK SMOKE

(60) CRAWFISH GREEN FLAKE

(67) COTTON CANDY

(68) ELECTRIC BLUE

(69) BLUE FLEK

(70) WATERMELON GOLD FLAKE

(71) WATERMELON BLUE FLAKE

(110) BLACK **NEW!**

(135) PB&J **NEW!**



YZL7
(110) BLACK

**NEW
COLOR!**

YZL5
(135) PB&J

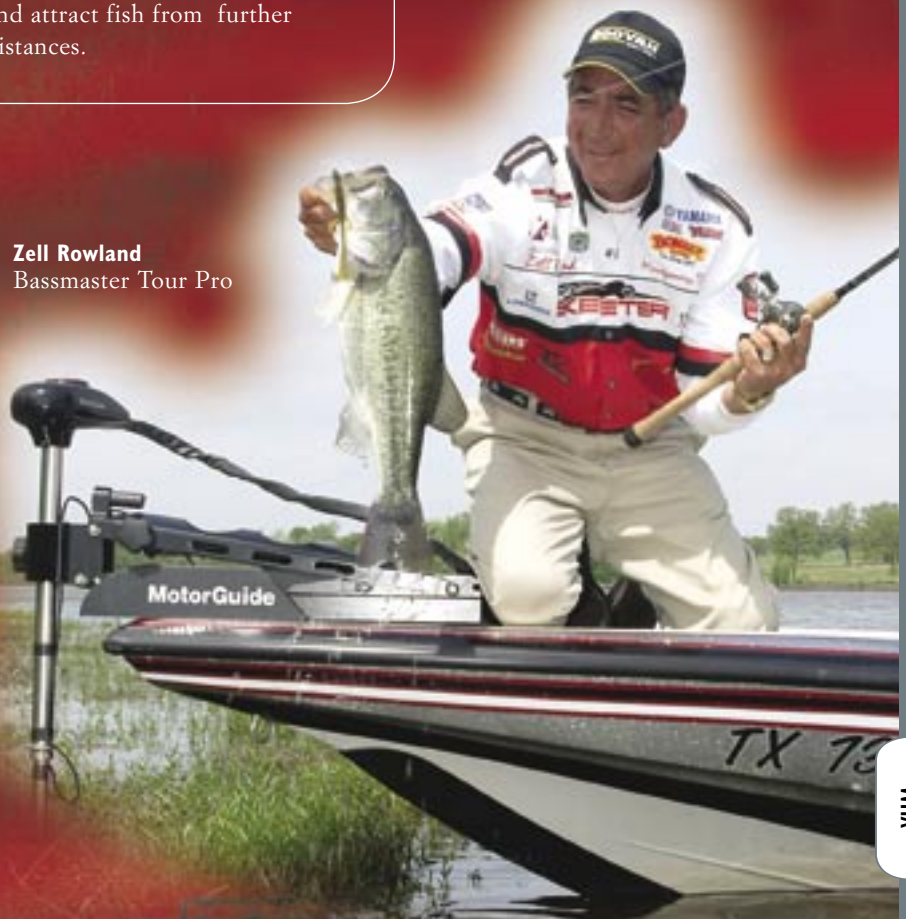
**NEW
COLOR!**

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.

ZellaMander		
PRODUCT NUMBER	LENGTH	BAG COUNT
YZL5	5.0"	10
YZL7	7.0"	10

Available Colors: 01, 02, 04, 07, 08, 09, 11, 12, 14, 27, 29, 31, 32, 33, 34, 35, 40, 41, 44, 45, 46, 58, 60, 67, 68, 69, 70, 71, **110, 135**

Zell Rowland
Bassmaster Tour Pro



Yum[®] Lizard[™] **2 New Colors!**



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
	YL4	4.0"	15	All colors pictured.
	YL6	6.0"	10	All colors pictured.

2 New Colors!

Yum® Floatin' Jitterworm™

2 New Colors!



FLOATIN' JITTER WORM
(38) SHERBET

- (01) BLACK NEON
- (08) GREEN PUMPKIN
- (09) WATERMELON SEED
- (17) FIRETIGER
- (27) WHITE
- (36) BULLFROG
- (37) BUBBLE GUM
- (38) SHERBET
- (39) LEMON
- (57) LIMETREUSE
- (76) BUMBLEBEE SWIRL
- (78) BLACK BLUE SWIRL
- (110) BLACK **NEW!**
- (134) SAND **NEW!**

Floatin' Jitterworm		
PRODUCT NUMBER	LENGTH	BAG COUNT
YJW7	7.0"	15

Available Colors: 01, 08, 09, 17, 27, 36, 37, 38, 39, 57, 76, 78, **110, 134**

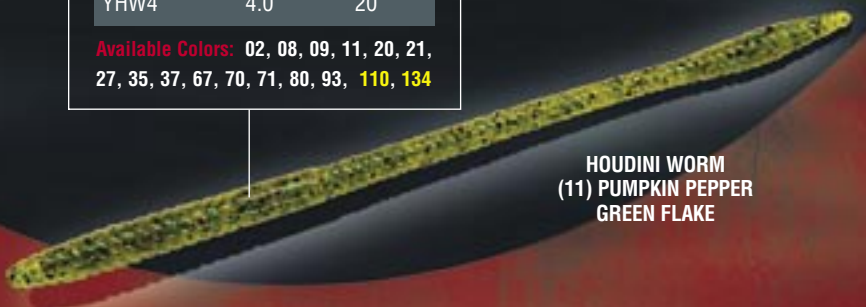
Yum® Houdini Worm™

- (02) WATERMELON RED FLAKE
- (08) GREEN PUMPKIN
- (09) WATERMELON SEED
- (11) PUMPKIN PEPPER / GREEN FLAKE
- (20) SMOKE RED PEPPER
- (21) BLACK / BLUE FLAKE
- (27) WHITE
- (35) SOUR GRAPE
- (37) BUBBLE GUM
- (67) COTTON CANDY
- (70) WATERMELON GOLD FLAKE
- (71) WATERMELON BLUE FLAKE
- (80) MERTHIOLATE
- (93) LEMON
- (110) BLACK **NEW!**
- (134) SAND **NEW!**

Houdini Worm		
PRODUCT NO.	LENGTH	BAG COUNT
YHW6	6.0"	15
YHW4	4.0"	20

Available Colors: 02, 08, 09, 11, 20, 21, 27, 35, 37, 67, 70, 71, 80, 93, **110, 134**

The Houdini Worm's flat bottom allows the worm to dart side to side or down with just a simple twitch of the rod tip.



HOUDINI WORM
(11) PUMPKIN PEPPER
GREEN FLAKE

Yum[®] Notta Worm[™]

2 New Colors!

(24) RED SHAD CHARTREUSE



NOTTA WORM

PRODUCT NUMBER	LENGTH	BAG COUNT
YNW4	4"	20

Available Colors: 02, 07, 08, 09, 11, 14, 17, 20, 23, 24, 32, 33, 34, 35, 67, 70, 71, 134

- (02) WATERMELON RED FLAKE **NEW!**
- (07) CAROLINA PUMPKIN
- (08) GREEN PUMPKIN
- (09) WATERMELON SEED
- (11) PUMPKIN PEPPER GREEN FLAKE
- (14) DARK GRASSHOPPER
- (17) FIRETIGER
- (20) SMOKE RED PEPPER
- (23) RAINBOW TROUT
- (24) RED SHAD CHARTREUSE

- (32) CHARTREUSE PEPPER
- (33) WATERMELON CANDY
- (34) TEXAS SMOKE
- (35) SOUR GRAPE
- (67) COTTON CANDY
- (70) WATERMELON GOLD FLAKE
- (71) WATERMELON BLUE FLAKE
- (134) SAND **NEW!**

The **Notta Worm** is an excellent Carolina rigging bait, particularly in clear water. Don't let the name fool you, this bait has plenty of fish attracting moves and is super-charged with Live Prey Technology (LPT).

- (08) GREEN PUMPKIN
- (09) WATERMELON SEED
- (11) PUMPKIN PEPPER GREEN FLAKE
- (32) CHARTREUSE PEPPER

Air Fry

PRODUCT NO.	LENGTH	BAG CT.
YAFY4	4.0"	10

Available Colors: 08, 09, 11, 32

(11) PUMPKIN PEPPER GREEN FLAKE



Like its cousin the **Rib Fry**, this is the bait for a Carolina rig. For those times when fish suspend and a high-floating bait is required, the Air Fry will stay off the bottom and in the strike zone.

Yum[®] Rib Fry[™]

- (07) CAROLINA PUMPKIN
- (08) GREEN PUMPKIN
- (09) WATERMELON SEED
- (20) SMOKE RED PEPPER
- (24) RED SHAD CHARTREUSE
- (32) CHARTREUSE PEPPER
- (33) WATERMELON CANDY
- (34) TEXAS SMOKE
- (67) COTTON CANDY
- (70) WATERMELON GOLD FLAKE

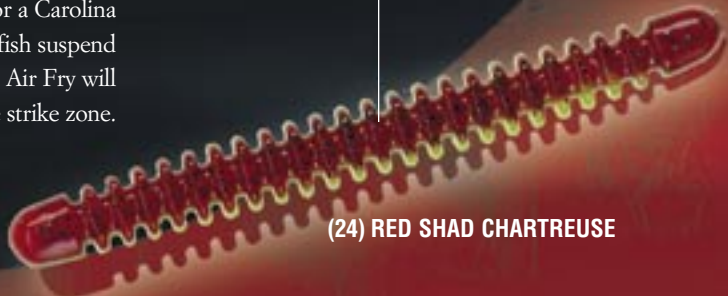
The **Rib Fry** can be Carolina rigged, Texas rigged or rigged wacky style. The secret is its subtleness. Its ribs capture air bubbles and release them under the water. A solid head ensures the hook stays in place.

Rib Fry

PRODUCT NUMBER	LENGTH	BAG COUNT
YRF4	4.5"	15

Available Colors: 07, 08, 09, 20, 24, 32, 33, 34, 67, 70

(24) RED SHAD CHARTREUSE



Yum[®] Air Fry[™]

Yum® Ribbontail™

2 New Colors!

Yum® RibWorm™

(11) PUMPKIN PEPPER / GREEN FLAKE

Ribbontail

PRODUCT NUMBER	LENGTH	BAG COUNT
YRT6	6.0"	15
YRT7	7.5"	15
YRT10	10.0"	10

Available Colors:

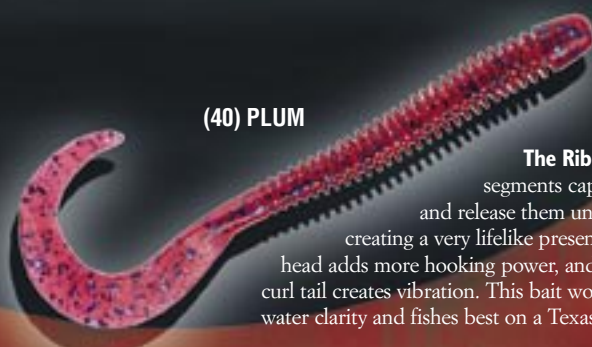
01, 03, 04, 05, 09, 11, 13, 19, 21, 40, 41, 43, 44, 69, 92, 110, 111, 135

2 New Colors!

Rib Worm

PRODUCT NUMBER	LENGTH	BAG COUNT
YRW4	4.0"	15
YRW6	6.0"	15

Available Colors: 02, 04, 05, 08, 09, 11, 20, 31, 34, 35, 40, 41, 58, 67, 69, 70, 71, 110



The Rib Worm's ringed segments capture air bubbles and release them under the water, creating a very lifelike presentation. A thick head adds more hooking power, and the oversized curl tail creates vibration. This bait works great in any water clarity and fishes best on a Texas rig.

Yum[®] MUY Grubs[™]



- (01) BLACK NEON
- (02) WATERMELON RED FLAKE
- (07) CAROLINA PUMPKIN
- (09) WATERMELON SEED
- (11) PUMPKIN PEPPER GREEN FLAKE
- (18) GREEN PUMPKIN
- (20) SMOKE RED PEPPER
- (21) BLACK BLUE FLAKE
- (32) CHARTREUSE PEPPER
- (58) OZARK SMOKE
- (64) BLUEGILL **NEW!**
- (67) COTTON CANDY
- (79) GLIMMER BLUE PEPPER
- (81) PEARL SILVER FLAKE
- (114) SMOKE SALT & PEPPER
- (115) SMOKE COPPER RED FLAKE

Muy Grubs		
PRODUCT NO.	LENGTH	BAG COUNT
3" MUY GRUB		
YMG3	3.0"	20
4" MUY GRUB		
YMG4	4.0"	20
MUY GRANDE GRUB		
YMG6	4.0"	20
MUY TWINTAIL GRUB		
YMTG4	4.0"	20

Available Colors: 01, 02, 07, 09, 11, 18, 20, 21, 32, 58, 64, 67, 79, 81, 114, 115, 134, 136, 137



4 New Colors!

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 LPT and salt, the Gonzo Grub's skirt and body are molded as one piece ensuring consistent product quality.



(09) WATERMELON SEED

4 New Colors!

Gonzo Grub		
PRODUCT NUMBER	LENGTH	BAG COUNT
YGG4	4.0"	10
YGG5	5.0"	10

Available Colors: 01, 02, 09, 11, 13, 18, 21, 32, 64, 69, 74, 81, 110, 114, 136, 137



- (09) WATERMELON SEED
- (11) PUMPKIN PEPPER / GREEN FLAKE
- (13) RED SHAD
- (18) GREEN PUMPKIN
- (21) BLACK BLUE FLAKE
- (32) CHARTREUSE PEPPER
- (64) **NEW!** BLUEGILL
- (69) BLUE FLEK
- (74) WATERMELON PEARL LAMINATE
- (81) PEARL SILVER FLAKE
- (110) **NEW!** BLACK
- (114) SMOKE SALT & PEPPER
- (136) **NEW!** GREEN PUMPKIN ORANGE FLAKE
- (137) **NEW!** CINNAMON PURPLE FLAKE

Yum[®] Gonzo Grub[™]



**Bob Izumi, Host of
"Real Fishing" TV Show**

"Don't underestimate Live Prey Technology," said Izumi, "Real Fishing" host. "There's no doubt LPT helps catch more fish. That's why YUM's Walleye Grub is so much more than a curlltail grub."



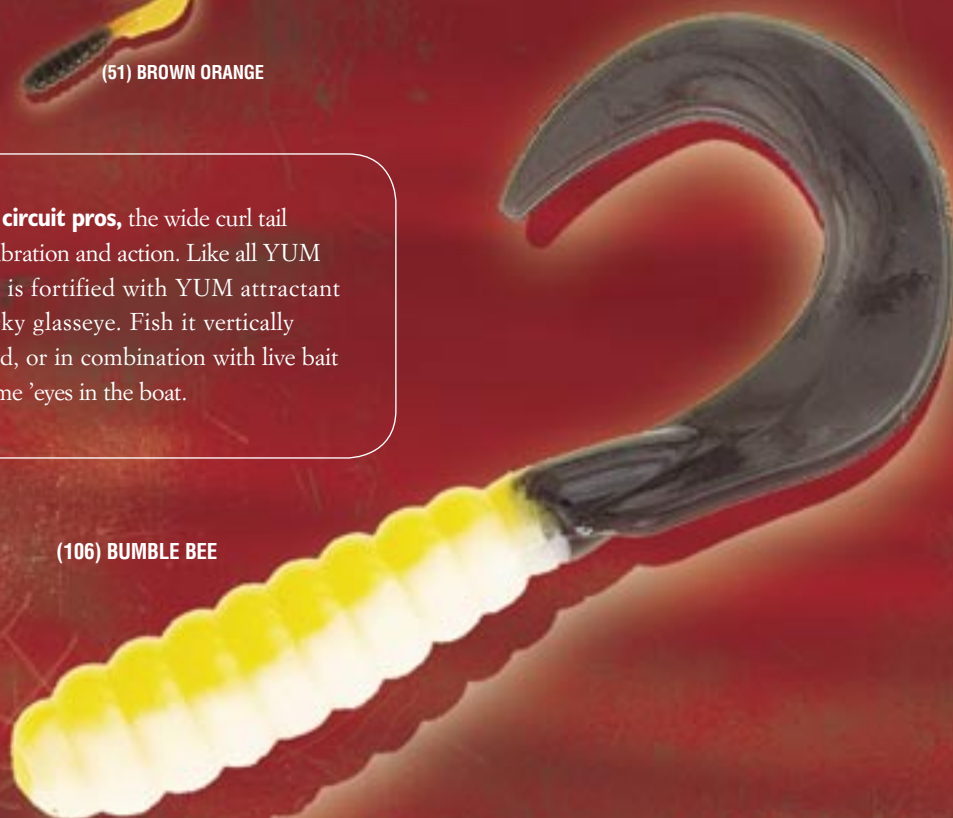
Designed by top walleye circuit pros, the wide curl tail produces fish-attracting vibration and action. Like all YUM baits, the Walleye Grub is fortified with YUM attractant to trigger even the finicky glasseye. Fish it vertically over the flats on a jighead, or in combination with live bait and you're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

Walleye Grub

PRODUCT NO.	LENGTH	BAG COUNT
YWG3	3.0"	25
YWG4	4.0"	20

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

(106) BUMBLE BEE



Yum[®] Walleye Grub[™]



Yum[®] Woolly Curltail[™]



Actual Size

(17) FIRETIGER

1.5" Woolly Curltail

PRODUCT NO.	LENGTH	BAG COUNT
YWC1	1.5"	20

Available Colors: 12, 17, 24, 26, 29, 95, 129, 130, 131, 132, 206, 213

4 New Colors!

Yum[®] Vibra King Tube[®]

2 New Colors!



(12) BLACK BLUE

Actual Size



2" Vibra King Tube

PRODUCT NO.	LENGTH	BAG COUNT
YVK2	2.0"	20

Available Colors: 12, 17, 26, 95, 129, 130, 131, 132, 206, 213

1.5" Woolly Beavertail

PRODUCT NO.	LENGTH	BAG COUNT
YWB1	1.5"	20

Available Colors: 12, 17, 24, 26, 29, 95, 129, 130, 131, 132, 206, 213



Actual Size

(131) BLACK PINK NEW COLOR!

Yum[®] Woolly Beavertail[™]

4 New Colors!

Yum[®] Woolly Curlytail™

4 New Colors! Only in 2" size



(17) FIRETIGER

(11) PUMPKIN PEPPER GREEN FLAKE

(12) BLACK BLUE

(13) RED SHAD

(206) BLACK CHART. SILVER FLAKE

NEW! Only in 2" size

(04) JUNEBUG

(17) FIRETIGER

(213) CHARTREUSE SILVER FLAKE

NEW! Only in 2" size

(08) GREEN PUMPKIN

(28) FALL CRAWFISH

(241) PEARL SILVER FLAKE PINK SILVER FLAKE

NEW! Only in 2" size

(09) WATERMELON SEED

(29) CAROLINA PUMPKIN CHART.

(242) PEARL SILVER FLAKE CHART. SILVER FLAKE

NEW! Only in 2" size

Woolly Curlytail

PRODUCT NUMBER	LENGTH	BAG COUNT
YWC2	2.0"	10

Available Colors: 04, 08, 09, 11, 12, 13, 17, 29, **206, 213, 241, 242**

YWC3	3.0"	8
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Available Colors: 04, 08, 09, 11, 12, 13, 17, 28, 29

YWC4	4.0"	8
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Available Colors: 04, 08, 09, 11, 12, 13, 17, 29

Woolly Beavertail

PRODUCT NUMBER	LENGTH	BAG COUNT
YWB2	2.0"	10

Available Colors: 04, 08, 09, 12, 17, 29, **131, 206, 213, 241, 242**

YWB3	3.0"	8
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Available Colors: 04, 08, 09, 12, 13, 17, 28, 29

YWB4	4.0"	8
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Available Colors: 01, 04, 08, 09, 12, 14, 15, 17, 24, 29

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.



(01) BLACK NEON



(13) RED SHAD



(29) CAROLINA PUMPKIN CHART.



(213) CHARTREUSE SILVER FLAKE



(242) PEARL SILVER FLAKE CHART. SILVER FLAKE

NEW! Only in 2" size

NEW! Only in 2" size



(04) JUNEBUG



(14) DARK GRASSHOPPER



(131) BLACK PINK



(241) PEARL SILVER FLAKE PINK SILVER FLAKE

NEW! Only in 2" size

NEW! Only in 2" size



(08) GREEN PUMPKIN



(15) DARK WATERMELON



(206) BLACK CHART. SILVER FLAKE

NEW! Only in 2" size



(09) WATERMELON SEED



(17) FIRETIGER



(09) WATERMELON SEED

5 New Colors! Only in 2" size

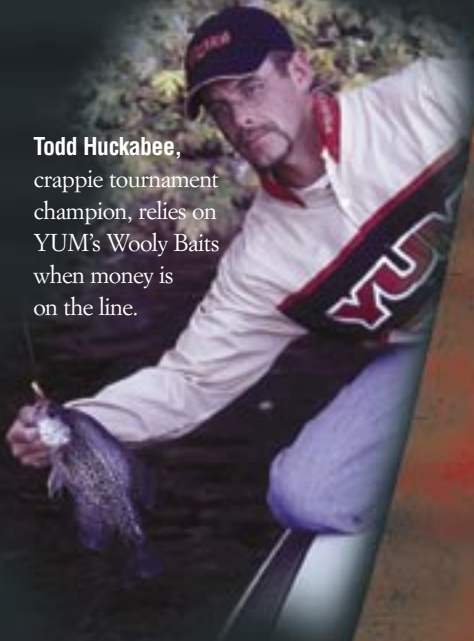


(12) BLACK BLUE



(28) FALL CRAWFISH

Yum[®] Woolly Beavertail™



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

YUM Woolly 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 that attracts fish. Competitive crappie anglers have confidence in all YUM baits because they're super-charged with LPT.

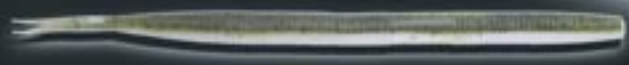
Yum® 9 inch Forktail Dinger™

NEW!

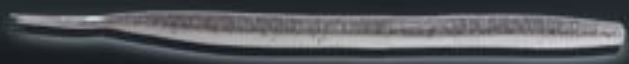
The YUM Forktail Dinger possesses the same fish-attracting fall as the original Dinger but adds irresistible motion with a forked tail. The Forktail Dinger is supercharged with Live Prey Technology and features a unique hook slot that fits the included 9/0 XCalibur Heavy Duty Hook perfectly.



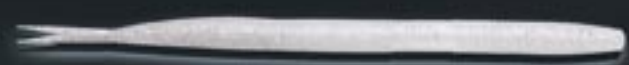
(239) PEARL WHITE
YELLOW BACK



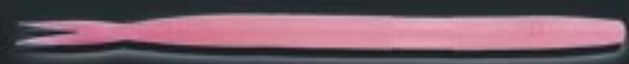
(74) WATERMELON PEARL LAMINATE



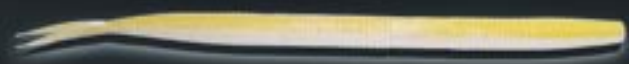
(75) SMOKE PEARL LAMINATE



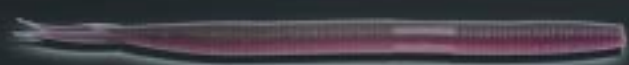
(81) PEARL SILVER FLAKE



(215) BUBBLE GUM



(239) PEARL WHITE / YELLOW BACK



(240) PURPLE BLACK BACK

Forktail Dinger		
PRODUCT NUMBER	LENGTH	PACKAGE COUNT
YFD9	9.0"	4 + 1 hook

Available Colors: 74, 75, 81, 215, 239, 240

Packaged with a heavy duty 9/0 XCalibur™ saltwater hook, striped bass can't resist the erratic swimming action of the new 9" Houdini Shad. Big enough to grab their attention and super-charged with YUM's LPT to make them hold on.

Houdini Shad		
PRODUCT NUMBER	LENGTH	PACKAGE COUNT
YHS9	9.0"	3 + 1 hook

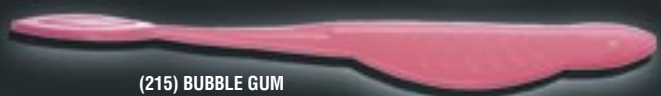
Available Colors: 22, 83, 215, 239, 240, 251



(22) ARKANSAS SHINER



(83) PEARL WHITE



(215) BUBBLE GUM



(239) PEARL WHITE
YELLOW BACK



(240) PURPLE
BLACK BACK

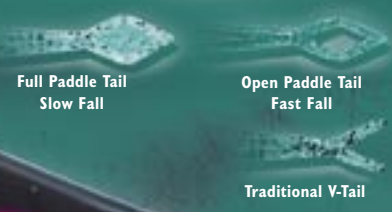


(251) PEARL WHITE
BLUE BACK



(240) PURPLE
BLACK BACK

Yum® 9 inch Houdini Shad™



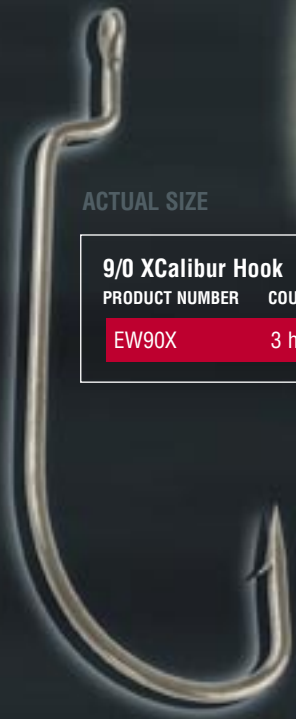
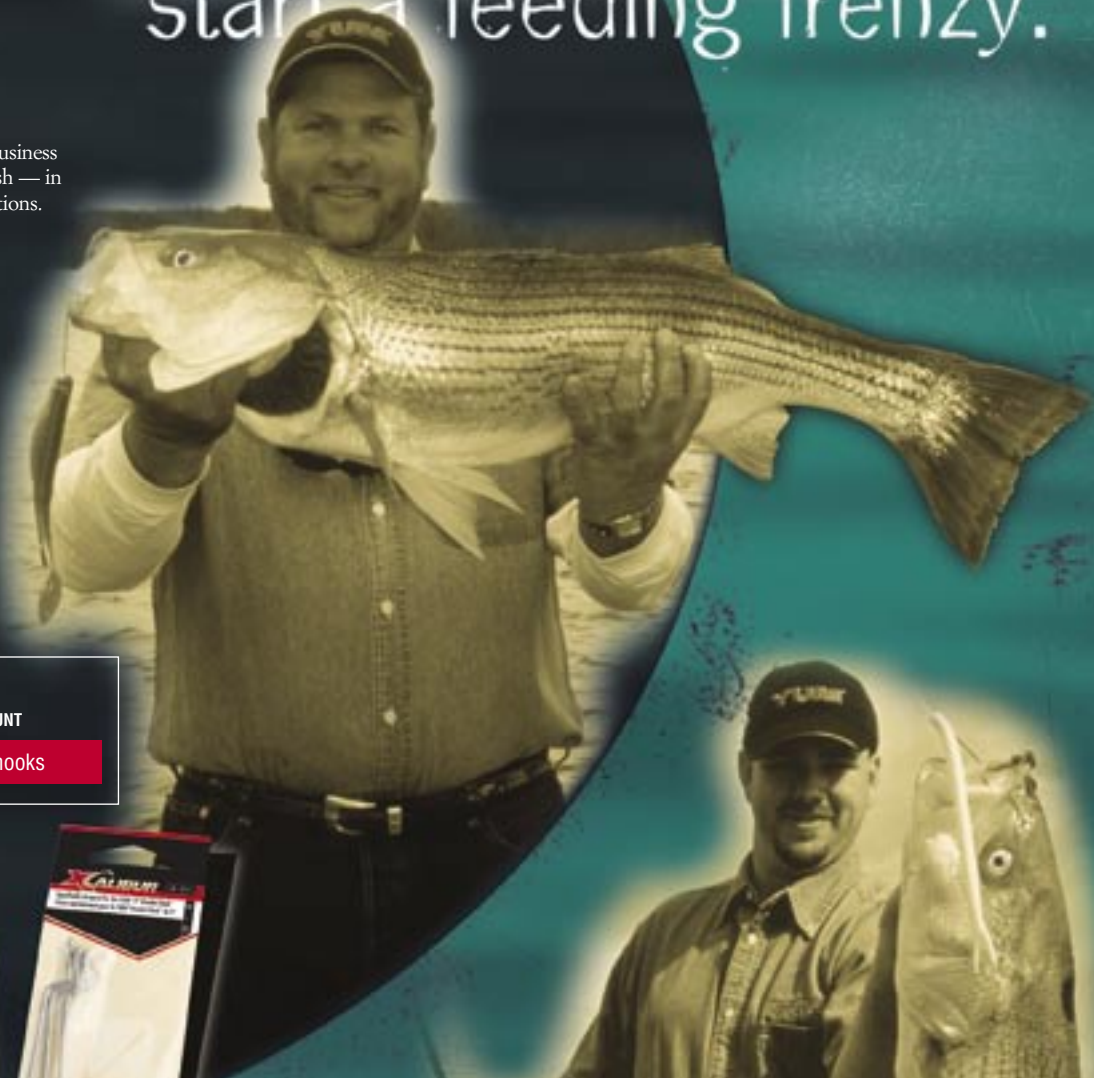
YUM

start a feeding frenzy.™

NEW!

9/0 Heavy Hook

The Excalibur 9/0 hook is the business end of big baits meant for big fish — in both fresh and saltwater applications. Designed for the YUM 9-inch Houdini Shad and the YUM Forktail Dinger, the Excalibur 9/0 hook is made of stainless steel and features an ultra-sharp point for more solid hookups and more fish landed.



ACTUAL SIZE

9/0 XCalibur Hook	
PRODUCT NUMBER	COUNT
EW90X	3 hooks



How to Rig 'em



Yum® G-Shad™

(227) MULLET GLASS



(200) FIRETIGER
NEW COLOR!

4 New Colors!
in 4" size



(200) FIRETIGER **NEW!**



(230) SHAD GLASS



(213) CHARTREUSE SILVER FLAKE



(250) OPAQUE CHARTREUSE



(225) SPECKLED GLASS



(251) PEARL BLUE BACK



(226) RAINBOW GLASS



(252) PEARL BLACK BACK



(227) MULLET GLASS



(253) WHITE



(228) DOLPHIN GLASS



(254) PEARL



(229) GOLDEN SHINER GLASS

Glass Minnows are a favorite of big red fish and trout. This series imitates the glass minnow with crystal clear bodies and fantastic decoration packages making them very life-like. The YUM G-Shad is a great bait for both salt water and large freshwater species!

G-Shad			
PRODUCT NUMBER	LENGTH	BAG COUNT	
YGS4	4.0"	5	
Available Colors: 200, 225, 226, 227, 228, 229, 230, 251, 252, 254			
YGS6	6.0"	3	
Available Colors: 213, 225, 227, 228, 229, 250, 251, 252, 253, 254			

Croaker Curltail

PRODUCT NUMBER	LENGTH	BAG COUNT
YCC3	3.5"	10
YCC4	4.5"	10

Available Colors: 201, 202, 204, 205, 206, 208, 209, 210, 211, 213, 214, 215, 216, 217, 218, 220, 231, 232, 233, 234, 235, 236, 237, 238



(201) STRAWBERRY WHITE TAIL

(216) CHARTREUSE GLITTER STRAWBERRY TAIL

(202) GLOW / CHARTREUSE TAIL

(217) GLOW / FIRETAIL

(204) PEARL WHITE PINK TAIL

(218) MELVIN SHAD

(205) PURPLE BLUE FLAKE WHITE TAIL

(220) ELECTRIC CHICKEN

(206) BLACK / CHARTREUSE TAIL

(231) DISCO MINNOW

(208) CHARTREUSE HOLOGRAM

(232) BLACKENED DISCO MINNOW

(209) SILVER MULLET CHARTREUSE TAIL

(233) SEASICK DISCO MINNOW

(210) AVOCADO RED FLAKE CHARTREUSE TAIL

(234) LUCKY MINNOW

(211) SILVER SHINER

(235) SILVER / CHARTREUSE

(213) CHARTREUSE SILVER FLAKE

(236) SPECKLED GRAPE / CHARTREUSE

(214) WATERMELON RED

(237) PUMPKIN / CHARTREUSE

(215) BUBBLE GUM

(238) SILVER NEON PEPPER CHARTREUSE

Croaker Curltails feature textured graphics for incredible light reflection, a vertically positioned curltail that produces a side-to-side action saltwater fish will absolutely slam.



(238) SILVER NEON PEPPER / CHARTREUSE



Yum® Croaker Curltail™

The Samurai Shad and Samurai Curltail feature unbelievable detail with textured body graphics, gill plates and eye sockets combined with a proven fish-catching shad or curltail and the latest color combinations make these two of the hottest saltwater baits.

Yum® Samurai Curltail™



(234) LUCKY MINNOW

(200) FIRETIGER

(210) AVOCADO RED FLAKE CHARTREUSE

(201) STRAWBERRY WHITE

(231) DISCO MINNOW

(202) GLOW CHARTREUSE

(232) BLACKENED DISCO MINNOW

(203) GLOW FIRETAIL

(233) SEASICK DISCO MINNOW

(204) PEARL WHITE PINK

(234) LUCKY MINNOW

(205) PURPLE BLUE FLAKE WHITE

(235) SILVER / CHARTREUSE

(206) BLACK CHARTREUSE

(236) SPECKLED GRAPE/ CHARTREUSE

(207) PURPLE HOLOGRAM

(237) PUMPKIN / CHARTREUSE

(208) CHARTREUSE HOLOGRAM

(238) SILVER NEON PEPPER / CHARTREUSE

(209) SILVER MULLET CHARTREUSE

Samurai Shad

PRODUCT NUMBER LENGTH BAG COUNT

YSS4 4.0" 10

Available Colors: 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 231, 232, 233, 234, 235, 236, 237, 238



(200) FIRETIGER

(210) AVOCADO RED FLAKE CHARTREUSE

(201) STRAWBERRY WHITE

(231) DISCO MINNOW

(202) GLOW CHARTREUSE

(232) BLACKENED DISCO MINNOW

(203) GLOW FIRETAIL

(233) SEASICK DISCO MINNOW

(204) PEARL WHITE PINK

(234) LUCKY MINNOW

(205) PURPLE BLUE FLAKE WHITE

(235) SILVER / CHARTREUSE

(206) BLACK CHARTREUSE

(236) SPECKLED GRAPE/ CHARTREUSE

(207) PURPLE HOLOGRAM

(237) PUMPKIN / CHARTREUSE

(208) CHARTREUSE HOLOGRAM

(238) SILVER NEON PEPPER / CHARTREUSE

(209) SILVER MULLET CHARTREUSE



(234) LUCKY MINNOW

Samurai Curltail

PRODUCT NUMBER LENGTH BAG COUNT

YSC3 3.0" 10

Available Colors: 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 231, 232, 233, 234, 235, 236, 237, 238

Yum® Samurai Shad™

FISH WANT LIVE PREY. FISH WANT

YUM[®]

start a feeding frenzy.™

NEW!

YUM Weights give anglers the extra edge they're all searching for. These lead free weights, which range in sizes from 1/16 oz. to 1/2 oz., are porous in nature. This property allows them to absorb and hold YUM attractant. And, as any YUM angler knows, Live Prey Technology is as big an extra edge as they're going to find!

Spray / Hand Balm

PRODUCT NUMBER	TYPE	SIZE
YRY401-A	Shad	4oz.
YRY402-A	Crawfish	4oz.
YRY403-A	Garlic	4oz.
YRY404-A	Shrimp	4oz.
YRYHB	Hand Balm	



YUM Weights		
PRODUCT NUMBER	SIZE OZ.	PKG QTY
YWW16 NEW!	1/16	6
YWW18 NEW!	1/8	6
YWW36 NEW!	3/16	5
YWW14 NEW!	1/4	4
YWW38 NEW!	3/8	4
YWW12 NEW!	1/2	3



Yum[®] Weights

Banner

PRODUCT NUMBER COLOR SIZE

UW10387 White 4.5 ft. x 2.5 ft.

Made of white, 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 bundel of 25 decals, order 25 qty of LWYMD1.

Shirt

PRODUCT NUMBER COLOR SIZE

LWYMP1 Red —>

Ashworth® 100% Combed Cotton Polo Shirt.

LWYMP1-S Small
 LWYMP1-M Medium
 LWYMP1-L Large
 LWYMP1-XL XL
 LWYMP1-2XL 2XL



Hats

PRODUCT NUMBER COLOR SIZE

LWYM0010M Oatmeal 1 size fits most

LWYM001BL Black 1 size fits most

Oatmeal: Structured, low vis, sandwich bill hat from the makers of The Game® caps.

Black: Unstructured, low vis, sandwich bill hat from the makers of The Game® caps.



Beanie

PRODUCT NUMBER COLOR SIZE

LWYMB1 Red 1 size fits most

Black Polar Fleece Lining. Embroidered Logo.

YUM

start a feeding frenzy.™

YUM Bait Company • PRADCO-Fishing
3601 Jenny Lind Road • Fort Smith, AR 72901

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