

For Immediate Release

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Yakima Bait Company

Yakima Bait Company Expands Big Al's Fish Flash Color Selection For 2014

Granger, WA – Six new finishes have been added to Yakima Bait's Big Al's Fish Flash line of inline flashers. They include: one new UV finish, Fish Eye Silver; three new Glo Edge finishes, Yellow Fever and Coho Candy; and an entirely new Fish Flash pattern called "Tracker" in two distinctive colors, Bait Ball and Cross Track. All the new colors are available in the 6", 8" and 10" sizes.

"In every case, these new finishes are the product of colors we've been testing or were brought to us by professional guides we work with", commented Buzz Ramsey, Yakima Bait Company's Brand Manager. "Pro Guide Eric Linde brought us the Tracker pattern. It's something Eric developed and has been catching fish on for years. We're fortunate to have the quality of relationships we do to land these new twists that pay-off for our customers who are using our products. The same is true for all the other finishes, some we've been testing and some our product representatives have weighed in on and encouraged us to develop".

"We've continued to improve every element of Big Al's Fish Flash. It's the original no-drag inline flasher but just last year we added grommets, welded rings and stainless steel ball bearing swivels for durability and consistency...that's a claim only Yakima Bait Company can make. We also went to injection molding instead of cold-bending the flasher to make every one work and fish consistently."

Big Al's Fish Flash has found new markets in the Great Lakes and Northern California and is still the most popular flasher across the northwest. Buzz continued, "It's incredible, these flashers are now being used for walleye and in walleye tournaments in the Midwest, they're quickly gaining acceptance in the Great Lakes where steelhead, salmon, brown trout and lake trout are all being caught using these flashers and we have a strong following in southeast Alaska where they're being used primarily for salmon".

For complete product details and Know-How information visit: yakimabait.com



New UV Finish:
FES - Fish Eye Silver



New Glo Edge Finishes:
CLY/PL - Chart./Yellow & Pearl "H&H"
Yellow Fever



New Tracker UV Finishes:
TRLACZ/R - Tracker Lazer Chart. & Red
Bait Ball



PIPK/PLD - Pink/Ice Pink & Plaid "H&H"
Coho Candy



TRPLD/R - Tracker Plaid & Red
Cross Track



ROR/PL - Red/Orange & Pearl "H&H"
Colors

