



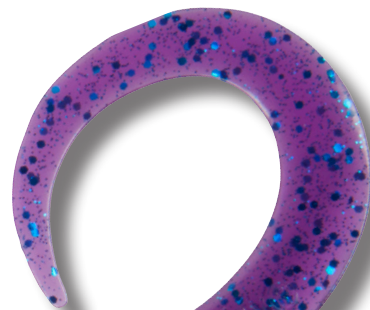
Unleash the Action!™

# HAVOC®



## Skeet Reese\_ Berkley® Bass Bait Pro Designer

"Look out! The Federale is in town. I designed this bait to have more action than all other 10" worms and to have a better hook and land ratio. With the ribbed egg sack your hook point slides through the bait better and into the fish easier."



## 10" FEDERALE NEW! 2014

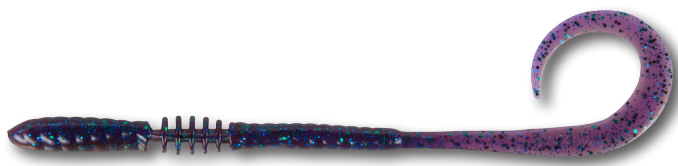
Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>10" FEDERALE</b>								
1289501	HVMFD10-BBU	Bama Bug	5	10"	028632631751	6	2.05	3.49
1289502	HVMFD10-BGP	Black Grape	5	10"	028632631768	6	2.05	3.49
1289503	HVMFD10-BD	Blue Disco	5	10"	028632631775	6	2.05	3.49
1289505	HVMFD10-EB	Electric Blue	5	10"	028632631799	6	2.05	3.49
1289504	HVMFD10-GBB	Grape Brown Belly	5	10"	028632631782	6	2.05	3.49
1289506	HVMFD10-GP	Green Pumpkin	5	10"	028632631805	6	2.05	3.49
1289507	HVMFD10-MOR	Motor Oil Red Fleck	5	10"	028632631812	6	2.05	3.49
1289508	HVMFD10-PF	Perfection	5	10"	028632631829	6	2.05	3.49
1289509	HVMFD10-PL	Plum	5	10"	028632631836	6	2.05	3.49
1289510	HVMFD10-WMRG	Watermelon Magic Red Glitter	5	10"	028632631843	6	2.05	3.49



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BAMA BUG



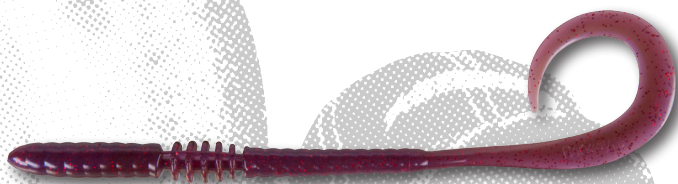
BLACK GRAPE



BLUE DISCO



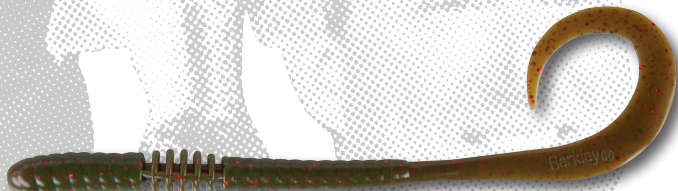
ELECTRIC BLUE



GRAPE BROWN BELLY



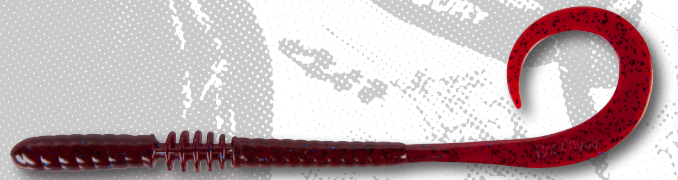
GREEN PUMPKIN



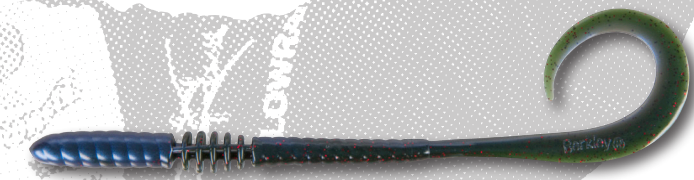
MOTOR OIL RED FLECK



PERFECTION



PLUM



WATERMELON MAGIC RED GLITTER

**This big 10" worm has incredible action that drive the bass crazy. The ribbed egg sack improves the hook to land ratio.**







Unleash the Action!™

# HAVOC®



## Skeet Reese, Berkley® Bass Bait Pro Designer

*"This is a legit, big fish catching bait. With a multitude of colors and lifelike action, the Papa Pit Boss screams flippin' stick. It doesn't matter where I am fishing. If I need a kicker fish the Papa Pit Boss gives me the broad profile needed to get the big bite."*



## 5" PAPA PIT BOSS NEW! 2014

Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE	MSRP
<b>5" PAPA PIT BOSS</b>								
1290733	HVMPPB5-BBU	Bama Bug	5	5"	028632634790	6	2.05	3.49
1290734	HVMPPB5-BTX	Big Texan	5	5"	028632634806	6	2.05	3.49
1290735	HVMPPB5-BBL	Black-Blue	5	5"	028632634813	6	2.05	3.49
1290736	HVMPPB5-BD	Blue Disco	5	5"	028632634820	6	2.05	3.49
1290737	HVMPPB5-CALI	California	5	5"	028632634837	6	2.05	3.49
1290738	HVMPPB5-EB	Electric Blue	5	5"	028632634844	6	2.05	3.49
1291029	HVMPPB5-GHZ	Green Haze	5	5"	028632634851	6	2.05	3.49
1291030	HVMPPB5-GP	Green Pumpkin	5	5"	028632634868	6	2.05	3.49
1291031	HVMPPB5-GPGR	Green Pumpkin Green	5	5"	028632634875	6	2.05	3.49
1291032	HVMPPB5-GPPF	Green Pumpkin Purple Fleck	5	5"	028632634882	6	2.05	3.49
1291033	HVMPPB5-JB	June Bug	5	5"	028632634899	6	2.05	3.49
1291034	HVMPPB5-LPP	Lime-Purple Passion	5	5"	028632634905	6	2.05	3.49
1291035	HVMPPB5-OCC	Okochobee Craw	5	5"	028632634912	6	2.05	3.49
1291036	HVMPPB5-PF	Perfection	5	5"	028632634929	6	2.05	3.49
1291037	HVMPPB5-PFB	Perfection Blue Fleck	5	5"	028632634936	6	2.05	3.49
1291038	HVMPPB5-PFG	Perfection Green Fleck	5	5"	028632634943	6	2.05	3.49
1291039	HVMPPB5-SWK	Skywalker	5	5"	028632634950	6	2.05	3.49
1291040	HVMPPB5-SC	Summer Craw	5	5"	028632634967	6	2.05	3.49
1291041	HVMPPB5-WM	Watermelon	5	5"	028632634974	6	2.05	3.49
1291042	HVMPPB5-WO	Watermelon Orange Fleck	5	5"	028632634981	6	2.05	3.49



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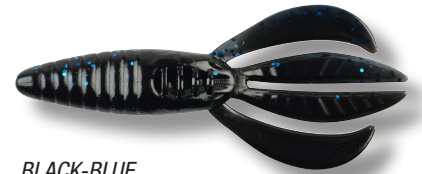




BAMA BUG



BIG TEXAN



BLACK-BLUE



BLUE DISCO



CALIFORNIA



ELECTRIC BLUE



GREEN HAZE



GREEN PUMPKIN



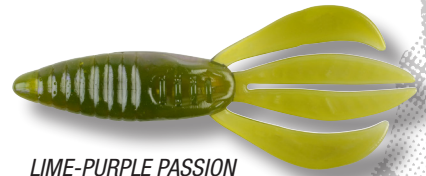
GREEN PUMPKIN GREEN



GREEN PUMPKIN  
PURPLE FLECK



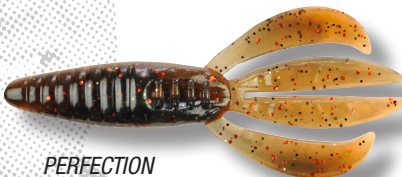
JUNE BUG



LIME-PURPLE PASSION



OKOCHOBEE CRAW



PERFECTION



PERFECTION BLUE FLECK



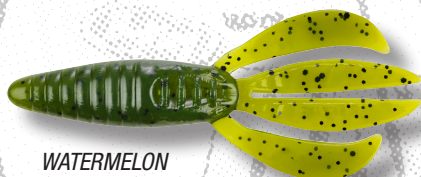
PERFECTION GREEN FLECK



SKYWALKER



SUMMER CRAW



WATERMELON



WATERMELON ORANGE  
FLECK

**All the same incredible action as the original Pit Boss  
scaled up to 5". Big baits equal big bass.**







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

*"Jerk it, twitch it, burn it and shake it. The Jerk is a soft plastic jerkbait like no other! It features a bait fish profile body, a tapering segmented tail section, and a scooped out hydrofoil tail. The thicker bait fish profile body allows for rigging of bigger hooks and provides enough bulk for long distance casts. The tapering segmented tail section is specially designed to give the tail more action. And last but not least, the computer designed scooped out hydro foil diamond shaped tail, allows water to flow in and out as you twitch and jerk the bait. This unique water flow causes the tail to pulse up and down just like a real bait fish!"*



## 5" THE JERK NEW! 2014

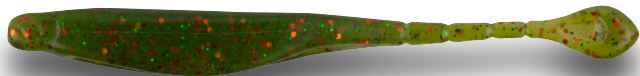
**Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.**

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5" THE JERK</b>								
1291811	HVMTJ5-AVO	Avocado Orange	10	5"	028632635964	6	2.05	3.49
1291812	HVMTJ5-BL	Black	10	5"	028632635971	6	2.05	3.49
1291814	HVMTJ5-DSH	Disco Shad	10	5"	028632635995	6	2.05	3.49
1291815	HVMTJ5-GPBL	Green Pumpkin Blue	10	5"	028632636008	6	2.05	3.49
1291816	HVMTJ5-GPSR	Green Pumpkin Small Red	10	5"	028632636015	6	2.05	3.49
1291817	HVMTJ5-PW	Pearl White	10	5"	028632636022	6	2.05	3.49
1291818	HVMTJ5-PKY	Pinky	10	5"	028632636039	6	2.05	3.49
1291819	HVMTJ5-PHZ	Purple Haze	10	5"	028632636046	6	2.05	3.49
1291821	HVMTJ5-WMBS	Watermelon Black Silver	10	5"	028632636060	6	2.05	3.49
1291822	HVMTJ5-WL	Watermelon Large	10	5"	028632636077	6	2.05	3.49



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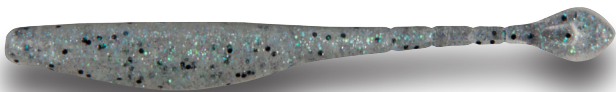




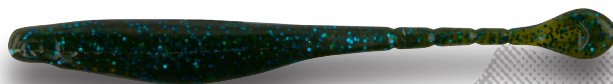
AVOCADO ORANGE



BLACK



DISCO SHAD



GREEN PUMPKIN BLUE



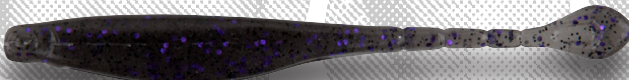
GREEN PUMPKIN SMALL RED



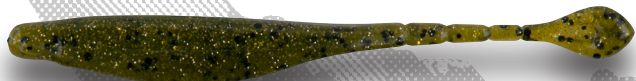
PEARL WHITE



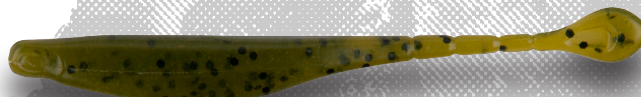
PINKY



PURPLE HAZE



WATERMELON BLACK SILVER



WATERMELON LARGE

**Jerk it, twitch it, burn it and shake it. The specially designed segmented tail section and hydrofoil diamond shaped tail causes the tail to pulse up and down just like a real bait fish. Rig it on a jig head for deep presentations or Texas rig it with a 4/0 or 5/0 hook for twitching around the surface.**







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

*"Catch the beat and catch a ton of bass with the new Beat Shad. The Beat Shad is a hybrid bait, part grub and part finesse swimbait. It features a longer bait fish style profile with specially designed ribs. These ribs catch water and put out a very natural subtle vibration. This boot tail beats side to side on any retrieve speed triggering a natural feeding response from bass."*



## 4" BEAT SHAD NEW! 2014

Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" BEAT SHAD</b>								
1291387	HVMBS4-BBS	Black Blue Silver	8	4"	028632635179	6	2.05	3.49
1291389	HVMBS4-CPRD	Chartreuse Pepper Red	8	4"	028632635193	6	2.05	3.49
1291390	HVMBS4-GPBL	Green Pumpkin Blue	8	4"	028632635209	6	2.05	3.49
1291391	HVMBS4-OSG	Oyster Shell Gold	8	4"	028632635216	6	2.05	3.49
1291392	HVMBS4-PWSB	Pearl White Silver Black	8	4"	028632635223	6	2.05	3.49
1291394	HVMBS4-PSR	Pumpkinseed Red	8	4"	028632635247	6	2.05	3.49
1291395	HVMBS4-SBP	Smoke Black Purple	8	4"	028632635254	6	2.05	3.49
1291396	HVMBS4-WMBS	Watermelon Black Silver	8	4"	028632635261	6	2.05	3.49

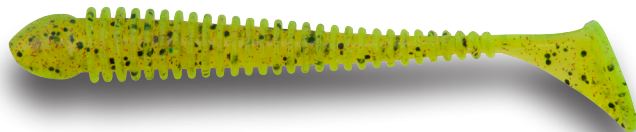


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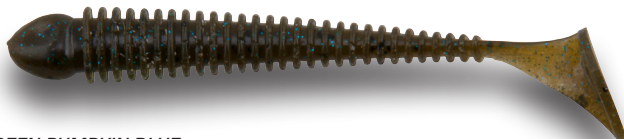




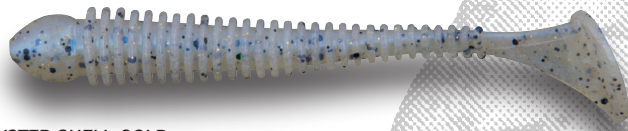
BLACK BLUE SILVER



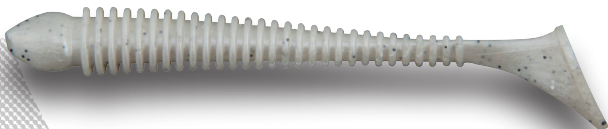
CHARTREUSE PEPPER RED



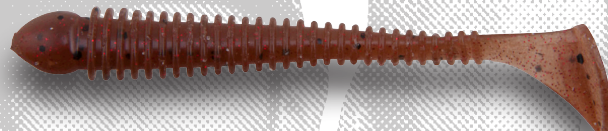
GREEN PUMPKIN BLUE



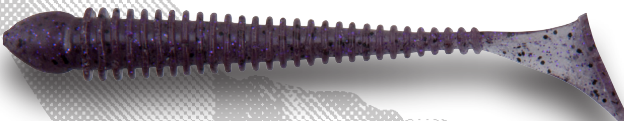
OYSTER SHELL GOLD



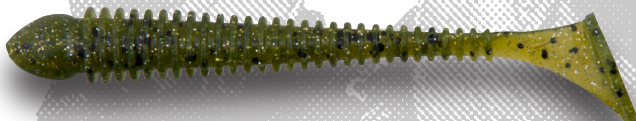
PEARL WHITE SILVER BLACK



PUMPKINSEED RED



SMOKE BLACK PURPLE



WATERMELON BLACK SILVER

**Amazing hybrid of a grub and finesse swimbait. The tail beats from side to side on any retrieval speed triggering a feeding response from bass. Very versatile bait put it on a darter head, shaky head, Texas rig it or use it as a trailer**







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

"The little brother of the bigger Spear! This new smaller size has all of the same amazing tail action as the bigger Devils Spear without the bigger size or bulk. This new smaller size has many applications. For times when the bass want a smaller profile in dense cover, it's perfect for punching and flipping. For the finesse anglers, this new smaller size is perfect for drop shotting and split shotting."



## 3.5" DEVIL SPEAR JR NEW! 2014

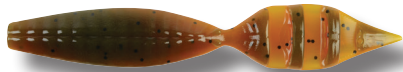
**Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.**

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>3.5" DEVIL SPEAR JR</b>								
1289779	HVMDS3-ACR	Alabama Craw	10	3.5"	028632632437	6	2.05	3.49
1289780	HVMDS3-BBU	Bama Bug	10	3.5"	028632632444	6	2.05	3.49
1289781	HVMDS3-BL	Black	10	3.5"	028632632451	6	2.05	3.49
1289782	HVMDS3-BLKN	Black Neon	10	3.5"	028632632468	6	2.05	3.49
1289783	HVMDS3-BBL	Black-Blue	10	3.5"	028632632475	6	2.05	3.49
1289784	HVMDS3-BBG	Bold Bluegill	10	3.5"	028632632482	6	2.05	3.49
1289785	HVMDS3-CBP	Cinnamon Brown Purple	10	3.5"	028632632499	6	2.05	3.49
1289786	HVMDS3-GP	Green Pumpkin	10	3.5"	028632632505	6	2.05	3.49
1289787	HVMDS3-GPBF	Green Pumpkin Blue Fleck	10	3.5"	028632632512	6	2.05	3.49
1289788	HVMDS3-GPGP	Green Pumpkin Green and Purple	10	3.5"	028632632529	6	2.05	3.49
1289789	HVMDS3-JB	June Bug	10	3.5"	028632632536	6	2.05	3.49
1289790	HVMDS3-JBR	June Bug Red Fleck	10	3.5"	028632632543	6	2.05	3.49
1289791	HVMDS3-MT	Methiolate	10	3.5"	028632632550	6	2.05	3.49
1289792	HVMDS3-PBS	Pearl Blue Shad	10	3.5"	028632632567	6	2.05	3.49
1289793	HVMDS3-RS	Red Shad	10	3.5"	028632632574	6	2.05	3.49
1289794	HVMDS3-WGOF	Watermelon Green Orange Fleck	10	3.5"	028632632581	6	2.05	3.49
1289795	HVMDS3-WMRG	Watermelon Magic Red Glitter	10	3.5"	028632632598	6	2.05	3.49
1289796	HVMDS3-WMPR	Watermelon Pearl	10	3.5"	028632632604	6	2.05	3.49
1289797	HVMDS3-WRF	Watermelon Red Fleck	10	3.5"	028632632611	6	2.05	3.49
1289798	HVMDS3-WH	White	10	3.5"	028632632628	6	2.05	3.49



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ALABAMA CRAW



BAMA BUG



BLACK



BLACK NEON



BLACK-BLUE



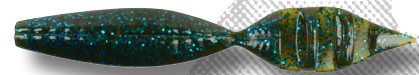
BOLD BLUEGILL



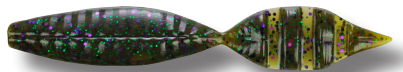
CINNAMON BROWN PURPLE



GREEN PUMPKIN



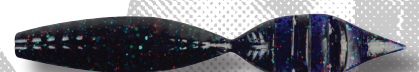
GREEN PUMPKIN BLUE FLECK



GREEN PUMPKIN GREEN AND PURPLE



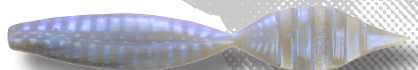
JUNE BUG



JUNE BUG RED FLECK



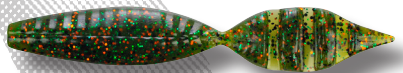
METHIOLATE



PEARL BLUE SHAD



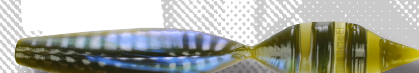
RED SHAD



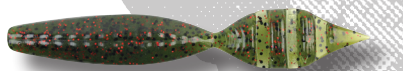
WATERMELON GREEN ORANGE FLECK



WATERMELON MAGIC RED GLITTER



WATERMELON PEARL



WATERMELON RED FLECK



WHITE

**All the amazing tail action of the original Devil  
Spear in a smaller profile. The serrated tail flaps  
and wiggles on every cast. The new smaller size is  
perfect for drop shooting and split shooting**







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

"The Flat Dawg is not you average soft plastic stick bait. It has three special features that makes it have action like no other. First is the flat body shape. Most soft stick baits are round. But the flattened out body of the Flat Dawg catches more water as it falls creating a more distinct fluttering and shaking action. Second, the tail is slightly bent. This small modification helps activate tail movement even with little or no weight. Finally, the Flat Dawg has small pocks or pits in the body. For wacky rigging, take a 2/0 or 3/0 hook and hook the Flat Dawg right in the middle of the bait. This will allow the each end of the bait to have maximum quivering action. And finally on a wacky jig head is perfect for fishing the Flat Dawg in deeper or more vertical situations. The jig head hooked in the middle of the bait, acts as a downward pivot point and help the ends of the bait come alive!"



## 5" FLAT DAWG NEW! 2014

**Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.**

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5" FLAT DAWG</b>								
1291823	HVMFD5-BL	Black	8	5"	028632636084	6	2.05	3.49
1291824	HVMFD5-BSMB	Black Small Blue	8	5"	028632636091	6	2.05	3.49
1291825	HVMFD5-CPF	Cinnamon Purple Fleck	8	5"	028632636107	6	2.05	3.49
1291826	HVMFD5-DWB	Dark Watermelon Black	8	5"	028632636114	6	2.05	3.49
1291827	HVMFD5-GP	Green Pumpkin	8	5"	028632636121	6	2.05	3.49
1291828	HVMFD5-GPCD	Green Pumpkin Candy	8	5"	028632636138	6	2.05	3.49
1291829	HVMFD5-GPGB	Green Pumpkin Gold Blue	8	5"	028632636145	6	2.05	3.49
1291830	HVMFD5-MPS	Milky Pumpkinseed	8	5"	028632636152	6	2.05	3.49
1291831	HVMFD5-PWSV	Pearl White Silver	8	5"	028632636169	6	2.05	3.49
1291832	HVMFD5-SSMB	Smoke Small Black	8	5"	028632636176	6	2.05	3.49
1291833	HVMFD5-WSR	Watermelon Silver Red	8	5"	028632636183	6	2.05	3.49
1291834	HVMFD5-WSB	Watermelon Small Black	8	5"	028632636190	6	2.05	3.49



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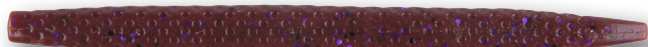




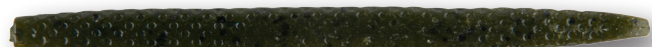
BLACK



BLACK SMALL BLUE



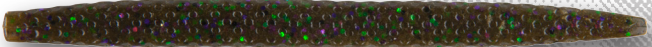
CINNAMON PURPLE FLECK



DARK WATERMELON BLACK



GREEN PUMPKIN



GREEN PUMPKIN CANDY



GREEN PUMPKIN GOLD BLUE



MILKY PUMPKINSEED



PEARL WHITE SILVER



SMOKE SMALL BLACK



WATERMELON SILVER RED



WATERMELON SMALL BLACK

**The flat body creates a distinct fluttering action.  
Small pits in the body make it feel more natural**







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

"The Back Slide is a totally new soft bait concept. It has specially designed features that help it slide or glide backwards on the fall. The Back Slide has a flat bottom and dual density salt content. The flat bottom acts like the bottom of a sled to help the bait get maximum gliding action. The dual density salt content, makes the back end of the bait heavier than the front. This heavy tail section causes the bait to slide backwards without the addition of any weight. The backwards glide mimics injured or dying bait fish and the natural backwards scoot of crawfish. Plus on the backwards glide the opposing kicker legs shake and move drawing bass in!"



## 4" BACK SLIDE NEW! 2014

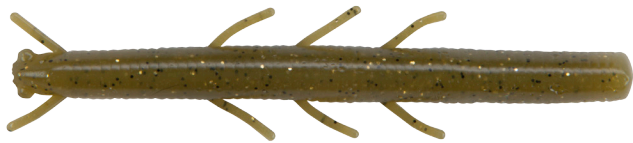
Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" BACK SLIDE</b>								
1307734	HVMBSL4-BBB	Baby Bass	5	4"	028632653005	6	2.05	3.49
1307735	HVMBSL4-BL	Black	5	4"	028632653012	6	2.05	3.49
1307736	HVMBSL4-BF	Blue Fleck	5	4"	028632653029	6	2.05	3.49
1307737	HVMBSL4-CP	Chartreuse Pepper	5	4"	028632653036	6	2.05	3.49
1307738	HVMBSL4-CHB	Chocolate Brown	5	4"	028632653043	6	2.05	3.49
1307739	HVMBSL4-CC	Cotton Candy	5	4"	028632653050	6	2.05	3.49
1307740	HVMBSL4-CMBR	Cucumber	5	4"	028632653067	6	2.05	3.49
1307741	HVMBSL4-GMA	Goby Magic	5	4"	028632653074	6	2.05	3.49
1307742	HVMBSL4-GP	Green Pumpkin	5	4"	028632653081	6	2.05	3.49
1307743	HVMBSL4-JB	June Bug	5	4"	028632653098	6	2.05	3.49
1307744	HVMBSL4-MPS	Milky Pumpkinseed	5	4"	028632653104	6	2.05	3.49
1307745	HVMBSL4-SSMB	Smoke Small Black	5	4"	028632653111	6	2.05	3.49
1307746	HVMBSL4-WS	Watermelonseed	5	4"	028632653128	6	2.05	3.49
1307747	HVMBSL4-WHSS	White Small Silver	5	4"	028632653135	6	2.05	3.49



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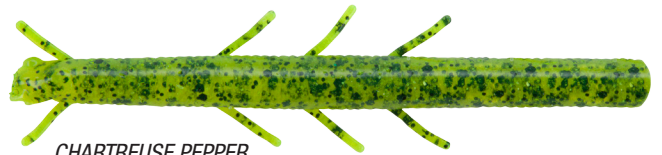
BABY BASS



BLACK



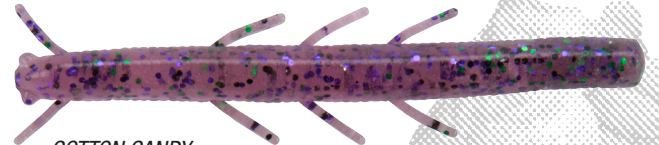
BLUE FLECK



CHARTREUSE PEPPER



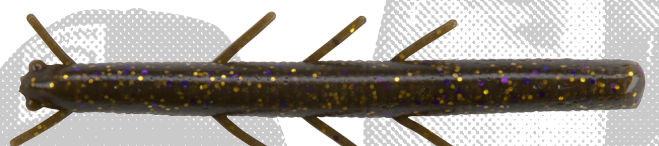
CHOCOLATE BROWN



COTTON CANDY



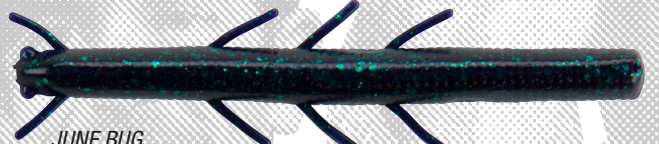
CUCUMBER



GOBY MAGIC



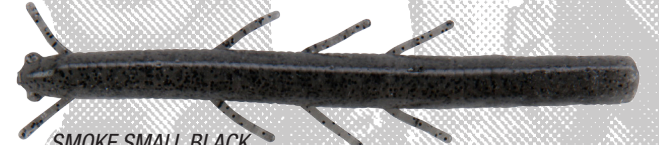
GREEN PUMPKIN



JUNE BUG



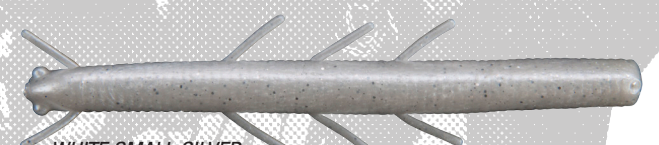
MILKY PUMPKINSEED



SMOKE SMALL BLACK



WATERMELON SEED



WHITE SMALL SILVER

**\_Features a heavy tail section that helps it slide backwards on the fall. The flat bottom maximizes the gliding action. The kicker legs add an enticing action on the fall.**







Unleash the Action!™

# HAVOC®



## Bobby Lane \_ Berkley® Bass Bait Pro Designer

"Same outstanding features as it's big brother, the smaller version of the proven Grass Pig is perfect for both single-bait uses and on the Berkley schooling rig. The smaller body rigs easier on jigheads and looks a lot like a school of bait on the Berkley schooling rig. You can expect bone-jarring strikes in open water applications and around shallow grass areas."



## 3.5" GRASS PIG JR NEW! 2014

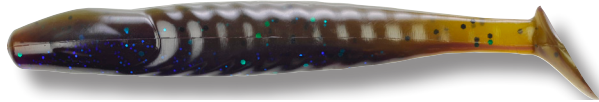
Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>3.5" GRASS PIG JR</b>								
1280953	HVMGPJ3-BBU	Bama Bug	10	3.5"	028632624098	6	2.05	3.49
1280943	HVMGPJ3-BL	Black	10	3.5"	028632623992	6	2.05	3.49
1280944	HVMGPJ3-BBSF	Black-Blue Silver Fleck	10	3.5"	028632624005	6	2.05	3.49
1280945	HVMGPJ3-BGM	Bubblegum	10	3.5"	028632624012	6	2.05	3.49
1280946	HVMGPJ3-CALI	California	10	3.5"	028632624029	6	2.05	3.49
1280947	HVMGPJ3-CHS	Chartreuse Silver Fleck	10	3.5"	028632624036	6	2.05	3.49
1280954	HVMGPJ3-GZS	Gizzard Shad	10	3.5"	028632624104	6	2.05	3.49
1280948	HVMGPJ3-GPW	Green Pumpkin/Watermelon	10	3.5"	028632624043	6	2.05	3.49
1280956	HVMGPJ3-PW	Pearl White	10	3.5"	028632624128	6	2.05	3.49
1280949	HVMGPJ3-PWSF	Pearl White Silver Fleck	10	3.5"	028632624050	6	2.05	3.49
1280950	HVMGPJ3-SWG	Swamp Gas	10	3.5"	028632624067	6	2.05	3.49
1280955	HVMGPJ3-TNS	Tennessee Shad	10	3.5"	028632624111	6	2.05	3.49
1280952	HVMGPJ3-WM	Watermelon	10	3.5"	028632624081	6	2.05	3.49
1280951	HVMGPJ3-WMC	Watermelon Candy	10	3.5"	028632624074	6	2.05	3.49



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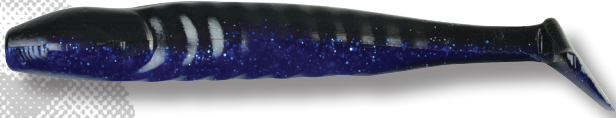




BAMA BUG



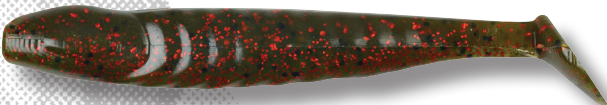
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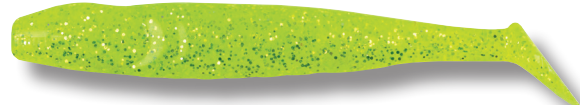
BLACK-BLUE SILVER FLECK



BUBBLEGUM



CALIFORNIA



CHARTREUSE SILVER FLECK



GIZZARD SHAD



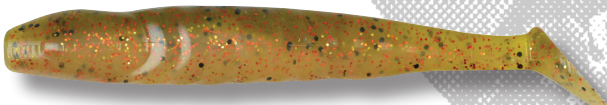
GREEN PUMPKIN/WATERMELON



PEARL WHITE



PEARL WHITE SILVER FLECK



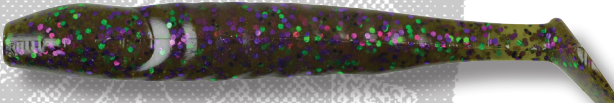
SWAMP GAS



TENNESSEE SHAD



WATERMELON



WATERMELON CANDY

**Same great action! Smaller body rigs easier on jigheads.  
Perfect on Berkley Schooling Rigs.**



[berkley-fishing.com](http://berkley-fishing.com)







Unleash the Action!™

# HAVOC®



## Skeet Reese\_ Berkley® Bass Bait Pro Designer

"If I have this papa on I'm hunting for some big fish! Just like the 4" you can fish this bait anywhere from shallow to deep. For my shallow or heavy cover rigging I use the Trokar TK 170 swimbait hook in either 5/0 or 7/0 just depends on the size of fish I'm catching. And when in open water I use a 3/8 to 1oz jig head. If your using a umbrella rig use the Papa on your center bait to get the big bites! Try 50 lb Spiderwire or 20-25 Trilene 100% Fluorocarbon for heavy cover fishing and 15-20 lb in open water."



## 5.5" PAPA SICK FISH NEW! 2014

**Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.**

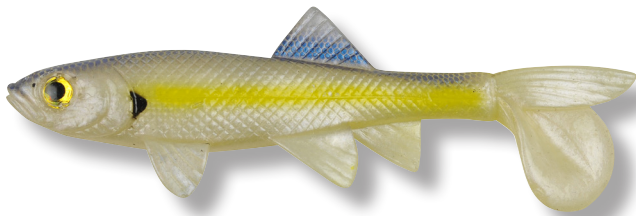
SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5.5" PAPA SICK FISH</b>								
1289548	HVMSF5-CS	Chartreuse Shad	1	5.5"	028632631997	6	2.05	3.49
1289549	HVMSF5-CBRM	Clear Bream	1	5.5"	028632632000	6	2.05	3.49
1289550	HVMSF5-DSH	Disco Shad	1	5.5"	028632632017	6	2.05	3.49
1289551	HVMSF5-GHM	Ghost Minnow	1	5.5"	028632632024	6	2.05	3.49
1289552	HVMSF5-GLDN	Golden Nugget	1	5.5"	028632632031	6	2.05	3.49
1289553	HVMSF5-GRP	Green Penny	1	5.5"	028632632048	6	2.05	3.49
1289554	HVMSF5-GP	Green Pumpkin	1	5.5"	028632632055	6	2.05	3.49
1289555	HVMSF5-LHCH	Light Hitch	1	5.5"	028632632062	6	2.05	3.49
1289556	HVMSF5-SWG	Swamp Gas	1	5.5"	028632632079	6	2.05	3.49
1289557	HVMSF5-TNS	Tennessee Shad	1	5.5"	028632632086	6	2.05	3.49



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CHARTREUSE SHAD



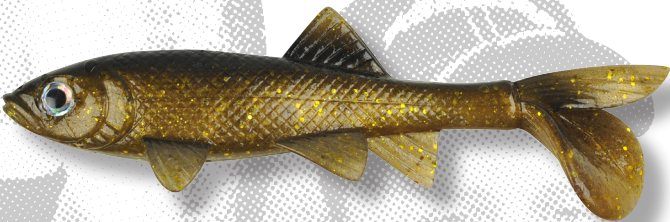
CLEAR BREAM



DISCO SHAD



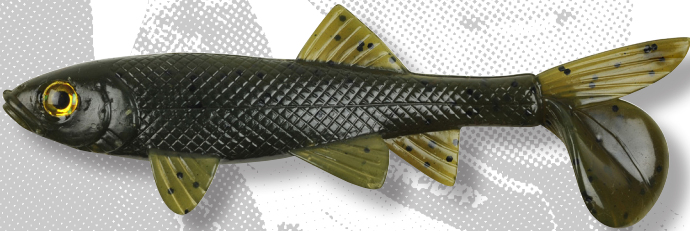
GHOST MINNOW



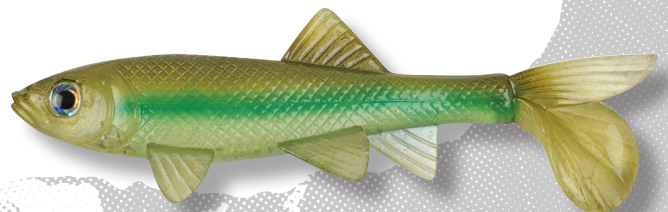
GOLDEN NUGGET



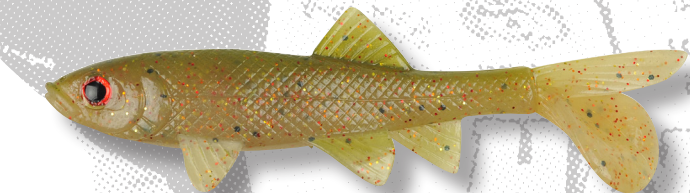
GREEN PENNY



GREEN PUMPKIN



LIGHT HITCH



SWAMP GAS



TENNESSEE SHAD

**Super life-like shape and action. Pull out the Papa size when targeting large trophy bass**



[berkley-fishing.com](http://berkley-fishing.com)







Unleash the Action!™

# HAVOC®



## Skeet Reese\_ Berkley® Bass Bait Pro Designer

"I like to fish on a short shanked whacky jighead (just not rigged whacky) also works great on a drop shot rig. Works great on a small umbrella rig. Drop shot and jig head rigs I fish on 10 Nanofil. This is the ultimate swim bait for smaller game fish of any kind. If you just need to get a bite this is the one!"



## 3" SICK FISH JR NEW! 2014

Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

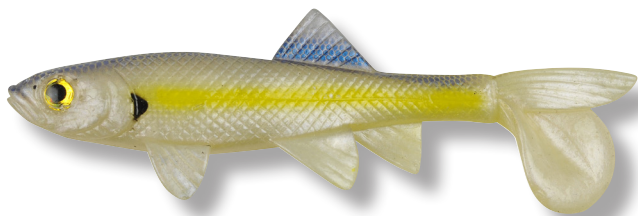
SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>3" SICK FISH JR</b>								
1289538	HVMSF3-CS	Chartreuse Shad	5	3"	028632631898	6	2.05	3.49
1289539	HVMSF3-CBRM	Clear Bream	5	3"	028632631904	6	2.05	3.49
1289540	HVMSF3-DSH	Disco Shad	5	3"	028632631911	6	2.05	3.49
1289541	HVMSF3-GHM	Ghost Minnow	5	3"	028632631928	6	2.05	3.49
1289542	HVMSF3-GLDN	Golden Nugget	5	3"	028632631935	6	2.05	3.49
1289543	HVMSF3-GRP	Green Penny	5	3"	028632631942	6	2.05	3.49
1289544	HVMSF3-GP	Green Pumpkin	5	3"	028632631959	6	2.05	3.49
1289545	HVMSF3-LHCH	Light Hitch	5	3"	028632631966	6	2.05	3.49
1289546	HVMSF3-SWG	Swamp Gas	5	3"	028632631973	6	2.05	3.49
1289547	HVMSF3-TNS	Tennessee Shad	5	3"	028632631980	6	2.05	3.49



[berkley-fishing.com](http://berkley-fishing.com)







CHARTREUSE SHAD



CLEAR BREAM



DISCO SHAD



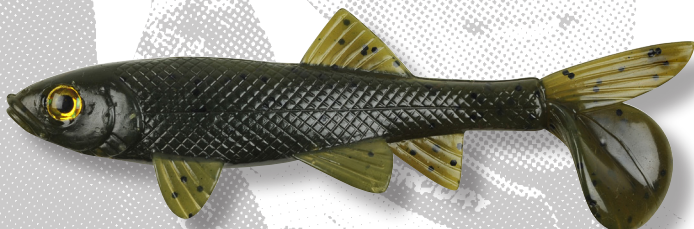
GHOST MINNOW



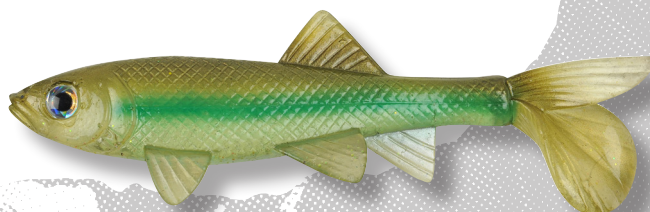
GOLDEN NUGGET



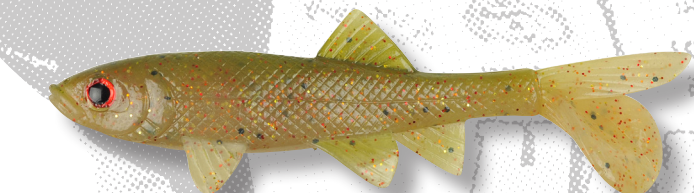
GREEN PENNY



GREEN PUMPKIN



LIGHT HITCH



SWAMP GAS



TENNESSEE SHAD

**Super life-like shape and action. The Jr size is perfect on a Berkley Schooling Rig.**



[berkley-fishing.com](http://berkley-fishing.com)







Unleash the Action!™

# HAVOC®



**Bobby Lane** \_ Berkley® Bass Bait Pro Designer

"Use the Hawk Hawg on Texas or Carolina Rig at any depth or speed. Whether you need action or subtle winter time movements, the Hawk Hawg does it all. This is the creature bait you have been waiting for..."



**5" HAWK HAWG  
COLOR EXTENSION**

## NEW! 2014

**Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.**

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5" HAWK HAWG</b>								
1265902	HVMHH5-BBU	Bama Bug	8	5	028632607862	6	2.05	3.49
1265903	HVMHH5-BBF	Black Blue Fleck	8	5	028632607879	6	2.05	3.49
1265904	HVMHH5-BEM	Black Emerald	8	5	028632607886	6	2.05	3.49
1265905	HVMHH5-BLR	Black Red Fleck	8	5	028632607893	6	2.05	3.49
1265906	HVMHH5-BBSF	Black-Blue Silver Fleck	8	5	028632607909	6	2.05	3.49
1265907	HVMHH5-BBG	Bold Bluegill	8	5	028632607916	6	2.05	3.49
1265908	HVMHH5-GP	Green Pumpkin	8	5	028632607923	6	2.05	3.49
1265929	HVMHH5-GPBL	Green Pumpkin Blue	8	5	028632607930	6	2.05	3.49
1265930	HVMHH5-JB	June Bug	8	5	028632607947	6	2.05	3.49
1265931	HVMHH5-OCC	Okochobee Craw	8	5	028632607954	6	2.05	3.49
1265932	HVMHH5-RDB	RedBug	8	5	028632607961	6	2.05	3.49
1265933	HVMHH5-SBU	Sapphire Blue	8	5	028632607978	6	2.05	3.49
1265934	HVMHH5-SGP	Smoky Green Pumpkin	8	5	028632607985	6	2.05	3.49
1265935	HVMHH5-WMC	Watermelon Candy	8	5	028632607992	6	2.05	3.49
1265936	HVMHH5-WMR	Watermelon Red	8	5	028632608005	6	2.05	3.49
1291835	HVMHH5-WH	White	8	5	028632636206	6	2.05	3.49



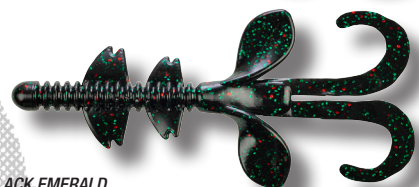
[berkley-fishing.com](http://berkley-fishing.com)



BAMA BUG



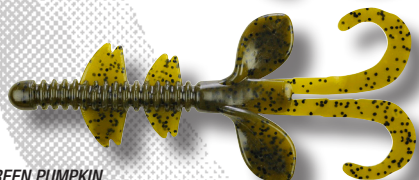
BLACK EMERALD



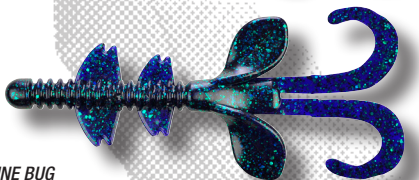
BLACK-BLUE SILVER FLECK



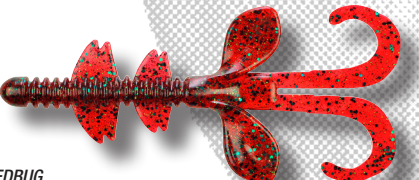
GREEN PUMPKIN



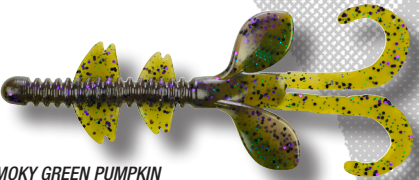
JUNE BUG



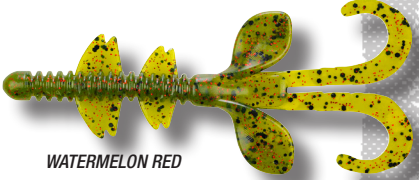
REDBUG



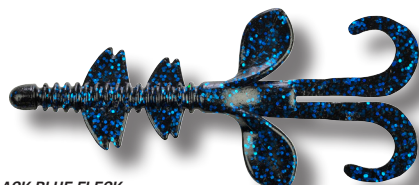
SMOKY GREEN PUMPKIN



WATERMELON RED



BLACK BLUE FLECK



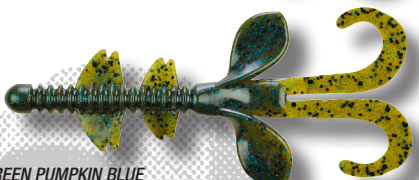
BLACK RED FLECK



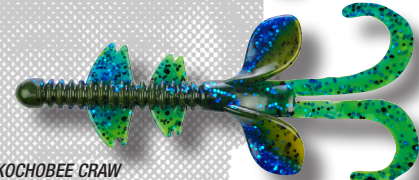
BOLD BLUEGILL



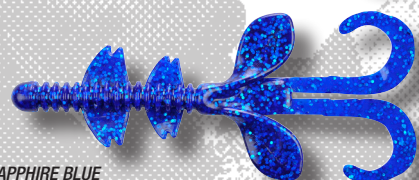
GREEN PUMPKIN BLUE



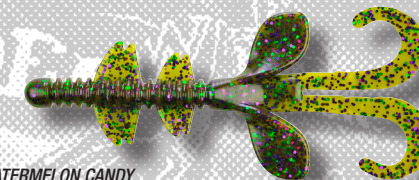
OKOCHOBEE CRAW



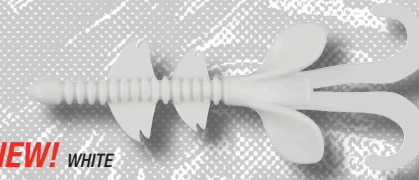
SAPPHIRE BLUE



WATERMELON CANDY



**NEW!** WHITE



This creature bait has it all; 4 wings, 2 side appendages and 2 long curl tails. Great for Texas or Carolina rigs







Unleash the Action!™

# HAVOC®



## Mike Iaconelli\_ Berkley® Bass Bait Pro Designer

*"With the Havoc Smash Tube, we wanted to create a tube that would fall and glide erratically on every cast, could be fished in both heavy cover and open water situations and have all kinds of unique 2 color patterns.*

*The flatter (smashed) body makes it easier for hook penetration and the fatter tentacles deliver increased water displacement. Destroy your competition and catch more fish with the Smash Tube!"*



## 4" SMASH TUBE COLOR EXTENSION **NEW! 2014**

Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" SMASH TUBE</b>								
1291397	HVMST4-BBUS	Bama Special	6	4"	028632635278	6	2.05	3.49
1291398	HVMST4-BRCH	Black Red Chartreuse	6	4"	028632635285	6	2.05	3.49
1291399	HVMST4-GPWH	Green Pumpkin White	6	4"	028632635292	6	2.05	3.49
1291400	HVMST4-GSF	Green/Sunfish	6	4"	028632635308	6	2.05	3.49
1291401	HVMST4-HAWK	Hawkeye	6	4"	028632635315	6	2.05	3.49
1291402	HVMST4-HM	Hot Mess	6	4"	028632635322	6	2.05	3.49
1291403	HVMST4-MTC	Molting Craw	6	4"	028632635339	6	2.05	3.49
1291404	HVMST4-PF	Perfection	6	4"	028632635346	6	2.05	3.49
1291405	HVMST4-SVS	Silver Snow	6	4"	028632635353	6	2.05	3.49
1291406	HVMST4-SMG	Smoke Grape	6	4"	028632635360	6	2.05	3.49
1291407	HVMST4-SGRP	Sour Grape	6	4"	028632635377	6	2.05	3.49



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BAMA SPECIAL



BLACK RED CHARTREUSE



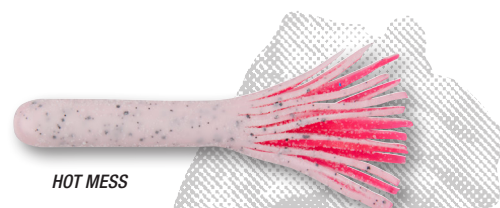
GREEN PUMPKIN WHITE



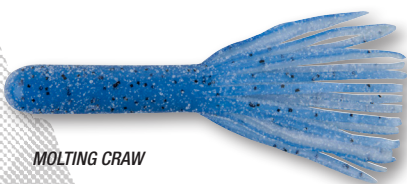
GREEN/SUNFISH



HAWKEYE



HOT MESS



MOLTING CRAW



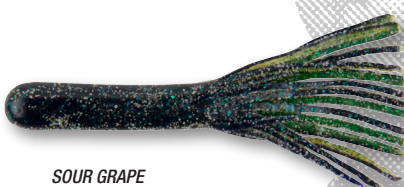
PERFECTION



SILVER SNOW



SMOKE GRAPE



SOUR GRAPE

**Innovative oval (smashed) body shape glides erratically on the fall**  
**Fatter tentacles deliver increased water displacement**  
**Inside/Outside dual colors match natural forage**







Unleash the Action!™

# HAVOC®



## Scott Suggs\_ Berkley® Bass Bait Pro Designer

"If you want a craw that looks and acts like a scared crawdad---throw the Rocket Craw. Built for speed and stirring up trouble around shallow grass and wood, the Rocket Craw is the best speed craw ever built.

Super high-action claws move a ton of water and will get the attention of any bass close by. The extra long tentacles add even more action and a larger profile so the bass find it faster.

Try the Rocket Craw and watch the bass inhale it!"



**4" ROCKET CRAW  
COLOR EXTENSION**

# NEW! 2014

Berkley innovation together with professional bass angler experience has created a new series of soft baits. Make HAVOC your go-to bait when bragging rights are on the line.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" ROCKET CRAW</b>								
1278863	HVMRC4-BBU	Bama Bug	8	4"	028632622148	6	2.05	3.49
1278864	HVMRC4-BBF	Black Blue Fleck	8	4"	028632622155	6	2.05	3.49
1290291	HVMRC4-BLC	Black Craw	8	4"	028632633694	6	2.05	3.49
1278865	HVMRC4-BLR	Black Red Fleck	8	4"	028632622162	6	2.05	3.49
1278866	HVMRC4-BCS	Breen-Clear Chartreuse	8	4"	028632622179	6	2.05	3.49
1278867	HVMRC4-GP	Green Pumpkin	8	4"	028632622186	6	2.05	3.49
1278868	HVMRC4-GPPF	Green Pumpkin Purple Fleck	8	4"	028632622193	6	2.05	3.49
1278869	HVMRC4-JB	June Bug	8	4"	028632622209	6	2.05	3.49
1290293	HVMRC4-MTC	Molting Craw	8	4"	028632633717	6	2.05	3.49
1278870	HVMRC4-PW	Pearl White	8	4"	028632622216	6	2.05	3.49
1278871	HVMRC4-PFG	Perfection Green Fleck	8	4"	028632622223	6	2.05	3.49
1278872	HVMRC4-SWC	Shady Watermelon Candy	8	4"	028632622230	6	2.05	3.49
1290294	HVMRC4-WPF	Watermelon Purple Fleck	8	4"	028632633724	6	2.05	3.49



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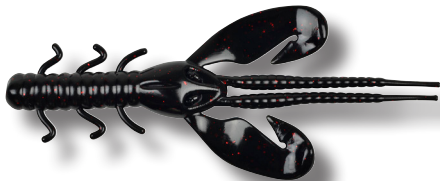
BAMA BUG



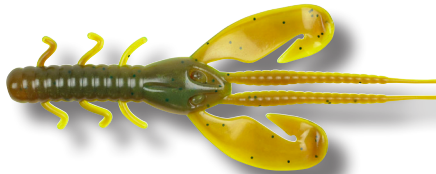
BLACK BLUE FLECK



**NEW!** BLACK CRAW



BLACK RED FLECK



GREEN-CLEAR CHARTREUSE



GREEN PUMPKIN



GREEN PUMPKIN PURPLE FLECK



JUNE BUG



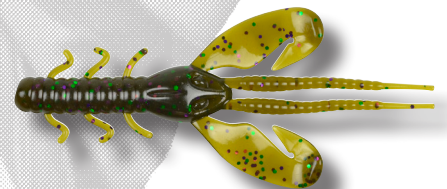
**NEW!** MOLTING CRAW



PEARL WHITE



PERFECTION GREEN FLECK



SHADY WATERMELON CANDY



**NEW!** WATERMELON PURPLE FLECK

**Built for speed**  
**Designed to hold heavy hook**  
**Extra rear tentacles add action and profile**



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***Fish Bite and Won't Let Go!***

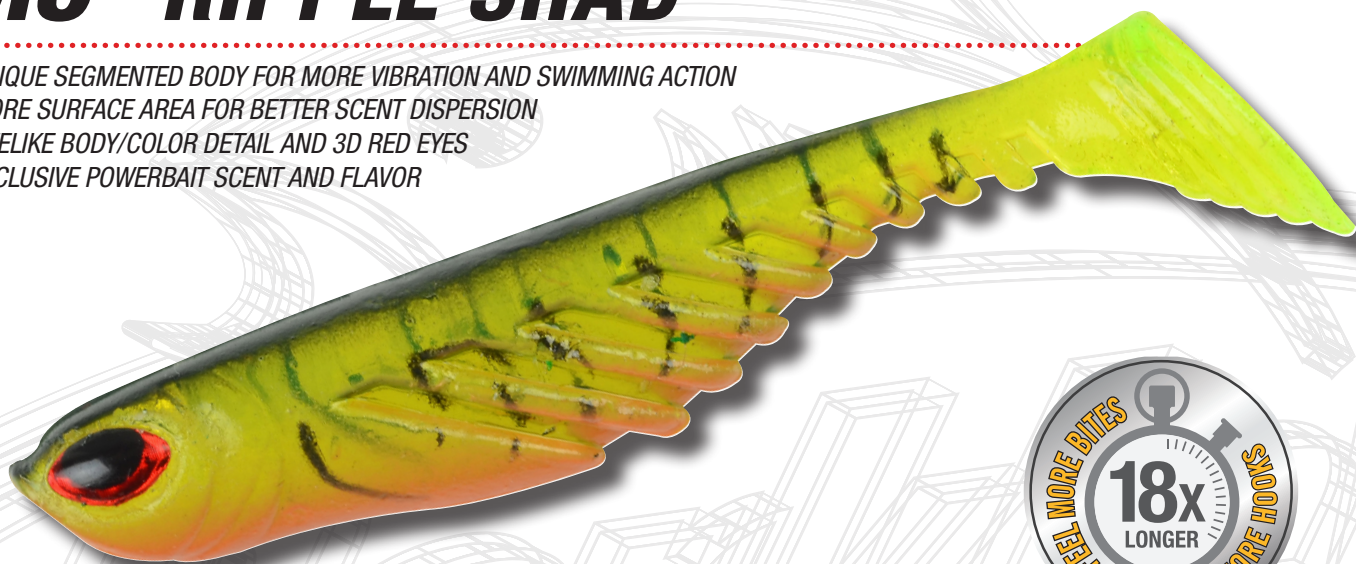
# **PowerBait**



**FISH HOLD ON  
18X LONGER**

## **3.5" RIPPLE SHAD**

- UNIQUE SEGMENTED BODY FOR MORE VIBRATION AND SWIMMING ACTION
- MORE SURFACE AREA FOR BETTER SCENT DISPERSION
- LIFELIKE BODY/COLOR DETAIL AND 3D RED EYES
- EXCLUSIVE POWERBAIT SCENT AND FLAVOR



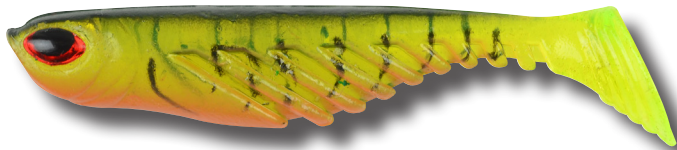
# **NEW! 2014**

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>3.5" RIPPLE SHAD</b>								
1289895	PBBRS3.5-FT	Firetiger	7	3.5"	028632632857	6	3.05	4.99
1289896	PBBRS3.5-FLJ	Florida Junebug	7	3.5"	028632632864	6	3.05	4.99
1289897	PBBRS3.5-GC	Glow/Chartreuse	7	3.5"	028632632871	6	3.05	4.99
1289898	PBBRS3.5-GBP	Green Back Pearl	7	3.5"	028632632888	6	3.05	4.99
1289899	PBBRS3.5-HGB	Holographic Gold Black Back	7	3.5"	028632632895	6	3.05	4.99
1289900	PBBRS3.5-LP	Louisiana Purple	7	3.5"	028632632901	6	3.05	4.99
1289901	PBBRS3.5-NP	New Penny	7	3.5"	028632632918	6	3.05	4.99
1289902	PBBRS3.5-PW	Pearl White	7	3.5"	028632632925	6	3.05	4.99
1294800	PBBRS3.5-RCS	Racy Shad	7	3.5"	028632640852	6	3.05	4.99
1289903	PBBRS3.5-RBT	Rainbow Trout	7	3.5"	028632632932	6	3.05	4.99
1289904	PBBRS3.5-SMLT	Smelt	7	3.5"	028632632949	6	3.05	4.99



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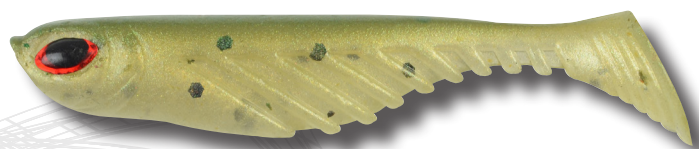
FIRETIGER



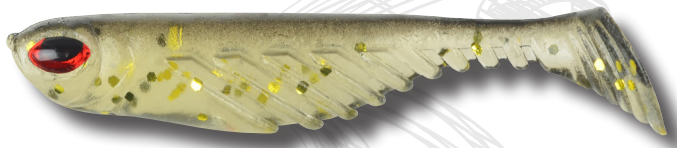
FLORIDA JUNEBUG



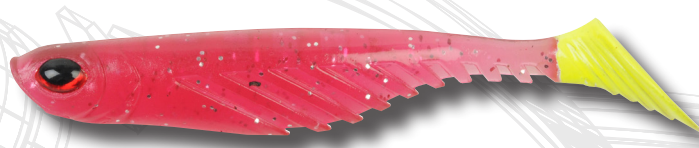
GLOW/CHARTREUSE



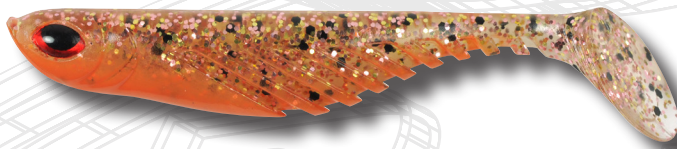
GREEN BLACK PEARL



HOLOGRAPHIC GOLD BLACK BACK



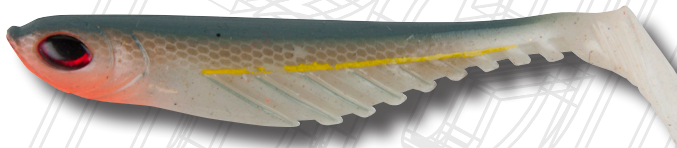
LOUISIANA PURPLE



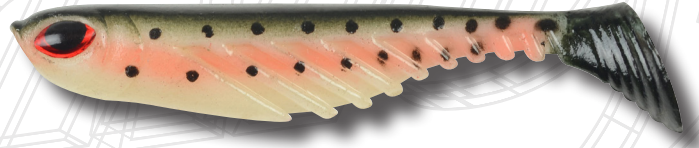
NEW PENNY



PEARL WHITE



RACY SHAD



RAINBOW TROUT



SMELT







*Fish Bite and Won't Let Go!*

# PowerBait

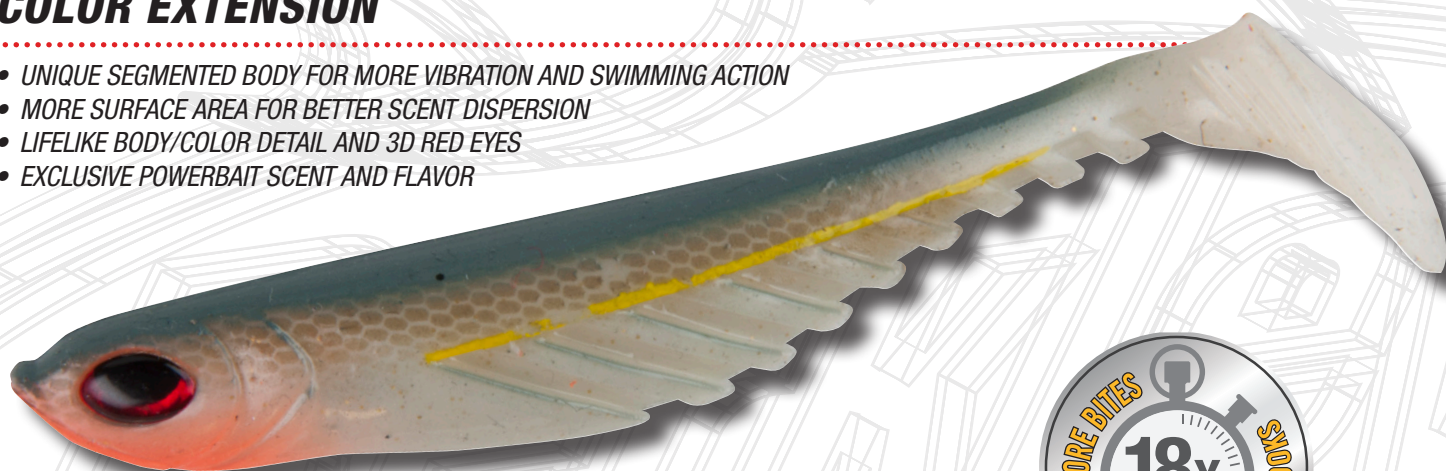


**FISH HOLD ON  
18X LONGER**

## 3", 4", 5" RIPPLE SHAD

### COLOR EXTENSION

- UNIQUE SEGMENTED BODY FOR MORE VIBRATION AND SWIMMING ACTION
- MORE SURFACE AREA FOR BETTER SCENT DISPERSION
- LIFELIKE BODY/COLOR DETAIL AND 3D RED EYES
- EXCLUSIVE POWERBAIT SCENT AND FLAVOR



SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHOLE.	MSRP
<b>3", 4", 5" RIPPLE SHAD</b>								
1294799	PBBRS3-RCS	Racy Shad	10	3"	028632640845	6	3.05	4.99
1294801	PBBRS4-RCS	Racy Shad	5	4"	028632640869	6	3.05	4.99
1294802	PBBRS5-RCS	Racy Shad	4	5"	02863264087	6	3.05	4.99



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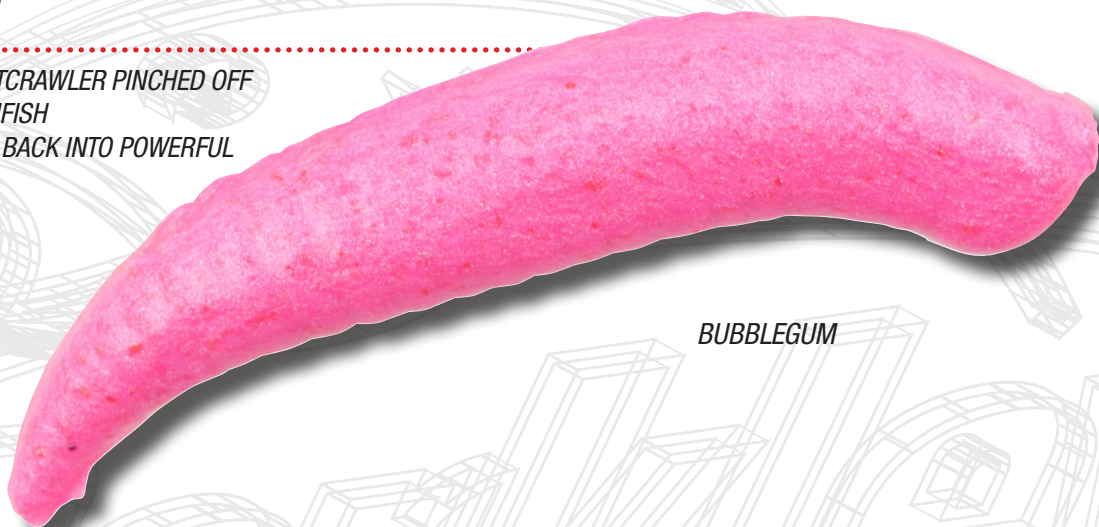


**400X** More Scent Dispersion

# 1" PINCHED CRAWLER

## SIZE EXTENSION

- LIFELIKE IMITATION OF A NIGHTCRAWLER PINCHED OFF
- PERFECT FOR TROUT AND PANFISH
- "RECHARGE" BAIT BY PLACING BACK INTO POWERFUL GULP! ALIVE! ATTRACTANT



BUBBLEGUM



CHARTREUSE



FLUORESCENT ORANGE



CHUNKY CHEESE



NIGHTCRAWLER

SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MAP	SUG. RETAIL
<b>1" PINCHED CRAWLER</b>									
1289598	GAJPC1-BGM	Bubblegum	1.7	1"	028632632284	6	3.95	5.95	5.95
1289599	GAJPC1-CH	Chartreuse	1.7	1"	028632632291	6	3.95	5.95	5.95
1289600	GAJPC1-CCHE	Chunky Cheese	1.7	1"	028632632307	6	3.95	5.95	5.95
1289601	GAJPC1-FO	Fluorescent Orange	1.7	1"	028632632314	6	3.95	5.95	5.95
1289602	GAJPC1-NC	Nightcrawler	1.7	1"	028632632321	6	3.95	5.95	5.95



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**400X** More Scent Dispersion

# 1", 2" FLOATING PINCHED CRAWLER

1" SIZE EXTENSION, 2" COLOR EXTENSION

- LIFELIKE IMITATION OF A NIGHTCRAWLER PINCHED IN HALF
- SMALLER PRESENTATION WHEN FISH ARE LESS LIKELY TO BITE A LARGER BAIT
- CURVED PROFILE PROVIDES LIFELIKE ACTION WHEN TWITCHED OR SHAKEN



NIGHTCRAWLER



BUBBLEGUM



CHARTREUSE



CHUNKY CHEESE



FLUORESCENT ORANGE

SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MAP	SUG. RETAIL
<b>1" FLOATING PINCHED CRAWLER</b>									
1289593	GAJFPC1-BGM	Bubblegum	1.7	1"	028632632239	6	3.95	5.95	5.95
1289594	GAJFPC1-CH	Chartreuse	1.7	1"	028632632246	6	3.95	5.95	5.95
1289595	GAJFPC1-CCHE	Chunky Cheese	1.7	1"	028632632253	6	3.95	5.95	5.95
1289596	GAJFPC1-FO	Fluorescent Orange	1.7	1"	028632632260	6	3.95	5.95	5.95
1289597	GAJFPC1-NC	Nightcrawler	1.7	1"	028632632277	6	3.95	5.95	5.95
<b>2" FLOATING PINCHED CRAWLER</b>									
1291246	GAJFPC2-BGM	Bubblegum	1.7	2"	028632635131	6	3.95	5.95	5.95



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**400X** More Scent Dispersion

# 2" GARLIC INFUSED PINCHED CRAWLER

## COLOR EXTENSION

- LIFELIKE IMITATION OF A NIGHTCRAWLER PINCHED OFF
- PERFECT FOR TROUT AND PANFISH
- "RECHARGE" BAIT BY PLACING BACK INTO POWERFUL GULP! ALIVE! ATTRACTANT



**NEW** BUBBLEGUM

SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MAP	SUG. RETAIL
<b>2" PINCHED CRAWLER GARLIC INFUSED</b>									
1291245	GAJGFPC2-BGM	Bubblegum	1.7	2"	028632635124	6	3.95	5.95	5.95



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**400X** More Scent Dispersion

**Outfishes All Other Bait!**

# 1", 2" PINCHED CRAWLER

1" SIZE EXTENSION, 2" COLOR EXTENSION

- LIFELIKE IMITATION OF A NIGHTCRAWLER PINCHED IN HALF
- NON-FLOATING VERSION GREAT UNDER A BOBBER OR ON SPINNER RIGS OR SPLITSHOT RIGS
- AVAILABLE IN CONVENIENT RECLOSABLE ZIPPER BAG



**NEW** BUBBLEGUM



CHARTREUSE



FLUORESCENT ORANGE



CHUNKY CHEESE



NIGHTCRAWLER

SAP #	MODEL #	COLOR	QTY	BAIT LENGTH	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>1" PINCHED CRAWLER</b>								
1289608	GHPC1-BGM	Bubblegum	14	1"	028632632383	6	2.55	3.99
1289609	GHPC1-CH	Chartreuse	14	1"	028632632390	6	2.55	3.99
1289610	GHPC1-CCHE	Chunky Cheese	14	1"	028632632406	6	2.55	3.99
1289611	GHPC1-FO	Fluorescent Orange	14	1"	028632632413	6	2.55	3.99
1289612	GHPC1-NC	Nightcrawler	14	1"	028632632420	6	2.55	3.99
<b>2" PINCHED CRAWLER</b>								
1291248	GHPC2-BGM	Bubblegum	6	1"	028632635162	6	2.55	3.99



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# FLICKER SHAD™

## 4 cm FLICKER SHAD COLOR EXTENSION

- PRO DESIGNED
- SIZE, PROFILE, AND DIVE DEPTH IMITATE REAL SHAD
- WEIGHT TRANSFER FOR BULLET-LIKE CASTS
- MUSTAD ULTRA POINT HOOKS
- INDIVIDUALLY TANK TESTED



SAP #	MODEL #	COLOR	QTY	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MAP	SUG. RETAIL
<b>4 CM FLICKER SHAD</b>									
1280532	FFSH4M-HPK	Hot Pink	1	4cm	028632623534	4	2.75	3.95	4.99



[berkley-fishing.com](http://berkley-fishing.com)







**400X** More Scent Dispersion

## 4" SWIMMING MULLET

### COLOR EXTENSION

- REALISTIC HEAD AND BODY DESIGN
- HIGH ACTION SWIMMING TAIL
- RAPID SCENT DISPERSION ATTRACTS FISH FROM GREATER RANGE

**NEW** BANANA PRAWN



**NEW** GREEN PRAWN

SAP #	MODEL #	COLOR	QTY	BAIT LENGTH	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>4" SALTWATER MULLET</b>								
1205431	GSSM4-BPW	Banana Prawn	12	4"	028632997871	6	4.30	6.99
1205432	GSSM4-GNPW	Green Prawn	12	4"	028632997888	6	4.30	6.99



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**400X** More Scent Dispersion

## 5" JERK SHAD

### COLOR EXTENSION

- ERRATIC DARTING MOTION IMITATES STRUGGLING BAITFISH
- EXCLUSIVE GULP! SCENT DISPERSION TO EXPAND YOUR STRIKE ZONE
- DARTING "QUICK GLIDE" WILL ENTICE STRIKES!



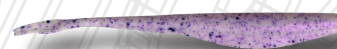
**NEW** BANANA PRAWN



**NEW** PILCHARD



**NEW** PEPPERED PRAWN



**NEW** PUNK PRAWN



**NEW** SATAY CHICKEN



**NEW** SWEET N SOUR CHICKEN

SAP #	MODEL #	COLOR	QTY	BAIT LENGTH	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>5" SALTWATER JERK SHAD</b>								
1199475	GSJS5-BPW	Banana Prawn	5	5"	028632996034	6	4.30	6.99
1199479	GSJS5-PIL	Pilchard	5	5"	028632996072	6	4.30	6.99
1140535	GSJS5-PP	PepperRed Prawn	5	5"	028632248096	6	4.30	6.99
1205434	GSJS5-PUPW	Punk Prawn	5	5"	028632997901	6	4.30	6.99
1140530	GSJS5-SCH	Satay Chicken	5	5"	028632248041	6	4.30	6.99
1140533	GSJS5-SSCH	Sweet N Sour Chicken	5	5"	028632248072	6	4.30	6.99



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**400X** More Scent Dispersion

## 3" SHRIMP

### COLOR EXTENSION

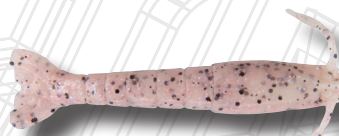
- LOOKS, FEELS AND SMELLS LIKE LIVE SHRIMP!
- RIG AND FISH USING ANY TECHNIQUE APPROPRIATE FOR LIVE SHRIMP
- EXTREMELY DURABLE AND LONG LASTING



**NEW** PEARL WHITE/FL. ORANGE



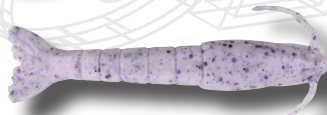
BANANA PRAWN



DISCO PRAWN



JELLY PRAWN



PUNK PRAWN



**NEW** PEARL WHITE/PINK

SAP #	MODEL #	COLOR	QTY	BAIT LENGTH	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>3" SALTWATER SHRIMP</b>								
1140547	GSSHR3-BPW	Banana Prawn	6	3"	028632248218	6	4.30	6.99
1199454	GSSHR3-DSPW	Disco Prawn	6	3"	028632995860	6	4.30	6.99
1199452	GSSHR3-JPW	Jelly Prawn	6	3"	028632995846	6	4.30	6.99
1199455	GSSHR3-PUPW	Punk Prawn	6	3"	028632995877	6	4.30	6.99
1294783	GSSHR3-PWFO	Pearl White/Fl. Orange	6	3"	028632640685	6	4.30	6.99
1294784	GSSHR3-PWP	Pearl White/Pink	6	3"	028632640692	6	4.30	6.99



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**Looks, Feels, Tastes Alive™**



**400X** More Scent Dispersion

## 3" SHRIMP

### COLOR EXTENSION

- EACH BAIT HAS A NATURAL PRESENTATION IN ACTION, SCENT, AND TASTE
- RIG AND FISH USING ANY TECHNIQUE APPROPRIATE FOR LIVE SHRIMP
- GULP! ALIVE! BAITS ABSORB UP TO 20% MORE FISH ATTRACTANT BY WEIGHT
- "RECHARGE" BAIT BY PLACING USED BAIT BACK IN POWERFUL GULP! ALIVE! ATTRACTANT



**NEW** PEARL WHITE/FL. ORANGE



**NEW** PEARL WHITE/PINK

SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>3" SALTWATER SHRIMP</b>								
1294785	GAPSHR3-PWFO	Pearl White/Fl. Orange	11.0	3"	028632640708	1	13.25	9.95
1294786	GAPSHR3-PWP	Pearl White/Pink	11.0	3"	028632640715	1	13.25	9.95



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*Fish Bite and Won't Let Go!*

# PowerBait

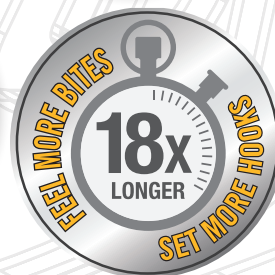


## 4" CHIGGER QUAD

**FISH HOLD ON  
18X LONGER**

New action on a proven bait that takes it to a new level. You still get the flapping action but now even better with the new big double tails. Add that with the never-stop crazy legs in the middle and you have a bait bass will eat. Still great for Texas rigging but now even better as a trailer on football and flipping jigs.

- A NEW TWIST TO A BASS FAVORITE
- FEATURES DOUBLE TAIL LEGS WHICH HAVE INCREDIBLE ACTION EVEN ON SLOW RETRIEVE
- CRAZY LEGS CREATE ADDITIONAL ACTION ON FALL OR RETRIEVE THAT ENTICE WARY OR CURIOUS FISH

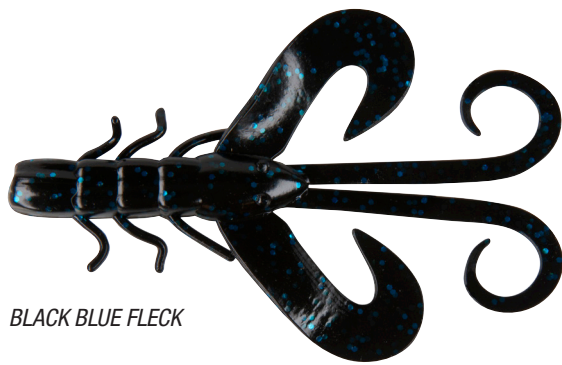


SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" CHIGGER QUAD</b>								
1288875	PBBCQ4-BBF	Black Blue Fleck	8	4"	028632631546	6	3.05	4.99
1288877	PBBCQ4-BLR	Black Red Fleck	8	4"	028632631553	6	3.05	4.99
1288878	PBBCQ4-BRE	Breen	8	4"	028632631560	6	3.05	4.99
1288909	PBBCQ4-GP	Green Pumpkin	8	4"	028632631577	6	3.05	4.99
1288910	PBBCQ4-GPBF	Green Pumpkin Blue Fleck	8	4"	028632631584	6	3.05	4.99
1288911	PBBCQ4-GGP	Green Pumpkin-Purple	8	4"	028632631591	6	3.05	4.99
1288912	PBBCQ4-PG	Pumpkin Green Fleck	8	4"	028632631607	6	3.05	4.99
1288913	PBBCQ4-SBU	Sapphire Blue	8	4"	028632631614	6	3.05	4.99
1288914	PBBCQ4-WM	Watermelon	8	4"	028632631621	6	3.05	4.99
1288915	PBBCQ4-WMC	Watermelon Candy	8	4"	028632631638	6	3.05	4.99



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BLACK BLUE FLECK



BLACK RED FLECK



BREEN



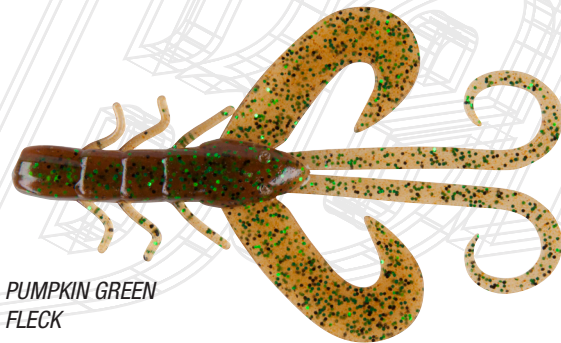
GREEN PUMPKIN



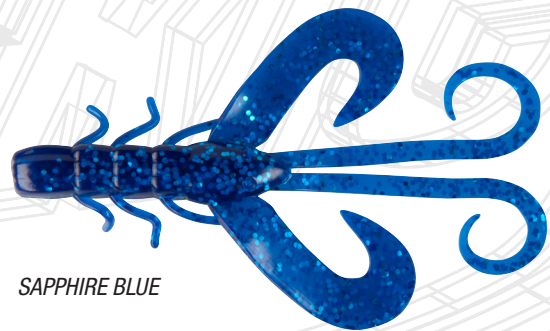
GREEN PUMPKIN  
BLUE FLECK



GREEN  
PUMPKIN-PURPLE



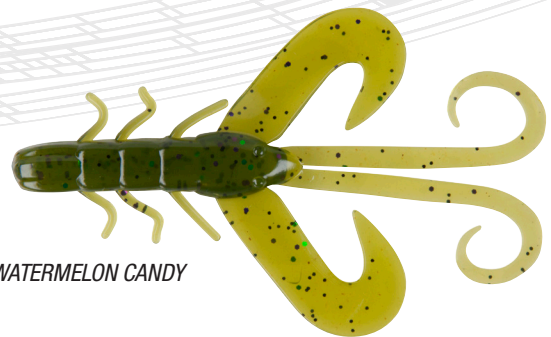
PUMPKIN GREEN  
FLECK



SAPPHIRE BLUE



WATERMELON



WATERMELON CANDY







***Fish Bite and Won't Let Go!®***

# PowerBait®



**FISH HOLD ON  
18X LONGER**

## 5.5" RIB SNAKE

The Rib Snake may look like a straight tail "do-nothing" worm but it has a lot more to offer. Rig the Rib Snake Texas style and you will notice how the bait has more action when it hits the bottom. The unique design allows the bait to "fold up" better which means more movement when it's jigged along the bottom. Fished on a weightless hook, it becomes a jerkshad with tantalizing action. Even better when rigged on a weighted wide gap hook, it swims like a prey fish all the way to the bottom. One of the most versatile baits PowerBait has ever made. The added rib section creates loads of surface area which greatly increases the amount of proven PowerBait scent and flavor to get into the water.

- GREAT FOR TARGETING LARGE TOURNAMENT BASS
- RIBBED DESIGN FOR ADDED SCENT RELEASE
- EXCLUSIVE POWERBAIT SCENT AND FLAVOR

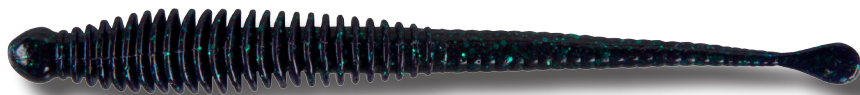


SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5.5" RIB SNAKE</b>								
1292073	PBBS5.5-BBF	Black Blue Fleck	8	5.5"	028632636404	6	3.05	4.99
1292074	PBBS5.5-BGG	Black Grape Green Fleck	8	5.5"	028632636411	6	3.05	4.99
1292075	PBBS5.5-BF	Blue Fleck	8	5.5"	028632636428	6	3.05	4.99
1292076	PBBS5.5-GP	Green Pumpkin	8	5.5"	028632636435	6	3.05	4.99
1292077	PBBS5.5-GPBF	Green Pumpkin Blue Fleck	8	5.5"	028632636442	6	3.05	4.99
1292078	PBBS5.5-PLM	Plum	8	5.5"	028632636459	6	3.05	4.99
1292199	PBBS5.5-PS	Pumpkinseed	8	5.5"	028632636466	6	3.05	4.99
1292201	PBBS5.5-WM	Watermelon	8	5.5"	028632636480	6	3.05	4.99
1292202	PBBS5.5-WBR	Watermelon Big Red	8	5.5"	028632636497	6	3.05	4.99



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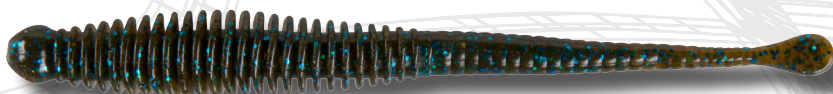
BLACK GRAPE GREEN FLECK



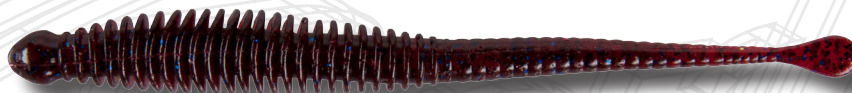
BLUE FLECK



GREEN PUMPKIN



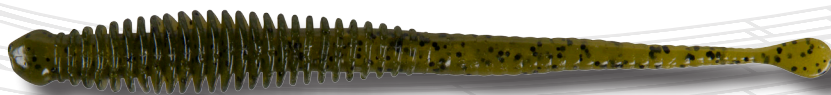
GREEN PUMPKIN BLUE FLECK



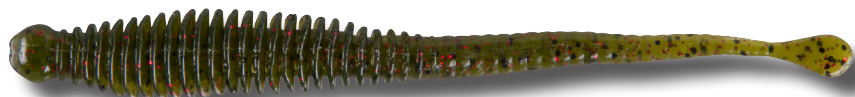
PLUM



PUMPKINSEED



WATERMELON



WATERMELON BIG RED







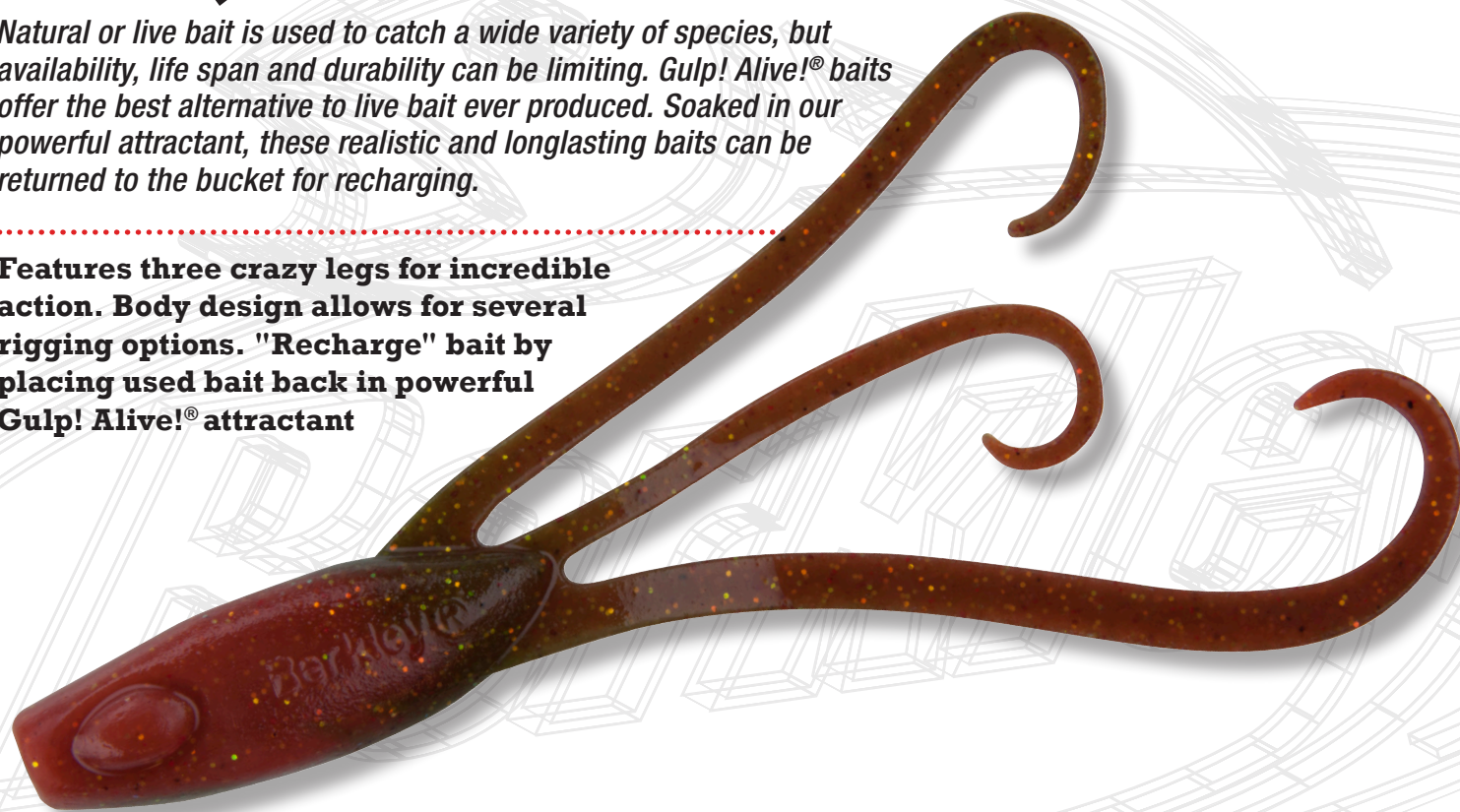
**400X** More Scent Dispersion



## 6" SQUIDO

Natural or live bait is used to catch a wide variety of species, but availability, life span and durability can be limiting. Gulp! Alive!® baits offer the best alternative to live bait ever produced. Soaked in our powerful attractant, these realistic and longlasting baits can be returned to the bucket for recharging.

Features three crazy legs for incredible action. Body design allows for several rigging options. "Recharge" bait by placing used bait back in powerful Gulp! Alive!® attractant



SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>6" SQUIDO</b>								
1292583	GAOSS6-C	Camo	20.3	6"	028632637067	1	13.25	19.99
1292584	GAOSS6-CH	Chartreuse	20.3	6"	028632637074	1	13.25	19.99
1292585	GAOSS6-GL	Glow	20.3	6"	028632637081	1	13.25	19.99
1292586	GAOSS6-NP	New Penny	20.3	6"	028632637098	1	13.25	19.99
1292587	GAOSS6-PW	Pearl White	20.3	6"	028632637104	1	13.25	19.99
1292588	GAOSS6-PK	Pink	20.3	6"	028632637111	1	13.25	19.99
1292589	GAOSS6-RBR	Root Beer Red Fleck	20.3	6"	028632637128	1	13.25	19.99
1292590	GAOSS6-WRG	Watermelon Red Glitter	20.3	6"	028632637135	1	13.25	19.99



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CAMO



CHARTREUSE



GLOW



NEW PENNY



PEARL WHITE



PINK



ROOT BEER RED FLECK



WATERMELON RED GLITTER





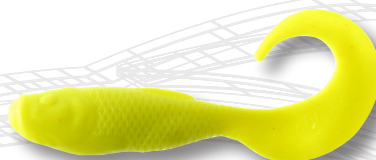


**Looks, Feels, Tastes Alive™**

A great new size to an extremely popular saltwater bait family. Same great swimming tail action that entices fish. Extremely durable and long lasting.

## 5" SWIMMING MULLET

Natural or live bait is used to catch a wide variety of species, but availability, life span and durability can be limiting. Gulp! Alive!® baits offer the best alternative to live bait ever produced. Soaked in our powerful attractant, these realistic and longlasting baits can be returned to the bucket for recharging.



CHARTREUSE

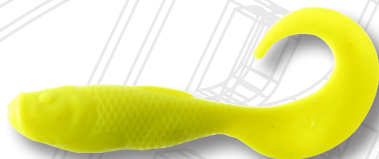


WHITE



## 5" SWIMMING MULLET

Saltwater Gulp!® is the most effective bait in the world when it comes to catching multiple Inshore species. Whether you are after Redfish or Trout in the gulf, hammering Stripers, Flounder or Weakfish in the Atlantic, Tarpon or Snook in Florida or catching Halibut, Sand Bass, Calico Bass or Rock Fish on the West Coast, Saltwater Gulp! has the shape, color, and size to meet any angler's needs. Saltwater Gulp! is the next generation in inshore soft bait.



CHARTREUSE



GLOW



PEARL WHITE



PINK



NUCLEAR CHICKEN

SAP #	MODEL #	COLOR	NET WT/OZ	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5" GULP! ALIVE SWIMMING MULLET</b>								
1277494	GAOSM5-CH	Chartreuse	20	5"	028632617557	1	13.25	19.99
1277495	GAOSM5-PW	Pearl White	20	5"	028632617564	1	13.25	19.99
SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>5" GULP! SW SWIMMING MULLET</b>								
1277489	GSSM5-CH	Chartreuse	4	5"	028632617502	6	4.30	6.99
1277490	GSSM5-GL	Glow	4	5"	028632617519	6	4.30	6.99
1277491	GSSM5-NCH	Nuclear Chicken	4	5"	028632617526	6	4.30	6.99
1277492	GSSM5-PW	Pearl White	4	5"	028632617533	6	4.30	6.99
1277493	GSSM5-PK	Pink	4	5"	028632617540	6	4.30	6.99



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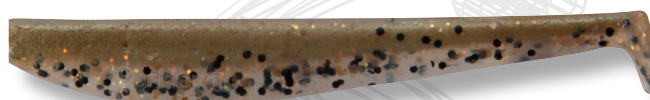




**400X** More Scent Dispersion

## 4" SWIMMOW

Saltwater Gulp!® is the most effective bait in the world when it comes to catching multiple Inshore species. Whether you are after Redfish or Trout in the gulf, hammering Stripers, Flounder or Weakfish in the Atlantic, Tarpon or Snook in Florida or catching Halibut, Sand Bass, Calico Bass or Rock Fish on the West Coast, Saltwater Gulp! has the shape, color, and size to meet any angler's needs. Saltwater Gulp! is the next generation in inshore soft bait.



BANANA PRAWN



CAMO



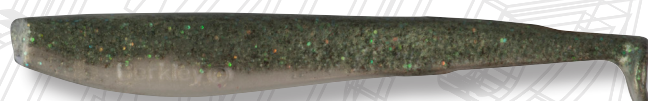
EMERALD SHINER



PEPPERED PRAWN



PUMPKINSEED



SARDINE

The Swimmow takes the popular Gulp! minnow profile and combines it with a swimming paddle tail. Enticing action even at the slowest retrieval speeds. Biodegradable with 400 times more scent dispersion than plastic baits.

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>4" SWIMMOW</b>								
1242952	GSSMW4-BPW	Banana Prawn	8	4"	028632558553	6	4.30	6.99
1242956	GSSMW4-C	Camo	8	4"	028632558591	6	4.30	6.99
1242954	GSSMW4-ES	Emerald Shiner	8	4"	028632558577	6	4.30	6.99
1242953	GSSMW4-PPRW	Peppered Prawn	8	4"	028632558560	6	4.30	6.99
1242951	GSSMW4-PS	Pumpkinseed	8	4"	028632558546	6	4.30	6.99
1242955	GSSMW4-SDN	Sardine	8	4"	028632558584	6	4.30	6.99



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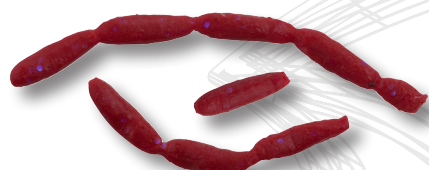




**400X** More Scent Dispersion

## EURO LARVAE

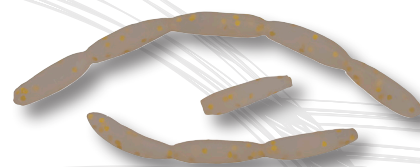
Berkley® Freshwater Gulp!® is the next generation in soft bait. It's biodegradable and made of natural ingredients, with 400 times more scent dispersion than ordinary plastic bait. But what anglers really love about Berkley® Freshwater Gulp!® is it outfishes live bait in head-to-head field tests.



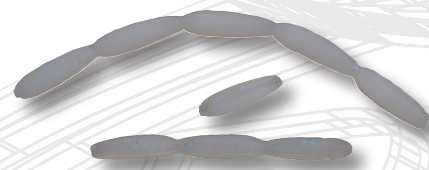
BLOODY



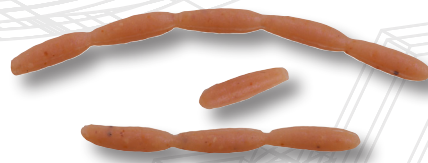
CHARTREUSE



CLEAR GOLD



CLEAR VIOLET



NATURAL



PINK



**Lifelike detail imitates natural prey. Comes in string for multiple rigging options. Available in convenient reclosable zipper bag**

SAP #	MODEL #	COLOR	PKG COUNT	UPC	CASE PACK	WHSLE.	MSRP
<b>EURO LARVAE</b>							
1292203	GHEL-BY	Bloody	150	028632636503	6	2.55	3.99
1292204	GHEL-CH	Chartreuse	150	028632636510	6	2.55	3.99
1292205	GHEL-CGLD	Clear Gold	150	028632636527	6	2.55	3.99
1292206	GHEL-CVLT	Clear Violet	150	028632636534	6	2.55	3.99
1292207	GHEL-NAT	Natural	150	028632636541	6	2.55	3.99
1292208	GHEL-PK	Pink	150	028632636558	6	2.55	3.99



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**400X** More Scent Dispersion

## 1.5" JIGGING GRUB



BLACK



CHARTREUSE



PEARL WHITE



PUMPKINSEED



WHITE GLOW



- Proven shape and action works well for all panfish
- Great action on slow retrieve
- Biodegradable with 400x's more scent dispersion

SAP #	MODEL #	COLOR	PKG COUNT	BAIT LENGTH	UPC	CASE PACK	WHSLE.	MSRP
<b>1.5" JIGGING GRUB</b>								
1289588	GJG1-BL	Black	16	1.5"	028632632185	6	2.55	3.99
1289589	GJG1-CH	Chartreuse	16	1.5"	028632632192	6	2.55	3.99
1289590	GJG1-PW	Pearl White	16	1.5"	028632632208	6	2.55	3.99
1289591	GJG1-PS	Pumpkinseed	16	1.5"	028632632215	6	2.55	3.99
1289592	GJG1-WG	White Glow	16	1.5"	028632632222	6	2.55	3.99



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**400X** More Scent Dispersion

## FLOATING ROE/ EGG CLUSTERS

Berkley® Freshwater Gulp!® is the next generation in soft bait. It's biodegradable and made of natural ingredients, with 400 times more scent dispersion than ordinary plastic bait. But what anglers really love about Berkley® Freshwater Gulp!® is it outfishes live bait in head-to-head field tests.



CHARTREUSE



FLUORESCENT ORANGE



PINK



SALMON EGG RED



**Pre-formed egg is more durable and more effective than natural roe. Floating formula floats hook in the strike zone. Potent scent disperses to attract sensitive smelling trout, salmon and steelhead**

SAP #	MODEL #	COLOR	PKG COUNT	UPC	CASE PACK	WHSLE.	MSRP
<b>FLOATING ROE/EGG CLUSTERS</b>							
1289579	GHFRC-CH	Chartreuse	16	028632632093	6	2.55	3.99
1289580	GHFRC-FO	Fluorescent Orange	16	028632632109	6	2.55	3.99
1289581	GHFRC-PK	Pink	16	028632632116	6	2.55	3.99
1289582	GHFRC-SER	Salmon Egg Red	16	028632632123	6	2.55	3.99



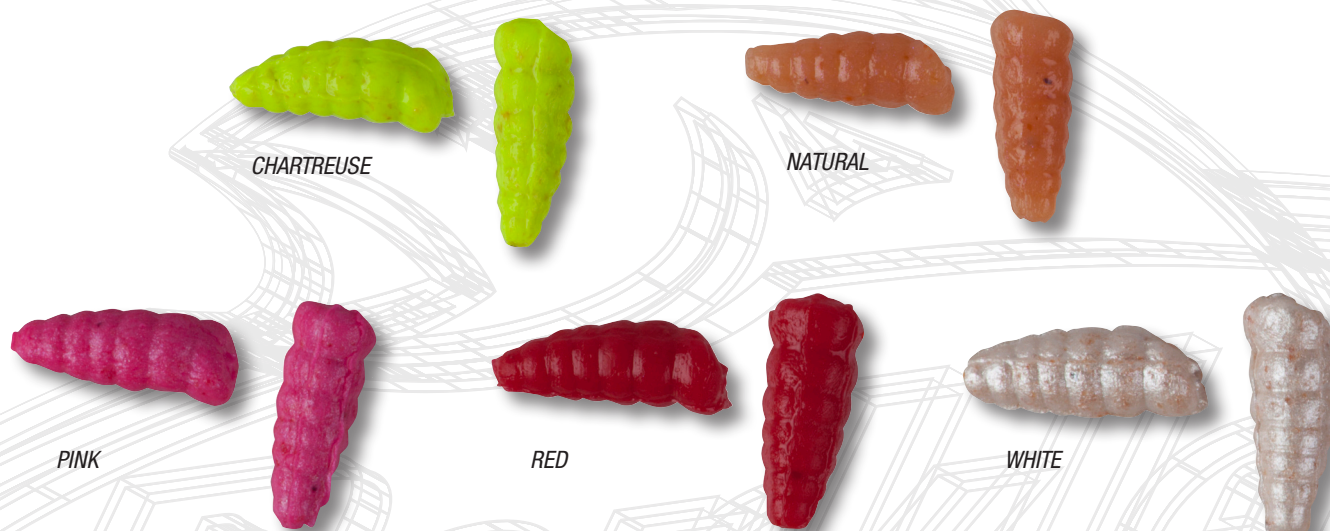
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**400X** More Scent Dispersion

## WAXIES



- Panfish favorite — ideal year 'round
- Outlasts, outfishes live bait in field tests
- Durable formula — fewer lost baits

SAP #	MODEL #	COLOR	PKG COUNT	UPC	CASE PACK	WHSLE.	MSRP
<b>WAXIES</b>							
1289583	GHWX-CH	Chartreuse	75	028632632130	6	2.55	3.99
1289584	GHWX-NAT	Natural	75	028632632147	6	2.55	3.99
1289585	GHWX-PK	Pink	75	028632632154	6	2.55	3.99
1289586	GHWX-RD	Red	75	028632632161	6	2.55	3.99
1289587	GHWX-WH	White	75	028632632178	6	2.55	3.99



[berkley-fishing.com](http://berkley-fishing.com)







# 2014

## Features for Anglers:

- New lower price point of \$9.95
- Mix and Match shapes and colors to match the hatch
- Ergonomic design fits in the hand for convenient on the water usage



SAP #	MODEL #	COLOR	DESCRIPTION	NET WT/OZ	CASE PACK	UPC	WHSLE.	MSRP
<b>FRESHWATER HALF PINTS</b>								
1296191	GAFHPCR4-NAT	Natural	GULP! ALIVE!® 4" NIGHTCRAWLER	7.0	2	028632641811	6.60	9.95
1296185	GAFHPLC3-BL	Black	GULP! ALIVE!® 3" LEECH	6.8	2	028632641750	6.60	9.95
1296186	GAFHPLJ5-BL	Black	GULP! ALIVE!® 5" JUMBO LEECH	6.8	2	028632641767	6.60	9.95
1296163	GAFHPMI21/2-BS	Black Shad	GULP! ALIVE!® 2.5" MINNOW	6.9	2	028632641637	6.60	9.95
1296164	GAFHPMI21/2-ES	Emerald Shiner	GULP! ALIVE!® 2.5" MINNOW	6.9	2	028632641644	6.60	9.95
1296165	GAFHPMI21/2-SMLT	Smelt	GULP! ALIVE!® 2.5" MINNOW	6.9	2	028632641651	6.60	9.95
1296166	GAFHPMI21/2-WMPR	Watermelon Pearl	GULP! ALIVE!® 2.5" MINNOW	6.9	2	028632641668	6.60	9.95
1296167	GAFHPMI3-BS	Black Shad	GULP! ALIVE!® 3" MINNOW	6.8	2	028632641675	6.60	9.95
1296168	GAFHPMI3-ES	Emerald Shiner	GULP! ALIVE!® 3" MINNOW	6.8	2	028632641682	6.60	9.95
1296179	GAFHPMI3-SMLT	Smelt	GULP! ALIVE!® 3" MINNOW	6.8	2	028632641699	6.60	9.95
1296180	GAFHPMI3-WMPR	Watermelon Pearl	GULP! ALIVE!® 3" MINNOW	6.8	2	028632641705	6.60	9.95
1296181	GAFHPMI4-BS	Black Shad	GULP! ALIVE!® 4" MINNOW	7.4	2	028632641712	6.60	9.95
1296182	GAFHPMI4-ES	Emerald Shiner	GULP! ALIVE!® 4" MINNOW	7.4	2	028632641729	6.60	9.95
1296183	GAFHPMI4-SMLT	Smelt	GULP! ALIVE!® 4" MINNOW	7.4	2	028632641736	6.60	9.95
1296184	GAFHPMI4-WMPR	Watermelon Pearl	GULP! ALIVE!® 4" MINNOW	7.4	2	028632641743	6.60	9.95
1296187	GAFHPMG3-CH	Chartreuse	GULP! ALIVE!® 3" MINNOW GRUB	7.6	2	028632641774	6.60	9.95
1296188	GAFHPMG3-PW	Pearl White	GULP! ALIVE!® 3" MINNOW GRUB	7.6	2	028632641781	6.60	9.95
1296189	GAFHPMG3-PS	Pumpkinseed	GULP! ALIVE!® 3" MINNOW GRUB	7.6	2	028632641798	6.60	9.95
1296190	GAFHPMG3-FO	Fluorescent Orange	GULP! ALIVE!® 3" MINNOW GRUB	7.6	2	028632641804	6.60	9.95
1296192	GAFHPCN6-NAT	Natural	GULP! ALIVE!® 6" NIGHTCRAWLER	7.5	2	028632641828	6.60	9.95
<b>SALTWATER HALF PINTS</b>								
1296209	GASHPJS5-NP	New Penny	GULP! ALIVE!® 5" JERK SHAD	7.1	2	028632641996	6.60	9.95
1296210	GASHPJS5-NCH	Nuclear Chicken	GULP! ALIVE!® 5" JERK SHAD	7.1	2	028632642009	6.60	9.95
1296211	GASHPJS5-PSH	Pink Shine	GULP! ALIVE!® 5" JERK SHAD	7.1	2	028632642016	6.60	9.95
1296212	GASHPJS5-SAS	Sapphire Shine	GULP! ALIVE!® 5" JERK SHAD	7.1	2	028632642023	6.60	9.95
1296213	GASHPMS3-NP	New Penny	GULP! ALIVE!® 3" MANTIS SHRIMP	7.0	2	028632642030	6.60	9.95
1296214	GASHPMS3-PW	Pearl White	GULP! ALIVE!® 3" MANTIS SHRIMP	7.0	2	028632642047	6.60	9.95
1296193	GASHPSH2-NAT	Natural	GULP! ALIVE!® 2" SHRIMP	6.7	2	028632641835	6.60	9.95
1296194	GASHPSH2-NP	New Penny	GULP! ALIVE!® 2" SHRIMP	6.7	2	028632641842	6.60	9.95
1296195	GASHPSH2-NCH	Nuclear Chicken	GULP! ALIVE!® 2" SHRIMP	6.7	2	028632641859	6.60	9.95
1296196	GASHPSH2-PW	Pearl White	GULP! ALIVE!® 2" SHRIMP	6.7	2	028632641866	6.60	9.95
1296197	GASHPSH3-NAT	Natural	GULP! ALIVE!® 3" SHRIMP	7.4	2	028632641873	6.60	9.95
1296198	GASHPSH3-NP	New Penny	GULP! ALIVE!® 3" SHRIMP	7.4	2	028632641880	6.60	9.95
1296199	GASHPSH3-NCH	Nuclear Chicken	GULP! ALIVE!® 3" SHRIMP	7.4	2	028632641897	6.60	9.95
1296200	GASHPSH3-PW	Pearl White	GULP! ALIVE!® 3" SHRIMP	7.4	2	028632641903	6.60	9.95
1296201	GASHPSH4-NAT	Natural	GULP! ALIVE!® 4" SHRIMP	8.1	2	028632641910	6.60	9.95
1296202	GASHPSH4-NP	New Penny	GULP! ALIVE!® 4" SHRIMP	8.1	2	028632641927	6.60	9.95
1296203	GASHPSH4-NCH	Nuclear Chicken	GULP! ALIVE!® 4" SHRIMP	8.1	2	028632641934	6.60	9.95
1296204	GASHPSH4-PW	Pearl White	GULP! ALIVE!® 4" SHRIMP	8.1	2	028632641941	6.60	9.95
1296205	GASHPSM4-CH	Chartreuse	GULP! ALIVE!® 4" SWIMMING MULLET	8.0	2	028632641958	6.60	9.95
1296208	GASHPSM4-GL	Glow/Chartreuse	GULP! ALIVE!® 4" SWIMMING MULLET	8.0	2	028632641989	6.60	9.95
1296206	GASHPSM4-PW	Pearl White	GULP! ALIVE!® 4" SWIMMING MULLET	8.0	2	028632641965	6.60	9.95
1296207	GASHPSM4-PK	Pink	GULP! ALIVE!® 4" SWIMMING MULLET	8.0	2	028632641972	6.60	9.95



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**Looks, Feels, Tastes Alive™**

# MARINADE

# NEW! 2014

- GULP! ALIVE! MARINADE IS AN INTENSE ATTRACTANT COMBINED WITH NATURAL LIVE BAIT TASTE
- DESIGNED TO ENHANCE GULP! AND GULP! ALIVE! BAITS
- MIX AND MATCH SCENTS TO CREATE YOUR OWN SECRET RECIPE



SAP #	MODEL #	COLOR	NET WT/OZ	UPC	CASE PACK	WHSLE.	MAP	SUG. RETAIL
<b>MARINADE ATTRACTANT</b>								
1294787	GA1/2M-CZ	Cheese	0.5	028632640722	4	2.20	2.95	3.45
1294788	GA1/2M-CRN	Corn	0.5	028632640739	4	2.20	2.95	3.45
1294789	GA1/2M-CB	Crab	0.5	028632640746	4	2.20	2.95	3.45
1294790	GA1/2M-GRLC	Garlic	0.5	028632640753	4	2.20	2.95	3.45
1294791	GA1/2M-MNWW	Minnow	0.5	028632640760	4	2.20	2.95	3.45
1294792	GA1/2M-MUL	Mullet	0.5	028632640777	4	2.20	2.95	3.45
1294793	GA1/2M-NC	Nightcrawler	0.5	028632640784	4	2.20	2.95	3.45
1294794	GA1/2M-SE	Salmon Egg	0.5	028632640791	4	2.20	2.95	3.45
1294795	GA1/2M-SDN	Sardine	0.5	028632640807	4	2.20	2.95	3.45
1294796	GA1/2M-SHD	Shad	0.5	028632640814	4	2.20	2.95	3.45
1294797	GA1/2M-SHP	Shrimp	0.5	028632640821	4	2.20	2.95	3.45



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*Fish Bite and Won't Let Go!*

# PowerBait®



## POWER® DUST

- SIMPLY ROLL YOUR FAVORITE POWERBAIT TROUT DOUGH IN THE POWER DUST
- SUPPLEMENTED WITH EXTRA POWERBAIT SCENT AND FLAVOR ENHANCERS
- SPECIAL GLITTER FORMULA ENHANCES VISIBILITY ATTRACTING FISH

**FISH HOLD ON  
18X LONGER**

# NEW! 2014



SAP #	MODEL #	COLOR	NET WT/OZ	UPC	CASE PACK	WHSLE.	SUG. RETAIL
<b>POWER DUST</b>							
1312561	PBJPDST-GDST	Gold Dust	0.4oz	028632658567	6	2.25	4.49



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