

New Arrivals Media Shop Now



Optimum & deps Professional MLF Angler from Birmingham Alabama, Jacob Walker (@jacob_riley_walker_) Claims Victory using the deps Sakamata Shad at the Tackle Warehouse Invationals Stop 5 at Lake Champlain. Congratulations on the Win!

Optimum Bait Co. Monthly Newsletter - July Edition

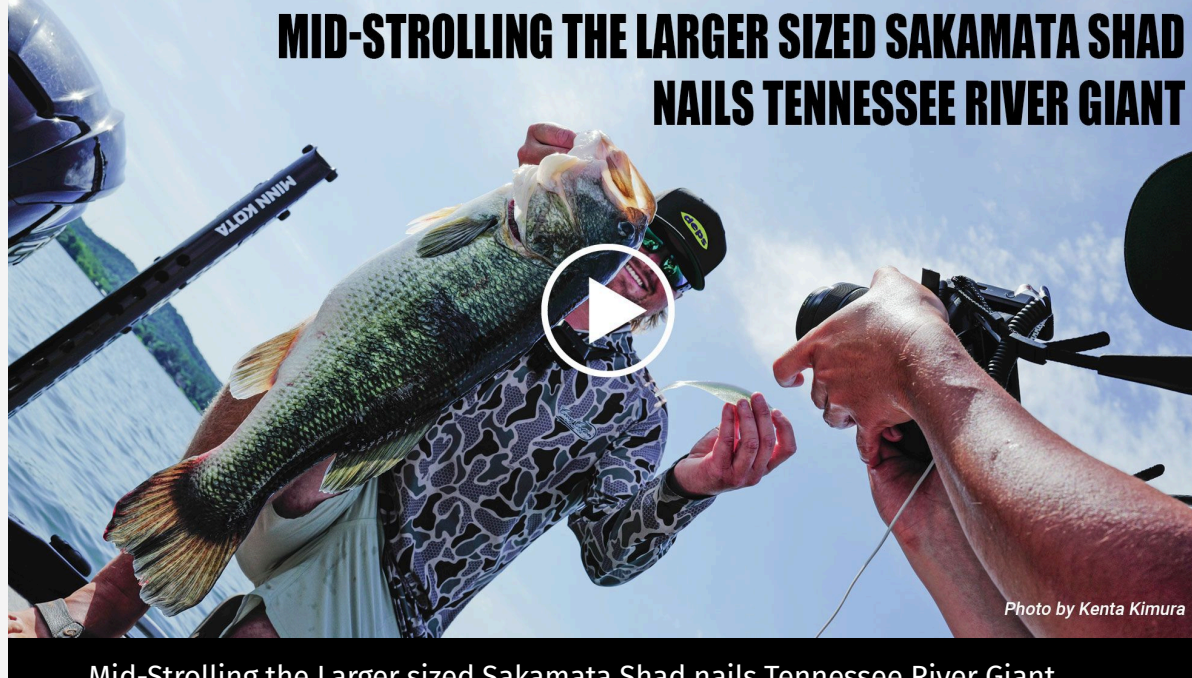
Welcome to the July edition of the Optimum Bait Co. Monthly Newsletter! Summer officially kicked off with some HEAT! We are excited to share the latest happenings, product launches, releases and restock information, and updates with our valued community.

Fresh Media Content

Our staff went to Lake Gunterville and filmed some content on how they plan on fishing the summer months. A quick glance on what they used can be seen here and more over at [Optimum's YouTube channel](#).



Evoke Zero - Bass Elite Angler Kenta Kimura @kentakimura5727 Instagram : over 97,584 views



Mid-Strolling the Larger sized Sakamata Shad nails Tennessee River Giant - MLF Pro Jacob Walker @jacob_riley_walker_ Instagram : over 71,659 views

New Product Arrivals

July is buzzing with excitement as we have several shipments coming in from Japan and our overseas brands. Here's a sneak peek at what's hitting our shelves:



deps ima New Arrivals July 2024



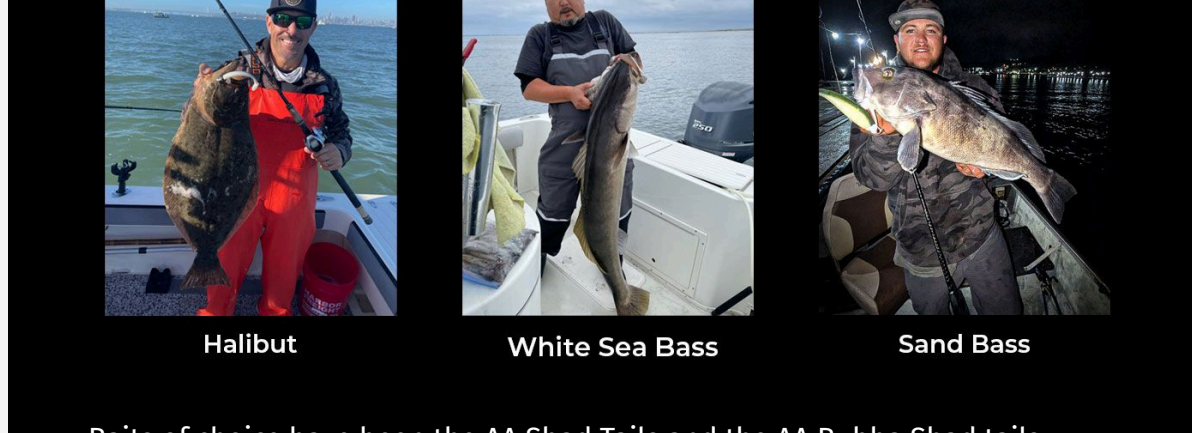
The last week of June we will see another shipment of deps plastics showing up at the warehouse.
• 5" deps Sakamata Shad
• 3" & 3.8" deps Bull Flats - Featuring New Color in #AA01 - IndySagi

Visit our [New Arrivals](#) Page to explore all the latest products and gear up for your customer's next fishing adventure!



AA's THE CLEANER CHOICE

Saltwater Fishing is in full swing. Guys have been cleaning up on the inshore Halibut, Stripers, Sand Bass, and Sea Bass.



Baits of choice have been the AA Shad Tails and the AA Bubba Shad tails. Colors that have been working the best are: Fall Spice, Smelt, Baja Chovy, & Bait Fish. Make sure your bulk bins and pegs are full as the season is Hot Now.

AA Shad Tails



Shad-Tails #T72 Smelt Shad-Tails #201 Bait Fish

Bad Bubba Shad



Bad Bubba Shad #T91 Fall Spice Bad Bubba Shad #T71 Baja Chovy

SAN FRANCISCO BAY SWIMBAIT FISHING



BIG HALIBUT/LING COD

This was an episode from a sponsored trip on the California Dawn II out of Berkeley California last year. We've got 2 more planned this July. Head over to our [Video Library](#) on our YouTube channel and start watching now!



Lastly, we have some GREAT News from ima Japan. Production is back up and running for several of the items we've been without for the past year. The ima Little Stik, Skimmer 105 and the Square Bill will be arriving from the factory the end of July. There are new colors within the lineups. Prices have also been adjusted accordingly so see the orderwriter for new costs.



LITTLE STIK NEW COLORS

- ETA: END July
- ima Square Bill - New & Reworked Colors #103 Blue Gill, #175 Fred's perch
- ima Skimmer - New & Reworked Colors #109 GHOST MINNOW, #188 GHOST CHARTREUSE HERRING, #BLUE HEAD BLACK BACK GHOST
- Little Stik - New & Reworked Colors #103 BLUEGILL, #109 GHOST MINNOW, #119 BABY BASS, #188 GHOST CHARTREUSE HERRING

New Arrivals July 2024



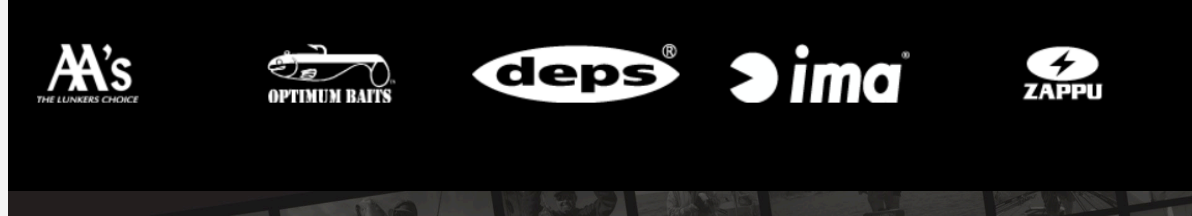
ima Skimmer

Redesigned Homepage Featuring SHOP NOW. Product pages now link directly to online STORE pages.

SHOP NOW

One of the features we added to the revamped homepage! Our New Shop Page with Online Dealers Links Are Available Now! If you are a dealer and carry our products, but don't see the link to your page, please send an email to info@optimumbaits.com

QUICK LINK

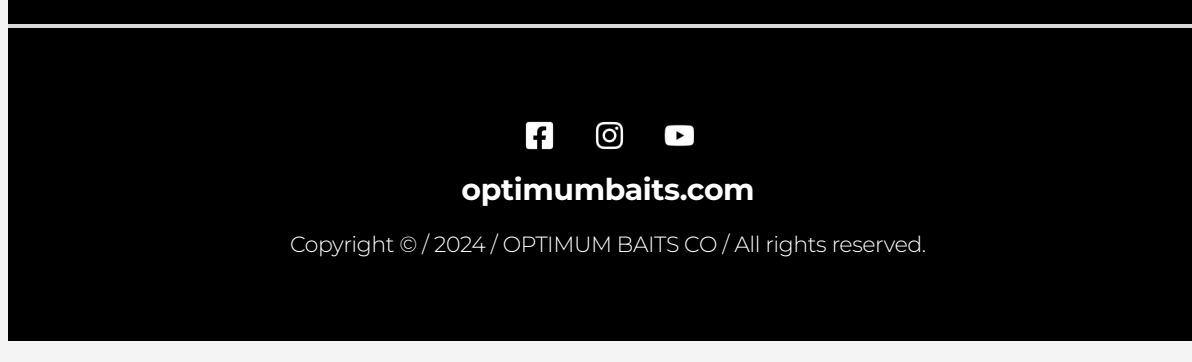


CIRCLE OF OPTIMUM Gallery & Photo Contest!

Last month we launched the Circle of Optimum Photo Gallery. We've had some great photos sent over. Check out the amazing photos shared by our community. Our gallery showcases the best moments from our customers and staff.

Visit our [New Homepage](#) to explore these exciting features and more. Thank you for being a part of the Optimum Bait Co. community. We appreciate your continued support, business and look forward to seeing everyone enjoy our new products and content. Happy fishing!

Tight lines, The Optimum Bait Co. Team



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