



New Arrivals Media Shop Now



Full Color lineup of deps' Basirisky 70 Now back in stock! An OG deps baits that still gets em good. The fish were cracking at Clear Lake, CA throughout the month of July.



Buzzjets and Buzzjet Jr Restocked.



6" deps Sakamata shad - Shipment due late August

Optimum Bait Co. Monthly Newsletter - August Edition -

Welcome to the early August edition of the Optimum Bait Co. Monthly Newsletter! We are excited to share the latest happenings, product launches, releases and restock information, and updates with our valued community. There will be a second emailer sent the 3rd week of August announcing the arrival of products arriving later in the month.

New Product Arrivals

August 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 in late July & early August:



GE-74HRF Power Versatile Element

GE-66MH+R SOFT JERKING ELEMENT

GES-66MLS/SHAKING ELEMENT

GAIN ELEMENT

[BAIT CASTING model]

- GE-74HRF Power Versatile Element
- GE-66MH+R SOFT JERKING ELEMENT

[SPINNING model]

- GES-66MLS/SHAKING ELEMENT

We are offering 3 new styles of deps rods. deps rods are growing in popularity amongst North American Anglers.



New size

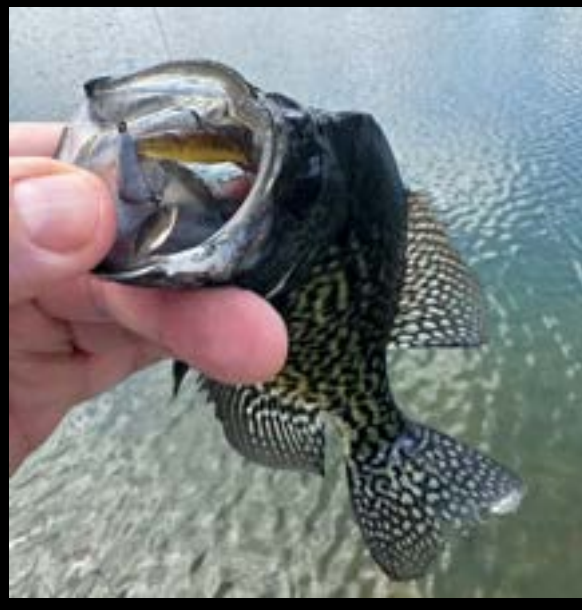
2inch



SAKAMATA SHAD

New size ! deps Sakamata Shad 2 inch

- 2 inch (15 pack) **New Release August, 2024**
- NORMAL material: SALT 0% (0.65g)
- The Ultimate Bait Finesse Jigminnow
- Great for Crappie, Bluegill, Perch, Small Mouth, Largemouth & more



Zappu - Micro Bredy - Micro Size Underspin for 2" & 3" Baits



ZAPPU ZERO INCH-WACKY PLUS - NEW Stronger, wide gap Hook



ZAPPU Wakasagi Powder - Special Formula - The Juice!

ima NEW & REWORKED COLORS



New Arrivals for August imalures.com

The ima shipment was originally scheduled for July but it's now due to hit the port of Long Beach **Mid August 2024**.

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

SHOP NOW

QUICK LINK



CIRCLE OF OPTIMUM Gallery & Photo Contest!

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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