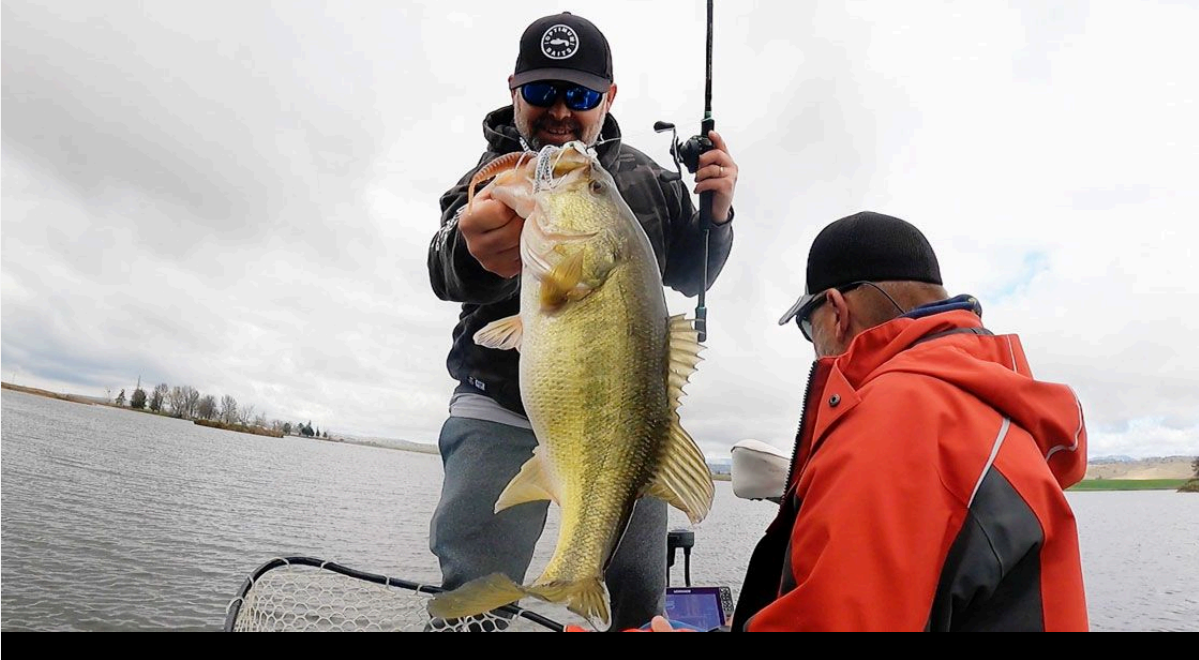




Optimum Bait Co. Newsletter
- Winter Edition -

We wish everyone a healthy and prosperous 2025 with many wonderful days on the water. Welcome to the 2025 Winter edition of the Optimum Bait Co. Newsletter! We are excited to share the latest happenings, product launches, releases and restock information, and updates with our valued community.



Product Arrivals

December 2024
* Zappu SYSTEM HOOK RPZ TALISMAN - # 1, 1/0 , 2/0, 3/0
* deps Deathadder 5" -

January 2025
* Sakamata Shad Heavy Weight 5", 6", 7", 8"
* Sakamata Shad 7" and 8"

Winter Releases



Zappu
SYSTEM HOOK RPZ TALISMAN

SIZES :
1, 1/0 , 2/0, 3/0
Quantity: 3 per pack



deps
Deathadder 5" - Japan's #1 Chatterbait trailer!

The versatility of "Death Adder", allows it to be fished on jighead rigs, Texas rigs, but also in wacky rigs, drop-shot rigs, and as a trailer.

Restock Colors :
#01 Blue Gill, #02 Red Gill, #03 Mustard Gill, #04 Metal Keta hasu, #05 Ice Fish, #06 Wakasagi, #07 Black Gold, #08 Clown, #09 Juvenile Gill, #10 Metal Ayu, #11 Sexy Shad, #12 Pink Back, #13 Japanese Craw, #14 Blue Back Craw

January 2025



deps
SAKAMATA SHAD Heavy

**HIGHER SALT CONTENT
SHIMMY FALL WITH WEIGHTLESS HOOK
DEEPER WATER COLUMN FISHING**

deps
Sakamata Shad Heavy Weight 5", 6", 7", 8'

Restock Colors :

5inch :
#39 Pearl White, #92 Silver Shiner, #96 Wakasagi, #127 Silver Shad, #129 Reservoir Shad, #140 Electric Shad, #142 Ayu, #146 Biwako Wakasagi, Indy_Sagi

6inch :
#39 Pearl White, #92 Silver Shiner, #96 Wakasagi, #103 Smoke Pepper Clear, #127 Silver Shad, #129 Reservoir Shad, #140 Electric Shad, #146 Biwako Wakasagi, Indy_Sagi

7inch :
#39 Pearl White, #96 Wakasagi, #127 Silver Shad, #129 Reservoir Shad, Indy_Sagi

8inch :
#39 Pearl White, #92 Silver Shiner, #114 Champagne Pepper / Neon Pearl, #127 Silver Shad, #140 Electric Shad, #146 Biwako Wakasagi, Indy_Sagi



deps
Sakamata Shad 7", 8'

Restock Colors :

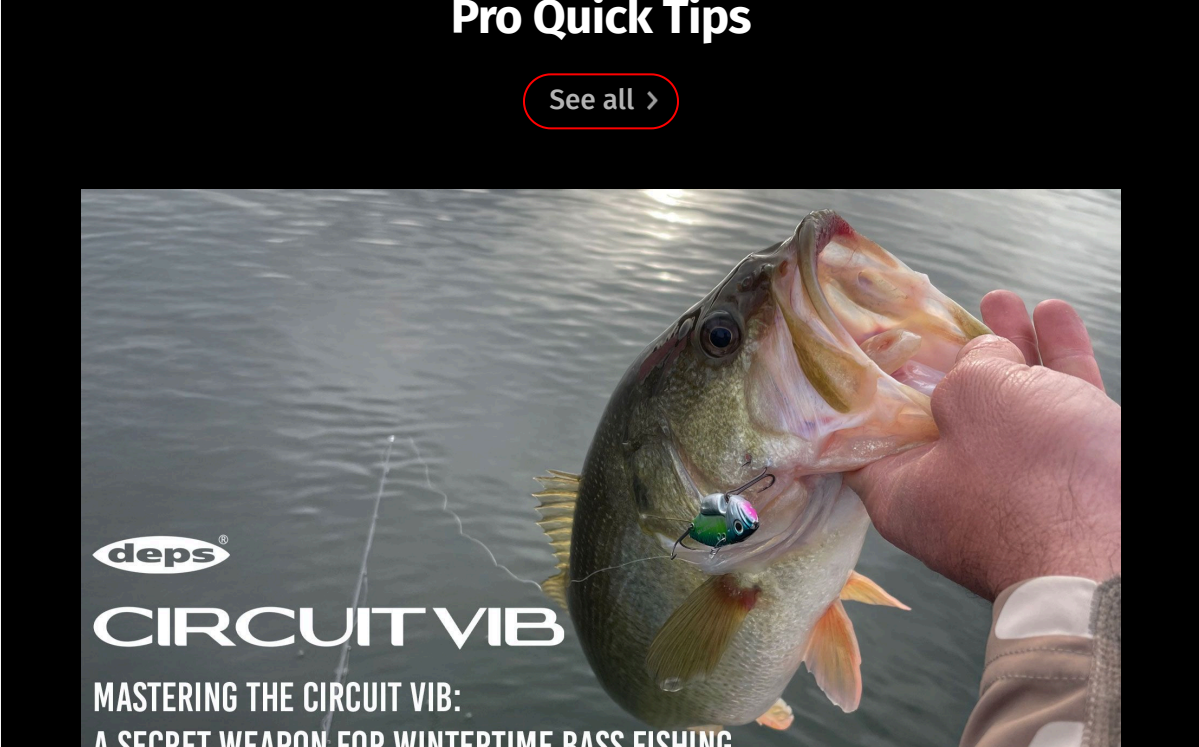
7inch :
#10 Watermelon Pro Blue, #39 Pearl White, #96 Wakasagi, #108 Pearl Glitter, #114 Champagne Pepper / Neon Pearl, #140 Electric Shad, #146 Biwako Wakasagi, Indy_Sagi

8inch :
#39 Pearl White, #92 Silver Shiner, #96 Wakasagi, #114 Champagne Pepper / Neon Pearl, #129 Reservoir Shad, #140 Electric Shad, #142 Ayu, #146 Biwako Wakasagi, Indy_Sagi

Visit our [New Arrivals Dec 2024](#) [January 2025](#) Page to explore all the latest products and gear up for next fishing adventure!

Pro Quick Tips

[See all >](#)



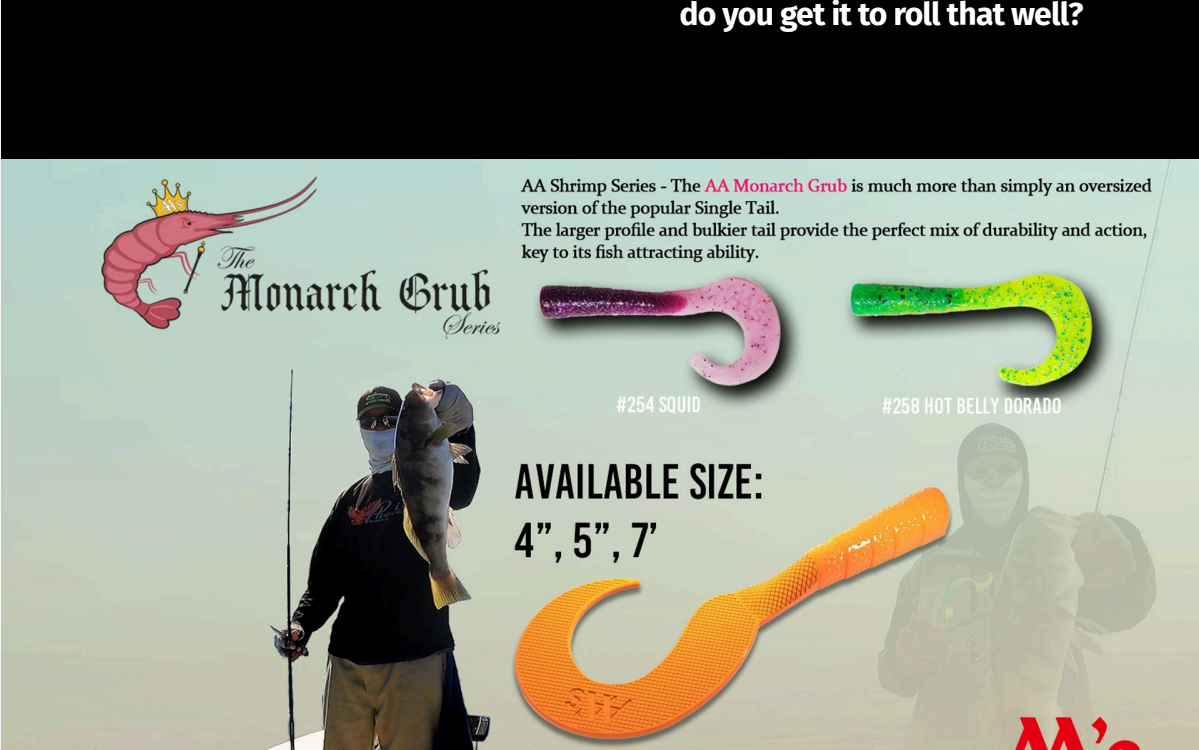
What's new?

Dec 2

New Circuit Vib Trout Model

Nov 11

Sakamata shad Midstrolling – How do you get it to roll that well?



SHOP NOW

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

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 with your logo and product links to info@optimumbaits.com



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 [Redesigned 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