

BY NATHAN BENSON & RONELL SMITH

Hottest Soft Baits For 2009



We asked the editors and writers of BASS, along with retailers and distributors, to weigh-in on the hottest soft baits for 2009.

BLT (Baby Line Thru)

AA Worms/Optimum Baits

This small, phthalate-free swimbait provides a finesse presentation for picky fish.

» www.optimumbaits.com;
951-676-6383



Fishbites Xtreme

Fishbites

These scent-dispersing saltwater lures come in a range of shapes, such as a paddletail shad, shrimp and a jerkbait.

» www.fishbites.com;
877-840-2248



PowerBait Hollow Belly Split Tail

Berkley

Featuring a hollow belly construction, fish will hit this shad-style bait on the fall, or it can be fished as a jerkbait.

» www.berkley-fishing.com;
712-336-1520

Yamaminnow

Gary Yamamoto Custom Baits

Featuring a shad-shape body, this bait has a tapered tail that makes it look like a young-of-the-year fry.

» www.baits.com; 800-645-2248



Bass Kicker Frog

Snag Proof Manufacturing Inc.

This bait's paddle feet create a buzzbait-like wake when this frog is fished fast, and its body collapses during a strike for positive hook sets.

» www.snagproof.com;
513-489-6483



HardNose Swim Shad

Mann's Bait Co.

This hollow-body swimbait has Mann's famous "hard nose" to keep it on the hook and has a wide thumping tail and pearlescent flash.

» www.manns bait.com;
800-841-8435



Money Craw

Yum Bait Co.

The combination of a swimbait's suppleness with a hand-painted crawfish pattern and hand-painted eyes makes this soft plastic craw stand out.

» www.pradco-fishing.com;
479-782-8971



Hyper Freak

Lake Fork Trophy Bait & Tackle

Ideal as a flipping bait or jig trailer, this do-it-all creature bait has a very interesting glide as it falls through the water column.

» www.lftlures.com; 903-473-0208



Dean Rojas Fighting Frog

Big Bite Baits

Bassmaster Elite Series angler Dean Rojas designed this flipping lure, which has a wide hook pocket, comes in 14 colors and is available in 3 1/2- and 4-inch sizes.

» www.bigbitebaits.com;
877-222-7429



Crappie Stroll'R

Bobby Garland

A perfect bait for slow trolling, or "strolling," this 2 1/2-inch lure features the popular Baby Shad body and kicker-style tail for a combination that crappie can't resist.

» www.genelarewlures.com;
918-949-6291



Slurpies Rock-R-Minnow

Northland Fishing Tackle

This swimbait has a natural profile, paddle tail and is easily paired with the company's Lip-Stick swimbait hook.

» www.northlandtackle.com;
218-751-6723



Bronzeye Popper

Spro

Designed by Bassmaster Elite Series pro Dean Rojas, this lure has weight for casting and a deep, cupped mouth.

» www.spro.com;
770-919-1722



Fish Frog

Crème Lures

Designed to be fished like a frog, this shad-shaped lure features a flat body designed not to roll on the retrieve.

» www.cremelure.com;
903-561-0522



Rage Space Monkey

Strike King Lure Co.

Featuring a compact body, Rage arms and double tail, this is a no-brainer flipping bait; but the lure can also be crawled along the bottom.

» www.strikeking.com;
901-853-1455



Biffle-O Lizard

Gene Larew

This lizard features a super thin tail that undulates at the slightest twitch and forward-facing paddle feet, that will move lots of water.

» www.genelarewlures.com;
918-949-6291



ProFrogger

Pro Swimbaits

If appearance counts, this hollow-bodied topwater frog should be a hit with anglers and fish.

» www.proswimbaits.com; 623-581-0048

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SwimmerZ

Z-Man Fishing Products

These floating swimbaits are made with the company's Elaz-Tech material, come in 4- or 6-inch sizes and include a Z-Man Trigger Hook in each package.

» www.zmanfishing.com;
800-822-3398



Bass Flapdad

Trigger X

This chunk bait features a species-specific pheromone called Ultrabite, a feeding stimulant that bass can't resist.

» www.rapala.com;
952-933-0046

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You Should Be Selling

Gulp Alive Crazy Legs Jerk Shad

Berkley

A fish-catching bait in both freshwater and saltwater, this lure features a split tail for enticing action and the Gulp Alive scent formula.

» www.berkley-fishing.com;
712-336-1520



Depth Shad

Tru-Tungsten

This soft plastic jerkbait sports a realistic finish and internal tungsten weights; it is also available in an unweighted version.

» www.tru-tungsten.com;
724-349-2260



Cover Craw

Jackall

This soft plastic bait has a backward-gliding action that makes it ideal for getting beneath cover such as grass or docks.

» www.jackall-lures.com; 562-493-0300



Mag Super Fluke

Zoom Bait Co.

The universe's most popular soft plastic jerkbait is now available in a 7-inch size but with the same fish-catching ability as ever.

» 706-548-1008



Crawdaddy Scum Frog

Southern Lure Co.

This crawfish imitator, which comes with two interchangeable metal balls for depth control, can be fished on the surface, just below it or several feet down.

» www.scumfrog.com; 662-327-4548



Nest Raider

River2Sea LLC

A 5 1/2-inch version of the original, this water dog imitation should grow the popularity of the bait even more.

» www.river2seausa.com;
510-237-2405



Hula Shad

V&M

Combining the head and body of a jerkbait with the tail of a tube, this hybrid lure can be fished as a jerkbait, flipping bait, drop shot bait or on a Carolina or Texas rig.

» www.bayououtdoors.com;
800-762-8397

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