



**Irving, TX** – A new Senko has arrived. Inspired by its big brother, the 5” Fat Senko, the brand-new Yamamoto 4” Fat Senko is another deadly variation of the world’s best soft stick bait.

“The new 4” Fat Senko is something that a lot of anglers, myself included, have been asking for,” says Yamamoto pro Tai Au. “The diameter is 20% larger than a normal 4” Senko, which allows for a heavier bait that casts further and has more visibility. I love the fact that it still maintains the signature Senko shimmy. That’s tough to formulate, but Yamamoto has figured it out.”

Available at retailers nationwide, the 4” Fat Senko can be found in 16 legendary Yamamoto colors and comes 10 per pack.



For more information on Yamamoto Baits, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues. Check out the new product video [HERE](#)!

For any additional questions or inquiries, please email [marketing@gsmorg.com](mailto:marketing@gsmorg.com). Or, if you’d like to check out the entire family of GSM brands, please visit [www.gsmoutdoors.com](http://www.gsmoutdoors.com).

About GSM Outdoors:

Few American outdoor companies enjoy a mutually respected relationship with their customers that span over five generations. GSM Outdoors is among those few! For over 70 years, the GSM family of brands has been helping passionate hunters, shooters, knife enthusiasts and anglers succeed through innovation and the manufacture of high-quality, reliable products that continue to prove themselves in the field, on the range and on the water. GSM Outdoors continues to leverage the latest technology and provide customers with the best products on the market. Tradition, heritage, and loyalty to outdoor enthusiasts of generations past and generations to come...that’s the GSM Outdoors guarantee!



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