Irving, TX – Simply put, the brand-new Nekorama from Big Bite Baits is a worm built for catching. Designed with the ever-popular Neko rig in mind, the 7" worm features 2 indentions to better hold an O-ring and the perfect body-to-tail ratio for maximum action.

"The new Nekorama is the perfect hybrid between a dropshot finesse worm and magnum finesse worm," says Big Bite pro Drew Gill, who designed the bait. "It is the most powerful finesse worm I've ever used. Matte colors and a narrow body help give it the right degree of subtlety while still maintaining the magnum length, and the heavy salt formula give it better castability with lighter weights. In my opinion, it is the one-stop shop for all of your finesse worm needs."

Effective both deep and shallow, the Big Bite Baits Nekorama is available in 12 realistic, all-matte colors and comes 12 per pack.

For more information on Big Bite Baits, please visit their website HERE, or find them on Facebook and other social media avenues. See the new product video HERE!

For any additional questions or inquiries, please email marketing@gsmorg.com. Or, if you'd like to check out the entire family of GSM brands, please visit 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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