



Irving, TX – The Yamatanuki just got a little freakier. The new Nuki Bug from Yamamoto Baits adds claws and legs to the popular stick bait, providing a subtle swim even when rigged weightless.

“The all-new Nuki Bug incorporates the proven profile and action of the Yamatanuki with a very versatile creature-style bait that offers the added attraction of lifelike appendages,” says Yamamoto pro James Niggemeyer. “It is the perfect size, shape, and weight to be incredibly diverse. Whether you Texas rig it weightless, rig it behind a weight, or Carolina rig it, the Nuki Bug flat out gets bit.”

The 3.5” offering, available in 8 proven colors with 6 Nuki Bugs per pack, can be found at retailers nationwide.



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. 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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