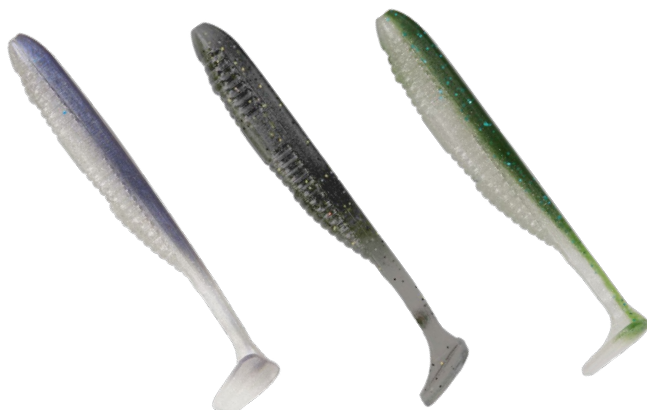




Irving, TX – Yamamoto Baits has officially entered the swimbait world. The new Shad Shape Swimmer is a subtle swimbait that delivers a lifelike presentation for all types of finesse scenarios.

“A small swimbait is something that’s been missing from the Yamamoto lineup and we didn’t want to just bring any old bait to the market,” says Yamamoto pro Matt Becker. “A lot of trial and error on tail designs and formulas have resulted in us finding what we believe is the perfect recipe. The Shad Shape Swimmer combines a perfect tail kick, full body swimming motion, and a subtle roll to drive fish crazy. I really can’t wait for the public to get their hands on this bait.”

Available in 3 sizes (3.2”, 3.7”, 4.2”) and 17 colors, 5 of which are brand new Stealth Series colors, the Yamamoto Shad Shape Swimmer is the perfect addition to any angler’s tacklebox.



For more information on Yamamoto 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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