



Irving, TX – A proven design just got better. Building off the popular Pro Swimmer, the new Scentsation Pro Swimmer from Big Bite Baits is designed with a proprietary formula that offers a hard-to-resist presentation and enticing scent.

“The only thing we could possibly do to make the Big Bite Pro Swimmer better was to make it from our proprietary Scentsation formula,” says Crispin Powley, GSM Senior VP of Fishing. “In doing so, we not only infused it with one of the most proven scents on the market, but also the unique formulation of Scentsation really softens up the Pro Swimmer and completely allows for its full capability of motion. So not only does it look good and smell good to fish, but the action is as good as a swimbait can possibly have.”

Available in 8 fish-catching colors, the Big Bite Scentsation Pro Swimmer comes in both 3.3” and 3.8” offerings. Available at retailers nationwide.



For more information on Big Bite Baits, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues.

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!



GSM, LLC
5250 Frye Rd, Irving, TX 75061
877-269-8490

Copyright © 2024 GSM, LLC