



Irving, TX – Bucca Brand’s new Trick Shad is a testament to some baits just having a little extra magic. Designed by renowned lure designer Mike Bucca, the Trick Shad is a 6” ABS plastic glide bait that flat out catches.

“I’ve been making swimbaits for almost 17 years, and the Trick Shad is one of my very best designs,” says Bucca. “While it looks simple, it actually took me years to develop. There’s not a singular aspect of the bait that is responsible for making it swim the way it does. It’s the culmination of every single detail that sets it apart.”

“We released the original resin Trick Shad in March 2023,” continues Bucca. “These baits have been flying off the shelves ever since then, with prices ranging from \$170 to \$250 a bait. The new 6” Trick Shad from Bucca Brand now delivers an incredible bait at an incredible price, allowing more anglers to get in on the fun.”



For more information on Bucca Brand, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues. You can also view 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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