



**Irving, TX** – Yamamoto Baits has expanded on a classic with the all-new 2.5" Hula Grub. The down-sized offering still produces the Hula Grub's signature action, but with a smaller profile for those special finesse situations.

"With my fishing background being the West Coast, I know size can really change your catch rate," says Yamamoto pro John Murray. "The new 2.5" Hula Grub is perfect for catching those bass that have seen everything else. I think it's going to be a hit – especially with the growing excitement around BFS fishing."

Ideally fished on a small jig head, the 2.5" Hula Grub is available in 8 fish-catching colors and comes 10 per pack. Whether you're fishing for pressured bass or fishing small creeks and ponds, the 2.5" Hula Grub will get bites when other baits simply won't.



For more information on Yamamoto 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](mailto:marketing@gsmorg.com). Or, if you'd like to check out the entire family of GSM brands, please visit [www.gsmoutdoors.com](http://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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