

# Twelve specialist baits for the discerning angler



## The Hook Bait Company

These twelve bespoke mixes are the result of over eight years field trialling on some of the best and most challenging lakes and rivers around England and Wales. Each mix has been formulated with a specific task to cater for today's modern approach to specimen angling. Each boilie range has dedicated pop-ups, hard hookers, ground baits, flavours and bait soaks to compliment the range.

### 3-B

This is an extraordinary food source packed with milk, fish and meat proteins which are further enhanced with three natural stimulants. We have blended low temperature fish meals and haemoglobin with more than a healthy measure of robin red and belachan to give this bait a rounded profile that has proved extremely successful in our trials on both lake and river all-year round. To finish the bait off we have incorporated natural food items such as fresh water shrimps, bloodworm and krill to give this bait the crunch factor. A true classic in the making, this bait is readily recognised and accepted as a protein food source for carp, barbel and chub.

### Intrigue

This is an absolutely fantastic all round food bait that encompasses all of the very best ingredients required to sustain a good metabolism for carp. This mix is made up of just the right amounts of milk and fish proteins along with a blend of bird foods, cereals and egg biscuit to give the bait a porous texture to let the flavours leach out. The smell and taste of this bait is very familiar but you cannot quite put your finger on it due to our blend of pungent and intoxicating flavours used to create this bespoke flavour.

### Amino Crustacean

This particular bait was formulated using natural food items such as lobster meal, krill, water shrimps and crushed crayfish. We have incorporated top quality fish meals with amino enriched blood plasma and natural worm extract to create a really natural tasting, crunchy food bait that will catch straight from the bag. Our boilie range is flavoured with lobster, anchovy and salmon oil for optimum attraction.

### Milk Pro

This is a really creamy milk derived mix that has been blended with vegetable proteins and a subtle hint of fishmeal and poppy seeds to give the finished bait all the benefits of a protein rich milk product with a bit of crunch. The colour is a neutral pale yellow and the flavour combination of fatty cream and corn with butyric acid is similar to that of a boilie that has been in the water for some time and the flavour has neutralised, making the bait ideally suited for use on pressured waters.

### Arctic Red

This highly effective blend of quality seafood and protein enriched fish extracts mixed with human grade milk products offers the carp an instantly recognisable food source that is packed with vitamins and minerals. Sardine and anchovy meals combined with stimulatory products such as betaine, seaweed and robin red provide improved transit through the digestive system which promotes healthy well being. To this end we have blended three of our very favourite fish flavours to complete the baits unique profile – salmon, lobster and shrimp.

### Moroccans

Now for something completely different from anything else you have used. This mix utilises some of the best fish attractors along with an array of specifically sourced eastern spices and fruit flavours creating an extraordinary fruit and blossom spiced bait. The mix is a blend of milk, fish, blood and bird foods giving the finished bait a really dark almost black finish with a lot of crunch. To finish the bait off we incorporate betaine and a sweet pallatant to balance the flavour levels without over-powering it.

### Betaine Pro

This is a truly versatile bait with sweet appetite stimulators and lots of betaine enriched flavours. A combination of food grade milk and vegetable proteins give this bait a creamy texture enhanced by the inclusion of sweet coconut and bloodworm. An unusual taste combination that is proving to be quite a hit with tricky waters as the washed out colour and milky sweet flavours of this bait offer the carp something different from standard baits.

### Natural Crave

A very dark and rich bodied mix which contains a multitude of natural food items including snails, shrimps, daphnia and krill – blended with fish and marine meal and top quality milk derivatives making this mix truly natural. For flavour we thought long and hard and, after trials we came up with a blend of anchovy and real worm extract along with a liquid fish protein that just smells superb. We highly recommend this bait for use on pressured waters but especially if you are targeting barbel or chub.

### Big Squid

Seriously fishy and seriously anti-social, so is best kept out of the house. This is the bait to attract the attentions of wary carp that have seen it all, or for attracting the attentions of chub and barbel in moving water. This fish based product includes low temperature fish meals, salmon meal, anchovy, belachan, squid and butyric acid. The colour of the bait is a deep blue/black which is ideal for clear water or where carp are bombarded with brightly coloured baits. Squid and salmon oil are perfect partners for this tremendous bait and will retain its smell and attractive qualities, making it a highly effective long-term food bait source.

### Nut Mix

If you are looking for a nut based boilie then this mix is the one for you. We have incorporated copious amounts of powdered and crushed growlers and combined them with our carefully selected blend of fish meals, robin red and milk products and thrown in a bit of biscuit and betaine for good measure. The flavour is a marriage of chocolate and nut with a dash of cream to really promote the nutty smell and flavour of this bait.

### Fruit Frenzy

For those of you that like carp sweets we have formulated this milk based bait that is absolutely crammed with fruity flavours and sweet appetite stimulators to get you drooling. Milk and vegetable proteins combined with betaine and a fruit pallatant to enhance the taste and smell of the mixed fruits make this bait ideal for use in spring and summer. Without giving too much away there are twelve different flavours blended in this mix which include favourites such as strawberry, plum, pineapple and cranberry that work well with each other creating a unique smell and flavour combination.

### River Secret

The bait that started it all off for the company back in 2001, specifically designed for attracting the nomadic chub in the 'upper' reaches of the river Severn in Mid Wales. This hugely successful bait has caught countless big chub to over seven pounds with its unique mix of fish and meat products and natural ingredients that constantly leach out scent trails that signal the presence of food. Every ingredient used is completely natural and quite delicate so boiling times are kept to a minimum and are part air-dried to harden off the finished boilie. This bait is the original and still one of the best.

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