

# **Fishbites**®

***Set the hook!***®



***Product Catalog | 2023-24***

**WWW.FISHBITES.COM • 877.840.BAIT (2248)**





# CONTENTS

## **BAITS**

**LONGER LASTING | Pg. 4-7**

**EZ Baits | Pg. 4-5**

**Bag O' Worms® Bloodworm Alternative | Pg. 6**

**Fish'n Strips® | Pg. 7**

**FAST ACTING | Pg. 8-9**

**Bag O' Worms® Bloodworm Alternative | Pg. 8**

**EZ Baits | Pg. 9**

**FISHBITES FIGHT CLUB® Lures | Pg. 10-16**

**CATFISH BAIT | Pg. 17**

## **OTHER**

**TERMINAL TACKLE | Pg. 18-19**

**RODS | Pg. 20-21**

**APPAREL | Pg. 22-23**

**THE FISHBITES® STORY | Pg. 24**

**RETAIL STORE PROGRAM | Pg. 25**

**FISHBITES NATION | Pg. 26-27**



[www.fishbites.com](http://www.fishbites.com)

**877.840.BAIT (2248)**



**Carr Specialty Baits, Inc.**  
164 Nix Boat Yard Road  
St. Augustine, FL 32084

**F**ishbites® is a line of bait products infused with our proprietary Flavor/Scent technology. Flavor/Scent is a combination of ingredients found in prey items (Shrimp, Prawns, Crabs, Squid, etc.) that, when released into the water, predators can smell, track, and then attack. When a fish attacks its prey, it also tastes these ingredients. If the smell and taste don't match or aren't properly balanced, the fish will quickly spit the item out. Since Fishbites is loaded with a properly balanced Flavor/Scent, fish get what they were expecting, which is why it's very effective on so many species around the world. There are a variety of Fishbites bait products: cut baits (Fish'n Strips, Fishbites E-Z) and our biodegradable soft baits - Fishbites Fight Club Lures.

Our cut baits are made with a water-soluble gel that releases high concentrations of our properly balanced Flavor/Scents into the water as they dissolve. These baits are available in two basic formulations - Longer Lasting and Fast Acting. The soft baits, Fishbites Fight Club Lures, come in five shapes: large grub, shrimp, paddletail, jerk bait, and curly tail. All of our baits have The Scent That Melts in the Water, Not on Your Hands®, and create a powerful scent trail in the water that fish simply cannot resist. No matter where you are fishing in the world or what you are fishing for, Fishbites has a bait for that!

***Fishbites are the #1 selling item in our stores. Every day, customers come in thanking us and sharing pictures of both inshore and offshore species they caught using Fishbites.***

- Capt. Bill Willis, Lost Bay Tackle, Grays Tackle, Orange Beach, AL/Pensacola, FL





# LONGER LASTING

## E-Z BAIT

Fishbites E-Z baits give you the flexibility to use as much or as little bait as you want. Just cut it, hook it and cast it. How E-Z is that?

- Available in 1/2" wide, 12" long ribbons
- 5 Scents: (E-Z Clam, E-Z Crab, E-Z Shrimp, E-Z Flea, and E-Z Squid)
- 2 Baits per pack



<b>E-Z SHRIMP</b>	Flesh	Orange	Chartreuse	Pink	Yellow	Electric Chicken	Power Lime	Flesh & Pink
Product#	0085	0089	0087	0088	0086	0141	0142	0140



<b>E-Z CRAB</b>	Flesh	Orange	Chartreuse	Pink	Electric Chicken	Power Lime	Flesh & Pink	Blue Crab
Product#	0075	0079	0077	0078	0151	0152	0150	0153



<b>E-Z CLAM</b>	Flesh	Orange	Chartreuse	Pink	Coquina Clam	Periwinkle
Product#	0065	0066	0067	0068	0154	0155

# LONGER LASTING



<b>E-Z SQUID</b>	Flesh	Chartreuse	Pink	Flesh & Pink
Product#	0095	0093	0094	0096

<b>E-Z FLEA</b>	Sandflea
Product#	0100

***We are the premier surf fishing bait and tackle store on the Treasure Coast of Southeast Florida and Fishbites has been a major factor in getting us there. Our customers buy Fishbites because of the quality, selection, and results that this great bait produces.***

- Alec Baker, GM, Snook Nook Discount Bait & Tackle, Jensen Beach, FL





# LONGER LASTING

**Fishbites® Longer Lasting baits** are most likely the toughest cut baits on Earth. In the center of these baits is a mesh that clings to the hook like glue. In short, the fish stay on the bait and the bait stays on the hook. Do not attempt to remove this mesh with your teeth (yes, somebody tried it). Use our Fishbites Long Snip Cutters (Pg 19) to easily cut off the excess mesh. Please do not discard the mesh into the waterway or leave on the beach.

## BAG O' WORMS® BLOODWORM, EARTHWORM & LUG WORM

Bag O' Worms® product line is far and away our hottest seller. It's an especially great bait for introducing new anglers to the sport since many are skittish about handling real worms. The Longer Lasting formula is available in three flavor/ scents: Bloodworm, Earthworm and Lug Worm.

- Available in 1/4" and 3/8" wide, 12" long ribbons
- 1/4", 3 baits per pack; 3/8", 2 baits per pack



<b>BLOODWORM</b>	Red 1/4"	Red 3/8"	Chartreuse 1/4"	Chartreuse 3/8"
Product#	0033	0105	0034	0106



<b>EARTHWORM</b>	Brown & Pink 1/4"	Brown & Pink 3/8"
Product#	0108	0109



<b>LUG WORM</b>	Brown & Orange 1/4"	Brown & Orange 3/8"
Product#	0035	0107

**Fishbites work for a wide variety of fish here on the Outer Banks, that's why we carry every variety offered!**

- Chris Greenig, TW'S Bait and Tackle, Nags Head, NC

# LONGER LASTING



## FISH'N STRIPS®

Fish'n Strips® tough consistency make them the perfect bait for surf fishing from the beach, off a jetty, atop a pier, or from the bridge. Their design virtually guarantees they'll stay on the hook, even with the most powerful cast and in the most punishing tides. Fish'n Strips® are a must-have, all-purpose bait. Scents: Shrimp, Crab, Sand Flea, Clam

- Available in pennant shaped wedges
- 4 scents (Clam, Crab, Sand Flea, and Shrimp)
- Longer Lasting formula
- 15 baits per pack



<b>SHRIMP</b>	Flesh	Orange	Chartreuse	Pink	Yellow	Electric Chicken	Flesh & Pink
Product#	0001	0005	0003	0004	0002	0041	0040



<b>CRAB</b>	Flesh	Orange	Chartreuse	Pink	Electric Chicken	Power Lime	Flesh & Pink
Product#	0006	0039	0036	0038	0056	0057	0055



<b>CLAM</b>	Flesh	Orange	Coquina Clam
Product#	0007	0027	0054



<b>SAND FLEA</b>	Orange & White
Product#	0050



# FAST ACTING

Our Fast Acting formula baits are made with a lower viscosity, hence, faster - dissolving gel, giving you the maximum Flavor/Scent release possible in all water temperatures. These baits do not have an inner mesh layer. The Fast Acting gel is not only fully-loaded with our highly effective Flavor/Scent technology, but is also infused with biodegradable fibers which help keep the bait bound together on the hook. While our Fast Acting baits should create immediate action once they hit the water, they will not have the endurance of our Longer Lasting formula baits - especially in water over 70F/21C.

## **BAG O' WORMS® BLOODWORM ALTERNATIVE**

Bag O' Worms® is far and away our hottest seller: transforming the most longstanding and popular saltwater fishing technique. This is an especially good bait for introducing new anglers to the sport since many are skittish about handling real worms.

- Available in regular (1/4" wide, 12" long ribbons) and large size (3/8" wide, 12" long)
- 1/4", 3 baits per pack; 3/8", 2 baits per pack



<b>BLOODWORM</b>	Red 1/4"	Red 3/8"
Product#	0103	0104





# FAST ACTING



## E-Z BAIT

E-Z Baits give anglers endless flexibility to experiment with different sizes, scents, and techniques. They can be used in a variety of ways. Scents: E-Z Shrimp, E-Z Crab, E-Z Squid, E-Z Clam

- Available in 1/2" wide, 12" long ribbons
- 4 Scents: (E-Z Clam, E-Z Crab, E-Z Shrimp, and E-Z Squid)
- 2 baits per pack



<b>E-Z SHRIMP</b>	Flesh	Orange	Pink	Yellow
Product#	0080	0084	0083	0081

<b>E-Z CRAB</b>	Orange	Pink	Chartreuse
Product#	0074	0073	0072



<b>E-Z CLAM</b>	Orange
Product#	0064

<b>E-Z SQUID</b>	Flesh	Chartreuse	Pink
Product#	0092	0090	0091

***Fishbites are top choice for pompano fishing at Hobe Sound beach as well as an all around bait. They work and our customers love Fishbites!***

- Lily Graziano, Owner, Reel Life Bait and Tackle, Hobe Sound, FL



# **Fishbites** **FIGHT CLUB** **LURES**



*Capt. Rick Murphy, TV host of Sportman's  
Adventures, Florida Insider Fishing Report &  
Texas Insider Fishing Report.*

# Fishbites Fight Club® is a line of Fishbites® products that take the fishing experience to a whole new level.



Fishbites Fight Club® Lures utilize our proven no-stink Flavor/Scent technology and infuses those formulas into a line of irresistible baits.

Our one-two punch Flavor/Scent technology has been putting fish in the cooler since 1999, and now our lures add the knockout punch.

Fishbites Fight Club Lures use a patented Hydrogel technology that gives these baits more durability and a higher scent release rate. The baits will not dry out on your hook as fast as other similar products thus allowing you to make long runs without changing baits when you finally reach “the spot.” You’ll also notice less free liquid sloshing around in the bag. Our formulation keeps the Flavor/Scent inside the lure until it hits the water.

Fishbites Fight Club® Lures come in 5 shapes and a variety of colors. Regardless of your fighting style, Fishbites® has a bait for you. Our baits are hand made in the USA and are ready to rumble!

Our Fight Club line of products also includes Jig Heads and Weedless hooks specifically designed for use with our baits.

**If you're looking for a fight,  
Fishbites Fight Club® has your back.**





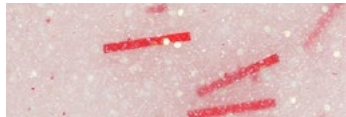
# 6" GRUB



**SMACK DOWN**



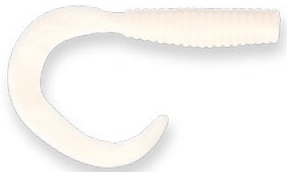
**COUNTER PUNCH**



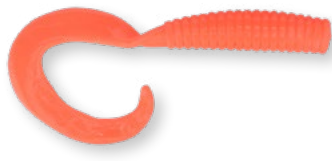
**HAMMER FIST**



**TKO**



**WHITE KNUCKLE**



**CHEAP SHOT**



**PINK SHINER**



**SLUGGER**

**6" / 15.24 (cm)**

**GRUBS** - 4 Baits/Bag

SMACK DOWN	Product#	0580
COUNTER PUNCH	Product#	0581
HAMMER FIST	Product#	0582
TKO	Product#	0583
WHITE KNUCKLE	Product#	0584
CHEAP SHOT	Product#	0585
PINK SHINER	Product#	0586
SLUGGER	Product#	0587



# BUTT KICKER Paddle Tail

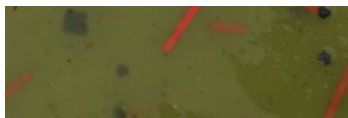


**KNOCK OUT**

**TAP OUT**

**SMACK DOWN**

**COUNTER PUNCH**



**HAYMAKER**

**TKO**

**WHITE KNUCKLE**

**BLACK EYE**

**4" / 10.16 (cm)**

**BUTT KICKER** - 6 Baits/Bag

KNOCK OUT	Product#	0560
TAP OUT	Product#	0561
SMACK DOWN	Product#	0562
COUNTER PUNCH	Product#	0563
HAYMAKER	Product#	0568
TKO	Product#	0570
WHITE KNUCKLE	Product#	0573
BLACK EYE	Product#	0574





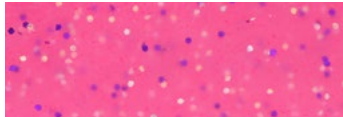
# DIRTY BOXER Curly Tail



**KNOCK OUT**



**TAP OUT**



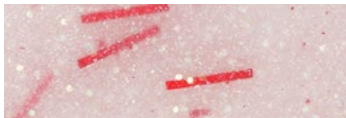
**SMACK DOWN**



**COUNTER PUNCH**



**HAYMAKER**



**HAMMER FIST**



**WHITE KNUCKLE**

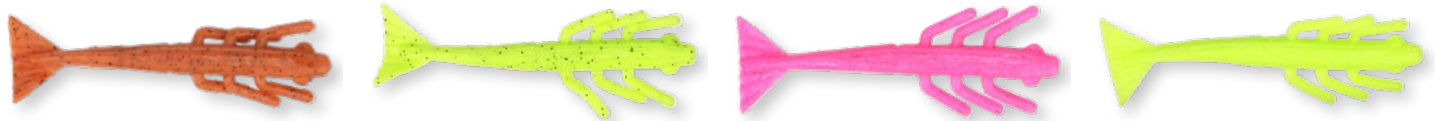
**5" / 12.7 (cm)**

## **DIRTY BOXER - 6 Baits/Bag**

KNOCK OUT	Product#	0520
TAP OUT	Product#	0521
SMACK DOWN	Product#	0522
COUNTER PUNCH	Product#	0523
HAYMAKER	Product#	0528
HAMMER FIST	Product#	0529
WHITE KNUCKLE	Product#	0533



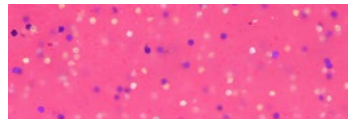
# FIGHT'N Shrimp



**KNOCK OUT**



**TAP OUT**



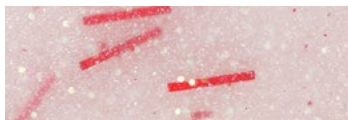
**SMACK DOWN**



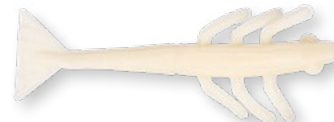
**COUNTER PUNCH**



**HAYMAKER**



**HAMMER FIST**



**WHITE KNUCKLE**

**3.5" / 8.89 (cm)**

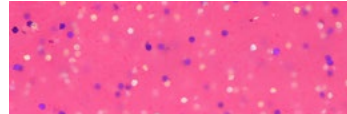
## **FIGHT'N SHRIMP** - 6 Baits/Bag

KNOCK OUT	Product#	0500
TAP OUT	Product#	0501
SMACK DOWN	Product#	0502
COUNTER PUNCH	Product#	0503
HAYMAKER	Product#	0508
HAMMER FIST	Product#	0509
WHITE KNUCKLE	Product#	0513





# BRAWLER Jerk Bait

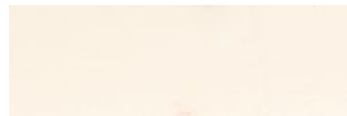


**KNOCK OUT**

**TAP OUT**

**SMACK DOWN**

**COUNTER PUNCH**



**HAYMAKER**

**TKO**

**WHITE KNUCKLE**

The Brawler features a belly slit for weedless rigging.

**5" / 12.7 (cm)**

## **BRAWLER** - 6 Baits/Bag

KNOCK OUT	Product#	0540
TAP OUT	Product#	0541
SMACK DOWN	Product#	0542
COUNTER PUNCH	Product#	0543
HAYMAKER	Product#	0548
TKO	Product#	0550
WHITE KNUCKLE	Product#	0553





# CATFISH BAIT



## **INTRODUCING FISHBITES® CATFISH BAIT**

**THE STINKBAIT THAT DOESN'T STINK!  
(WELL, AT LEAST NOT TO HUMANS.)**

Anglers cannot smell it but trust us, there's a powerful punch of STINK! It's The Scent That Melts in the Water, Not on Your Hands®. Fishbites Catfish Baits are heavily infused with a proven flavor/scent technology that creates a scent trail that catfish can't resist!





# TERMINAL TACKLE

The Fight Club also includes a line of Jig Heads specifically designed for use with our lures. The three-ring keeper-rig system provides extra hold on the lure body and the unique head configuration creates a more realistic “drop” when fishing. They come in five colors and four different weights. Each jig head features chip-resistant paint and a black point, wide gap hook.

We have also created perfect weighted, weedless hooks (aka worm hook) for our Fishbites Fight Club® Lures. This 3/16oz weedless hook is available in 3/0 and 4/0 sizes. Each package contains 3 hooks with attached screw locks.

Both the Fishbites Fight Club® Jig Heads and Weedless Worm Hooks feature a wide-gap, Mustad® UltraPoint™ Black Nickel hook made from Nor-tempered 3X strong wire and an oversized barb to pin your catch.

## WEEDLESS HOOKS

3/16 oz 3/0	Product#	0425
3/16 oz 4/0	Product#	0426



## FIGHT CLUB JIG HEADS



Black

Chartreuse

Unpainted

Red

White

		1/8 oz	3/16 oz	1/4 oz	3/8 oz
BLACK	Product#	0406	0411	0416	0421
CHARTREUSE	Product#	0409	0414	0419	0424
UNPAINTED	Product#	0405	0410	0415	0420
RED	Product#	0407	0412	0417	0422
WHITE	Product#	0408	0413	0418	0423



- 2/0 black nickel point hook
- Hard hitting powder coated finish
- Red holographic eyes
- 3 ring shoulder for maximum gripping power
- Jaw Jacking black nickel point hook
- Reusable bag

## FISHBITES® SURF RIGS



Day-Glo Orange



Chartreuse

- 20lb fluorocarbon leader
- High visibility floats and beads
- Premium Mustad 2/0 Mustad Circle Hook
- Sinker not included

FLOATING RIG CIRCLE HOOK	Product#	0457	CHARTREUSE
FLOATING RIG CIRCLE HOOK	Product#	0455	DAY-GLO ORANGE

# Fishbites® Signature Popping Corks



Manufactured in the USA by Submerge Outdoor Gear, this introductory line of Fishbites® brand popping corks is available in 4 colors and 4 sizes/types. Each cork features 7 strain wire and Hematite beads.

## CONE 2.5"

Orange      Pink      Yellow      Green



	Orange	Pink	Yellow	Green
Product#	0427	0428	0429	0430

## CONE 3.0"

Orange      Pink      Yellow      Green



	Orange	Pink	Yellow	Green
Product#	0431	0432	0433	0434

## OVAL

Orange      Pink      Yellow      Green



	Orange	Pink	Yellow	Green
Product#	0435	0436	0437	0438

## CIGAR

Orange      Pink      Yellow      Green



	Orange	Pink	Yellow	Green
Product#	0439	0440	0441	0442

## FISHBITES® LONG SNIP CUTTERS

Manufactured for Fishbites by Boomerang, our long snip cutters come with a 36" retractable, military-grade type 11 braided nylon fiber cord. The blades retract when not in use making them safe to wear while you're out on the water. These snips are great to use when removing the remaining Fishbites mesh from your hook after a day of fishing as well as being able to easily cut 50lb braided, fluorocarbon and mono lines clean and smooth every time. The blades are made of corrosion-resistant 420 stainless steel. The package includes the carabiner.

Product#      T0100



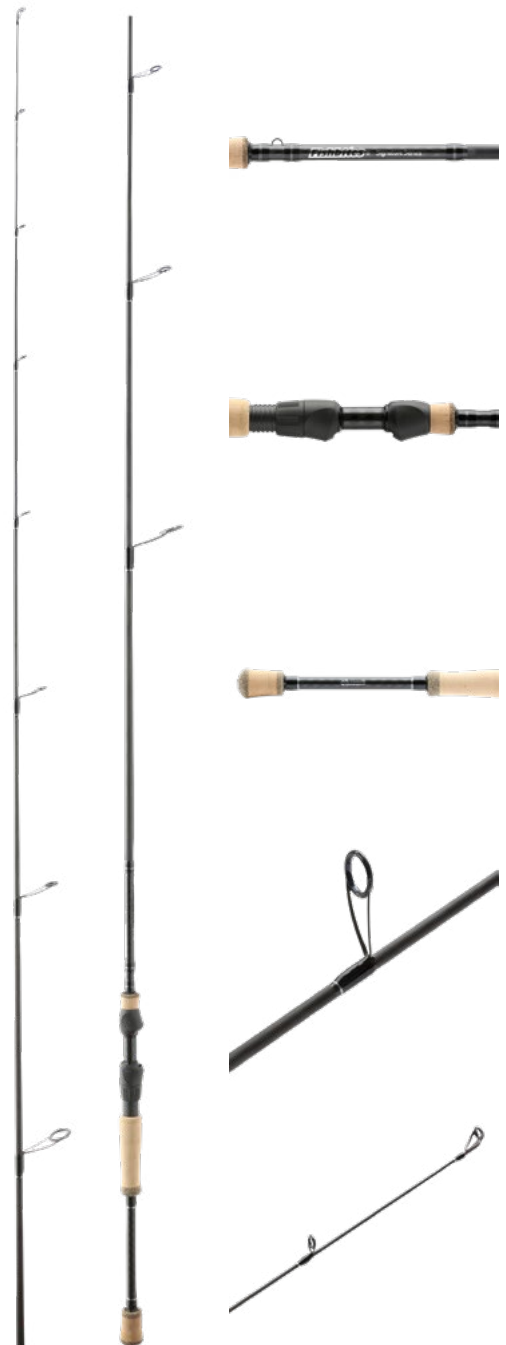


# Fishbites® Rods

## FISHBITES SIGNATURE SERIES INSHORE ROD BY **okuma**

**7' | 6-12 LBS | 1/8-5/8 OZ** • **7'6" | 6-12 LBS | 1/8-5/8 OZ**

Light and responsive carbon rod with Ultimate Flex Reinforced rod tip technology • Premium Fuji K-concept guide frames with FazLite inserts • Fuji skeleton reel seat with woven carbon insert • Tapered cork split grip for reduced weight and balance • Backed by 1-year limited warranty



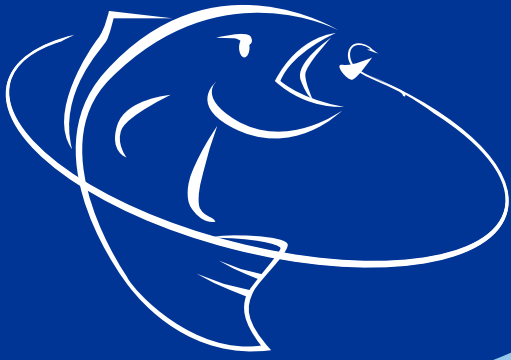


## FISHBITES SIGNATURE SERIES SURF ROD BY **okuma**

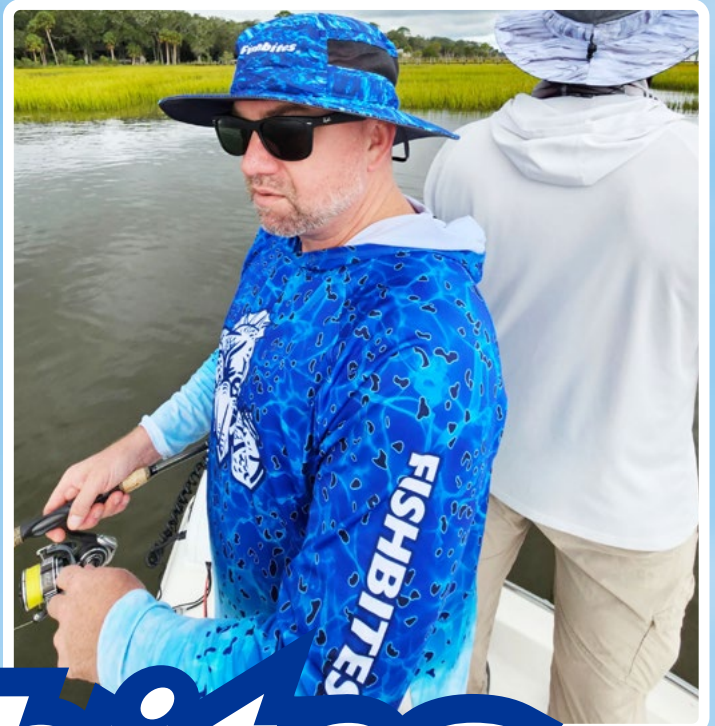
**11' | 15-40 LBS | 3-8 OZ** • **12' | 12-25 LBS | 1-4 OZ**

Light and responsive carbon rod with Ultimate Flex Reinforced rod tip technology • Premium Fuji K-concept guides with deep press frames • Fuji Alconite inserts for both braid and mono lines • Durable shrink tube fore and rear grip configuration • Backed by 1-year limited warranty





*Set the hook!®  
in style!*



**Fishbites®**  
Apparel



# The Fishbites® Story

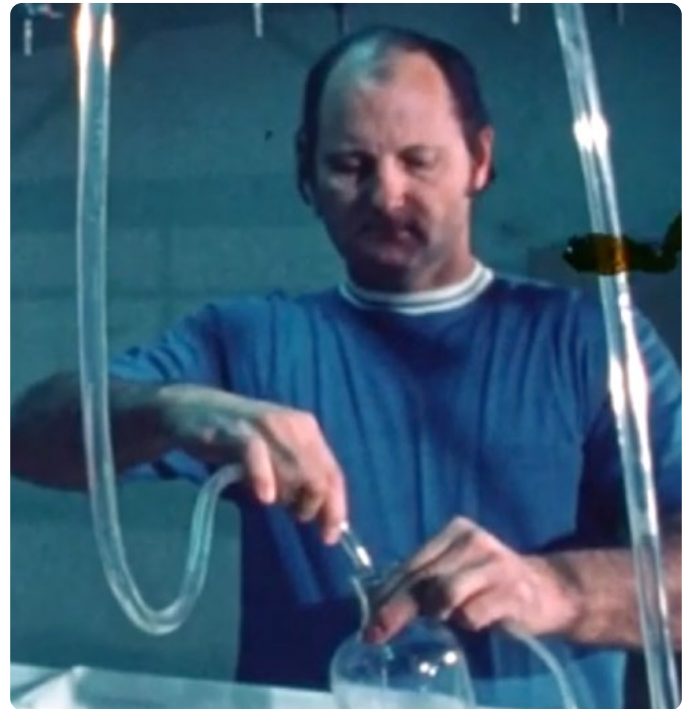
## ***How It Started***

Fishbites® fishing products are the result of a lifelong passion for fishing and decades of scientific research. Carr Specialty Baits, Inc., maker of Fishbites®, is a family-owned business founded in 2001 in St. Augustine, Florida, by avid angler and world renowned marine researcher Dr. William Carr (1935-2021).

***Watch the full Fishbites Story below:***



***Their mission was to create a line of easy-to-use, no mess, fishing baits that met the needs of different fishing styles and proved irresistible to fish.***



*Dr. William (Bill) Carr Ph.D*

## ***How It's Going***

Fast forward to 1999. Carr Specialty Baits, Inc. (CSB) was founded in St. Augustine, FL by Dr. William (Bill) Carr, Terry Dillinger, Teresa Carr Dillinger, Michael Carr, Mona Carr and William (Billy) Carr Jr. We launched CSB with only 4, crudely packaged Fishbites bait products. Today, we offer over 160 baits and rigs including Fishbites Fight Club® Lures that are redefining the standards of toughness, durability and effectiveness of scented lures. Fishbites is also making products for Freshwater anglers using our proven Flavor/Scent technology. Anglers all over the world have used Fishbites to catch hundreds of freshwater and saltwater species. Fishbites is made with pride in St. Augustine, FL – USA.



# Retail Store Program



With thousands of independent retailers around the world, Fishbites is quickly becoming the go-to recommendation when bait and tackle shops want to help their customers catch fish.



Want to add your store to the retailer locations map on our website? Send your store name, address, phone numbers, hours of operation, and logo to [info@fishbites.com](mailto:info@fishbites.com).

***“Fishbites could be the most innovative and consistent fishing product of modern times. The Fight Club 6” Grub has become the leading product in the Mid-Atlantic for flounder fishing the inshore and nearshore wrecks while their bottom fishing products remain top sellers in our region.”***

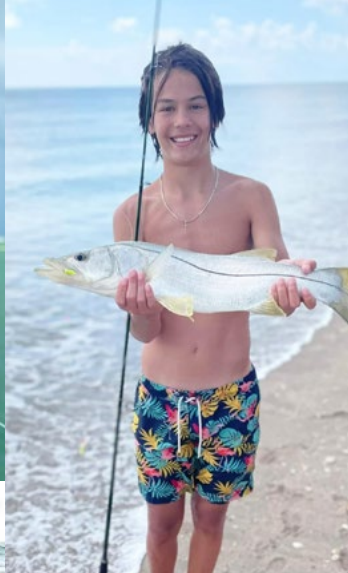
Anthony Whitehurst, Owner, Princess Anne Distributing Company, Virginia Beach, VA

# Fishbites NATION



# PHOTO SUBMISSIONS

Tag us in your photos to be featured! @fishbites





**WWW.FISHBITES.COM • 877.840.BAIT (2248)**  
**ST. AUGUSTINE, FLORIDA**