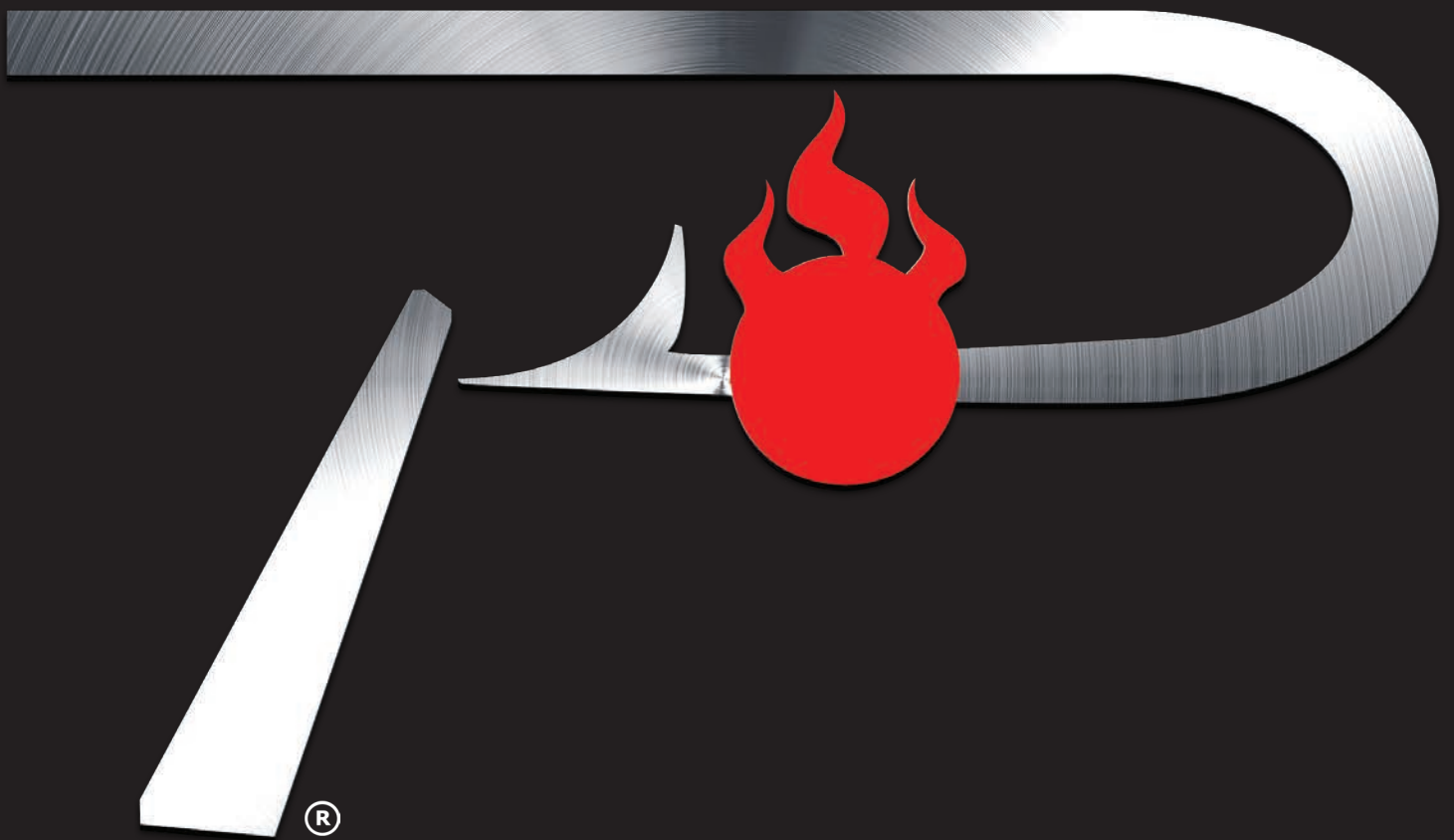


PAUTZKE

BAIT COMPANY



2020 PRODUCT CATALOG



THE PAUTZKE STORY

It's been almost 85 years since Pautzke Bait Company emerged as the leader of trout fishing baits in North America. In an amazing journey that no one could have predicted, we've come a long way since Dad Pautzke began cooking salmon eggs on his small kitchen stove in the early 1930s. From that humble beginning, our world famous Balls O' Fire salmon eggs have served countless trout anglers across the globe and defined trout fishing for millions of anglers. We've sold more than 92 million jars of Balls O' Fire salmon eggs, carved a niche into the dough bait market with Fire Bait, now stand as the premier egg cure and brine company in the world and continue to keep pace with our top-notch quality and craftsmanship that has maintained our position as the oldest bait company in North America.

As the fishing industry evolves we've followed suit. In our fourth generation of family ownership, Pautzke is owned by Casey Kelley, the grandson of Keith Williams, and better known as the genius behind our flaming red salmon eggs that trout anglers worldwide search for. For the first time in our company's history we've added a new member to our family, scoring Chris Shaffer as our Director of Operations. Shaffer has been with us more than a dozen years and remains the face of the company while working closely with Kelley.

As the world's bait company, Pautzke is famous for Green Label salmon eggs, but has grown exponentially in the last decade. Rich in trout science, we've dug up old family recipes, hunkered down in The Bait Lab and expanded our line from a mere three products less than a decade ago to more than 50 today. In recent years our scope has expanded with the release of Blue Crab Fuel, Crab N Shrimp Fuel, Catfish Nectar, Halibut & Rockfish Nectar, Fire Balls and Fire Dye, our new live bait formula.

To ensure our quality keeps pace with expansion we've added the world's finest pro staff and keep Dad Pautzke busy crafting more innovative products while keeping our loyal fans armed with the best trout, salmon and steelhead baits on the market. We've also teamed up with the US & Canada's most professional promoters, guides and educators to construct a nationally recognized pro staff and launched Pautzke Outdoors to help showcase how easy it is to catch fish when using our products.

Our vision for the future is built upon our past as we strive to continue to bring innovative, industry leading products to fruition and remain eager to continue serve you – our extended Team Pautzke family. Thanks for your support over the years. We look forward to many more decades of sustained success together.

Yours in Fishing

-Casey Kelley, Owner Chris Shaffer, Director of Operations



BALLS O' FIRE®

For nearly 85 years, Pautzke's Balls O' Fire salmon eggs have defined trout fishing in North America, and beyond. Since Dad Pautzke first began manufacturing our world-reknowned "Soft But Satisfying" salmon eggs on a small, two-burner stove in his basement in 1934, Pautzke has sold more than 92 million jars of eggs and been part of tens of millions of successful days of trout fishing. It's safe to say, we are the Pioneers of trout fishing in North America.



Our world-famous Green Label Balls O Fire are unquestionably the most recognized trout bait on the planet, and more than eight decades after the original red egg was created, Pautzke continues to provide the same trout-catching qualities that have been passed down through four generations of family ownership. It all starts with the recipe, created so many decades ago by Dad Pautzke: a unique, trade-secret mix of salt, sugars and "spices" that combine to form the juiciest, most attractive salmon egg on the market, and a bait that has literally caught trout by the billions over the years.



THE BALLS O' FIRE® STORY

When we say that our Balls O' Fire are our heritage, we're not kidding. Our eggs are the product of hand-crafted attention to detail and insistence on the highest quality in the world. Just like Dad Pautzke demanded.



Balls O' Fire eggs have been part of the fishing tradition of millions of anglers for decades, and that's both an honor and responsibility. Through four generations under the Pautzke name, our commitment has remained the same. We know that anglers expect the finest eggs in the world and we continue to deliver with the same integrity that Dad Pautzke started back in the 1930s.



DO YOU REMEMBER



YOUR FIRST TROUT?

You caught your first trout on Pautzke salmon eggs. It's safe to say your grandpa did, too. Pautzke salmon eggs are still Mother Nature's favorite trout bait.



PAUTZKE SALMON EGGS:



GREEN LABEL



PREMIUM



TYEE



GOLD LABEL



SILVER LABEL



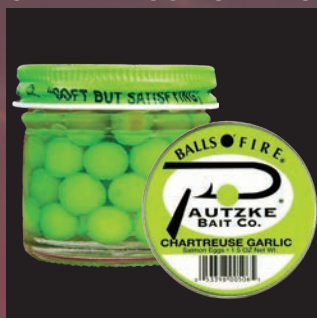
PINK SHRIMP



NATURAL DELUXE



CHARTREUSE GARLIC



ORANGE DELUXE



YELLOW JACKETS



THE WORLD'S MOST FAMOUS SALMON EGGS

**TROUT & STEELHEAD ANGLERS
YOUR WISH HAS BEEN GRANTED**

**BALLS ● FIRE.
TROUT EGGS**



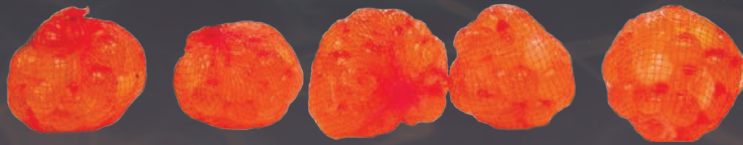
Never stress out about not having fresh trout eggs again. Pautzke's new Trout Eggs look, feel, smell and taste like real trout eggs because they are just that - real trout eggs



APPROVED BY GUIDES & PROS

Trout eggs have become the go-to bait for spawn sacs overnight. Used by countless fishing guides and pros, Trout Eggs has alleviated the need to harvest trout and given anglers an affordable edge when targeting trout, salmon and steelhead. These real, uncured Trout Eggs are preserved for long term use.

PERFECT FOR TYING SPAWN SACKS



- CAN BE USED RIGHT OUT OF THE JAR.
- IF YOU CHOOSE TO CURE THEM BORX O FIRE IS BEST
- ONE JAR IS ENOUGH TO TIE 125 SMALL TO MEDIUM SIZE SACS
- 8 OUNCE JARS
- LESS MESS, EASY TO USE
- NO REFRIGERATION NECESSARY
- HARVEST FEWER FISH
- UNCURED, REAL TROUT EGGS

Trout eggs are not intended for single egg use, rather best when tied in Atlas Mike's Spawn Netting with Magic or Miracle Thread



FIREBALLS®

Fire Balls look, taste and smell like real Pautzke salmon eggs. Take a look at this photo. On the left are Red Fire Balls. On the right are Silver Label salmon eggs



PAUTZKE FIREBALLS®

RED



RED GLITTER



PINK SHRIMP



ORANGE SHRIMP



CHARTREUSE ANISE



CHARTREUSE GARLIC



GOLD GARLIC



GOLD SHRIMP



COHO



CHINOOK



BROWN TROUT

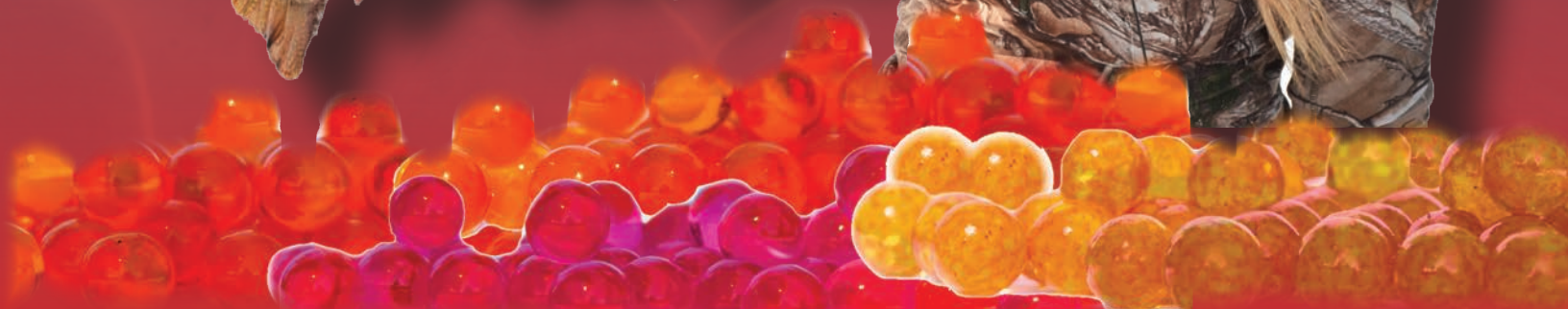


PAUTZKE FIREBALLS®

OUR NEW FIRE BALLS LOOK, SMELL, TASTE AND FISH LIKE OUR WORLD FAMOUS BALLS O' FIRE SALMON EGGS. WE EVEN USE OUR TRADE SECRET BALLS O' FIRE FORMULA TO MAKE THEM. BUT FIRE BALLS AREN'T REAL EGGS. JUST DON'T TELL THE FISH THAT!

- Pre-scented with Anise, Garlic, Shrimp
- Fire Balls fish and sink naturally like real salmon eggs
- Made with Pautzke Nectar (pure salmon egg juice)
- Soft and natural feel to ensure great hook sets

NEW!





**-Perfect for Great Lakes trout,
salmon & steelhead**

**-Available in 11 color/scent combina-
tions**

-Less mess and more durable

-Stay on the hook longer

-Biodegradable

-Soft but Satisfying



FIRE BAIT[®]

AVAILABLE IN 12 COLORS

Since 1934, we at Pautzke have helped define trout fishing in North America. And, it's that kind of outstanding expertise that steers our will to drive the world's next revolution in floating trout baits. Pautzke's sensational Fire Bait combines more than eight decades worth of Pautzke's industry-leading trout fishing knowledge and cutting-edge bait science to create the most electrifying dough bait since the 1980s.

Infused with Pautzke's industry leading krill recipe and boosted with Balls O' Fire egg juice, Fire Bait is a revolutionary floating bait that convinces trout to bite, even when they're not hungry. Crafted with the same quality as our traditional and world-famous Balls O' Fire eggs, Fire Bait is crammed with cutting edge fishing technology and our secret family recipes.

Following more than two decades of rigorous testing, research and experimentation, Fire Bait masters the essentials of a quality dough bait: buoyancy, consistency, color and scent. Building off our unsurpassed knowledge of trout behavior, we engineered Fire Bait to stimulate fish with the most potent scents (shrimp, garlic and eggs) and the most vibrant colors on the trout-bait market.



FIRE BAIT®

UNMATCHED COLOR LINEUP

From basic to multi-colored swirls, Fire Bait takes full advantage of a trout's visual-feeding habit with 12 unique colors.

ROCKET RED

NEW!



PINK SHRIMP

NEW!



NATURAL



AMERICAN WILDFIRE



CHARTRUESE GARLIC



PEACH GARLIC



MOUNTAIN WILDFIRE



GARLIC WILDFIRE



RAINBOW



ATOMIC GARLIC



GARLIC SALMON EGG



FEED PELLET BROWN



FIRE BAIT®

SCENT PROFILE & BUOYANCY

SCENT PROFILE

It's been nearly 85 years since Keith Williams changed the face of trout fishing with his bright red Balls O Fire salmon eggs. Seems appropriate, doesn't it, that a company with four generations of bait origination would shock the trout fishing world again, this time by combining our bait technology with one of the oldest trout attractions known in our Balls O Fire egg juice? Fire Bait's proprietary scent formula is the most effective ever developed for floating dough baits. In addition to the potent attraction of the basic bait formula itself, Fire Bait is infused with our original krill formula, and then given an extra boost with the juices from our Balls O' Fire eggs.



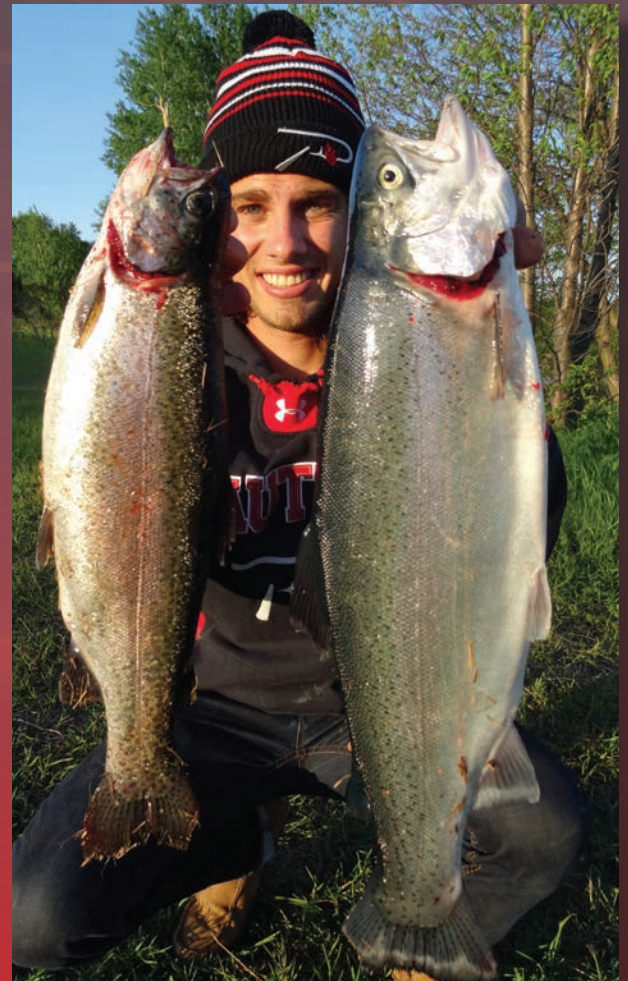
BUOYANCY

We went big on the one characteristic that most ignore: buoyancy. Fire Bait's color palette wouldn't mean a thing if the bait was lost in the weeds on the bottom of the lake. Scent wouldn't matter either: trout are mid-water feeders, and must have a bait floating high in the water column. Consequently, we infused Fire Bait with floatants that produce maximum buoyancy.



YOU WANTED UV WE MADE IT HAPPEN

We all know the advantages of having UV in a floating dough bait. Fire Bait has just that: strong UV properties in 14 of the 16 flavors, making Fire Bait a go-to choice for all water conditions. Natural & Feed Pellet Brown are the only two colors without UV.



FIRE BAIT®

SPAWN SACKS FOR TROUT

Pautzke's Fire Bait is effective, simple to use and a proven trout-catcher. Fire Bait floats, has vibrant colors, a strong trout-attracting scent and is designed to keep your bait floating off bottom at your desired depth. This makes it the perfect bait for those who like fishing off bottom for trout. Fire Bait is one of the easiest trout baits to use. Its great for beginners and because of its soft and easily moldable texture, it's easy to bait on your hook.

Dough bait users traditionally roll the dough bait into balls and mold dough bait on a hook, concealing the hook itself in the rounded ball of Fire Bait. This simple technique works, but from time-to-time Fire Bait, like any dough bait, falls off the hook. This can happen when casting, if it hits weeds or structure on the way to the bottom or from many other factors. To reinforce the bait presentation many pros tie Fire Bait in spawn sacks. By doing this you never have to worry about bait being on the hook. It's there.

STEP 1



STEP 2



STEP 3



WANNA STAY READY TO FISH?

LUG IT!

MAKES RELOADING BAIT EASIER!



PAUTZKE'S EGG LUG FITS ON MOST:

DOUGH BAIT
SALMON EGGS
CRAPPIE NUGGETS
FIRE BAIT

**SLIDES ON TO
BELT LOOP**

**EASY TO OPEN
FLIP TOP**

**LIGHTWEIGHT
& DURABLE**



FIRE GEL®

With more than 85 years in the bait business Pautzke knows BAIT – and SCENT – as good as anyone. Fire Gel uses what we've learned for more than eight decades and brings the longest lasting, most powerful and strongest fish catching scent to anglers. Simply apply Fire Gel on your finger and rub onto your favorite lure for maximum success.



21 DIFFERENT SCENTS



**BAIT LAB
APPROVED**

-EASY APPLICATION

-PROFESSIONAL STRENGTH

-EXTRA STRONG SCENT DESIGNED FOR THE TOUGHEST FISHING CONDITIONS

-MANUFACTURED TO WORK ON FLIES, LURES, BAIT & MORE!



PAUTZKE'S NEW CRAPPIE FIRE BALLS

DESIGNED FOR LONG LINING, SINGLE POLE, BOBBER AND CORK, SPIDER RIGGING AND DOCK FLIPPING, CRAPPIE FIRE BALLS DISPERSE A STRONG CRAPPIE AND PANFISH ATTRACTING SCENT INTO THE WATER TRIGGERING MORE BITES WITH EACH CAST. OUR SCIENTISTS HAVE PERFECTED THESE CRAPPIE FIRE BALLS TO DISPERSE 10X MORE SCENT INTO THE WATER THAN TRADITIONAL BAITS AND DRIVE FISH CRAZY!

- *LONG LASTING SCENT
- *VIBRANT COLORS
- *MORE DURABLE THAN DOUGH
- *AFFORDABLE & GREAT VALUE
- *STIMULATES MORE BITES



STAYS ON THE HOOK 10X LONGER THAN DOUGHS

ORANGE
GARLIC



CHARTREUSE
GARLIC



PINK
SHAD



BLUE
SHAD



GOLD
GARLIC



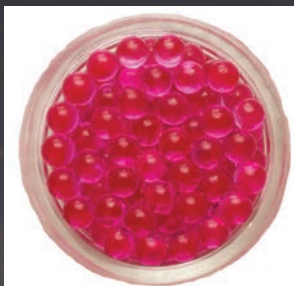
CRAPPIE FIRE BALLS HAVE QUICKLY CHANGED THE WAY ANGLERS TARGET CRAPPIE. IN IS THE ADVANCED, STRONG SCENTED, LONGER LASTING CRAPPIE FIRE BALLS. OUT ARE THE QUICK TO FALL APART DOUGH BAITS. CRAPPIE FIRE BALLS ARE DESIGNED TO USE THE TWO SCENTS CRAPPIE KEY IN ON - GARLIC AND SHAD - AS VEHICLES TO SUCCESS.



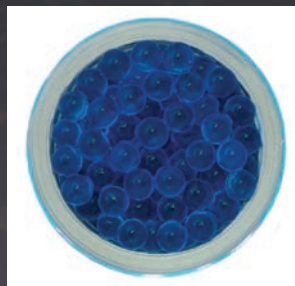
**ORANGE
GARLIC**



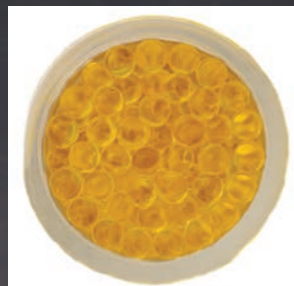
**CHARTREUSE
GARLIC**



**PINK
SHAD**



**BLUE
SHAD**



**GOLD
GARLIC**



**STAYS ON THE HOOK BETTER
THAN ALL OTHER CRAPPIE BAITS**

HIGH OCTANE FIRE DYE®

**PATENTED
FORMULA**

Fire Dye is a one-of-a-kind High Octane Bait Dye System

- Perfect for salt & freshwater
- Enhances the color & reflective qualities of your bait
- Super Concentrated
- UV Enhanced
- Ideal for Herring, Sardines, Anchovies, Shrimp, Prawns, Eggs, Worms, Squid, Minnows & More!
- Available in Red, Pink, Gold, Orange, Chartreuse, Blue

High Octane Fire Dye is professionally crafted to enhance the color and reflective qualities of your bait and is UV Enhanced to give you an arsenal to attack all water conditions. Ideal for eggs, herring, shrimp, prawns, minnows, sardines, worms, anchovies and more, Fire Dye tackles fresh and saltwater fisheries. Pautzke's UV Enhanced High Octane Fire Dye is super concentrated and packed with agents to create the industry's fastest reacting dye, which Dad Pautzke hand poured to yield animated, full, rich colors on baits to be used in salt and fresh water.



HIGH OCTANE **FIRE DYE**®

MAKES LIVE BAIT STAND OUT



**GOLD, CHARTREUSE, BLUE AND
RED FIRE DYE ARE THE ONLY
COLORS DESIGNED FOR LIVE BAIT.**

FIRE DYE IS EFFECTIVE ON ALMOST ALL LIVE BAIT. SIMPLY FOLLOW THE INSTRUCTIONS FOR THE SHORT SOAK ON THE BOTTLE AND BAITS LIKE THESE TRANSPIRE IN MINUTES!

START WITH THIS...



BLUEGILL

GET THIS



BLUEGILL

START WITH THIS...



PERCH

GET THIS



PERCH





**FIRE DYE TURNS ORDINARY BAIT INTO
IRRESISTIBLE, ALLURING LIVE BAIT THAT
ENTICES EVEN THE MOST STUBBORN FISH TO
BITE. SIMPLY SOAK YOUR LIVE BAIT IN FIRE DYE
AND CREATE VIVID COLORS ON BAITFISH THAT
ANGLERS COULD ONLY DREAM OF PRIOR TO
FIRE DYE'S EXISTENCE.**



HIGH OCTANE FIRE DYE®

No bait out fishes live bait. Live minnows and other bait fish are so effective, they've been outlawed in some areas. Many anglers have dreamed of finding a way to make minnows stand out in the water. A bright, natural bait that swims freely would get bit in seconds. How could it not, right? Imagine casting a live shiner or minnow and being able to see it glow in the water, and look alive, because it is alive. It's vibrant and the fish can't resist it. You don't have to fantasize anymore. With Fire Dye, this feat can be realized daily. Fire Dye is the world's only effective, easy to use live bait formula that brings ordinary bait fish to life!

Pouring countless days and thousands of hours into The Bait Lab, we've determined that only Chartreuse, Blue, Red & Gold Fire Dye are effective on live bait fish. And, remember to always keep live baitfish aerated.

When used properly, Fire Dye is effective on minnows, shiners, suckers, fatheads, silver sides, emeralds and many other bait fish. And, as we all know, all fresh and salt water gamefish eat bait fish. That's right, your tactics just changed forever!

GET THIS...



WITH THESE!



LIVE BLUE FIRE DYE MINNOWS



LIVE CHARTREUSE FIRE DYE MINNOWS

THE WORLD'S ONLY EFFECTIVE LIVE BAIT FORMULA



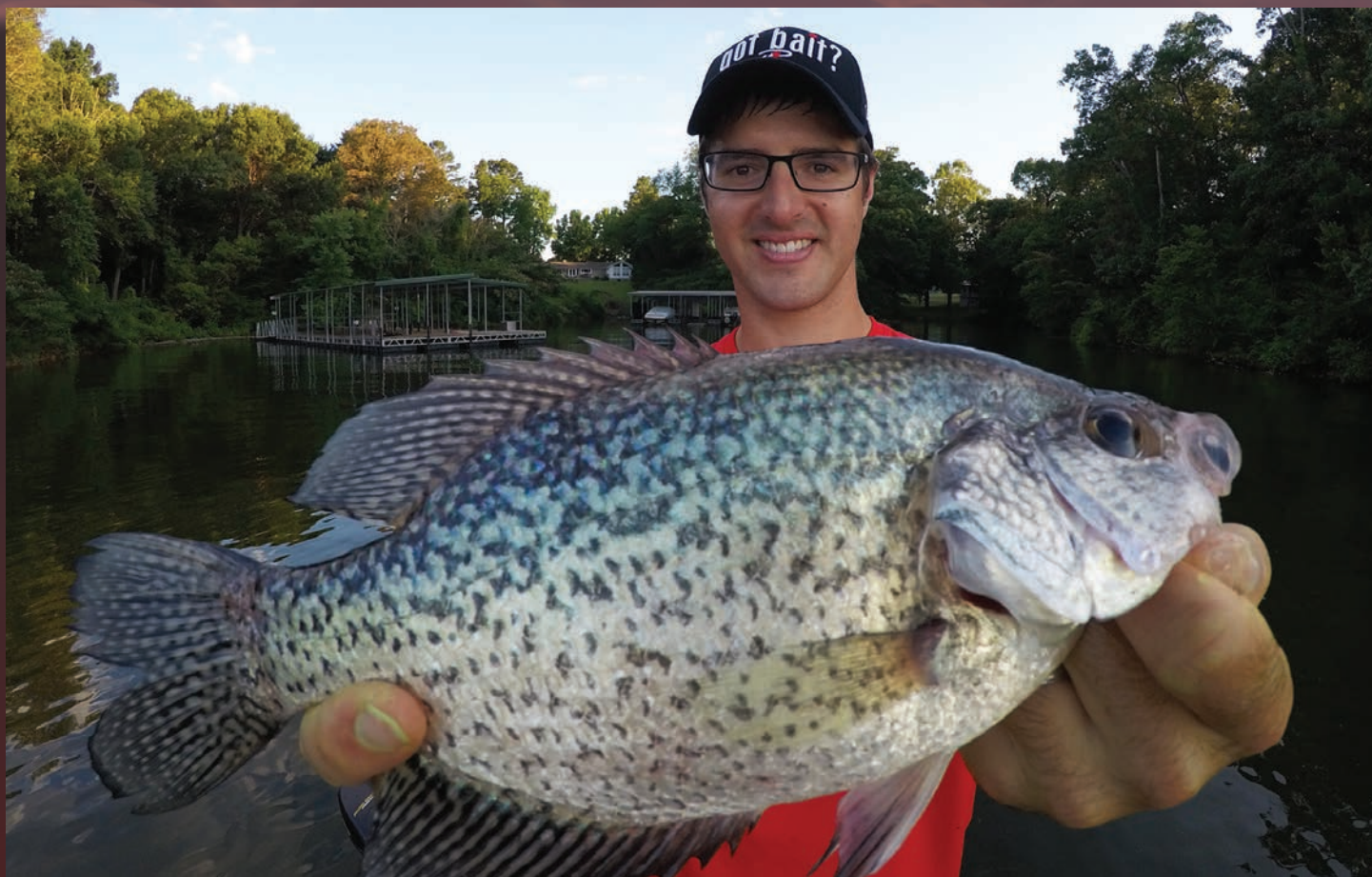
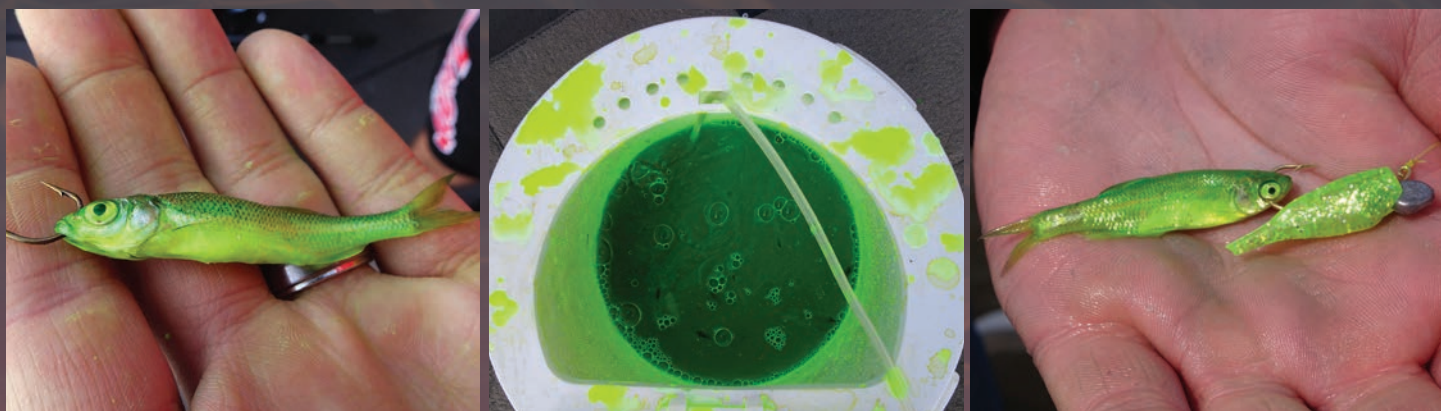
**SOAK YOUR MINNOWS FOR MINUTES AND WATCH
FIRE DYE WORK ITS MAGIC**



**SOME ANGLERS DON'T WANT THE ENTIRE BAIT FISH COVERED. AFTER ONLY
MINUTES THE TAIL, EYES AND SCALES START TO ABSORB FIRE DYE.**

HIGH OCTANE **FIRE DYE**® FOR CRAPPIE

Once colored with Fire Dye fathead and shiner minnows get gobbled up instantly by crappie and other panfish species. Whether spider rigging, tipping live bait on jigs or soaking minnows under a bobber adding Fire Dye live bait to your arsenal will put more fish in your boat.



HIGH OCTANE
**FIRE
DYE**®

FOR STRIPERS & BASS

Everyone wants to catch big stripers and bass. Fire Dye shiner minnows, shad and golden shiners brings success to a new level and makes your live bait stand out more than ever before. It's simple. Use Fire Dye on your live bait – and catch more fish.



HIGH OCTANE **FIRE DYE**® FOR CUT BAIT

ALL COLORS OF FIRE DYE WORK ON CUT BAIT, SHRIMP, SQUID AND ALL OTHER MEAT BAITS

Trolling cut bait in rivers, estuaries, lakes and oceans has been the mainstay for more than a century, and the technique isn't going away anytime soon, which is why Fire Dye brings so much value to your arsenal. Fire Dye allows you to adjust to changing water conditions, on demand, by delivering a lightening fast, super concentrated dye that paints cut and whole bait in seconds.

We engineered Fire Dye to be super simple. Simply open your Ziploc, or container, add Fire Dye and almost instantly the bait takes on the desired color. Yes, it's that easy. Fire Dye is also compatible with any homemade or commercial brine and with a rainbow of colors available is equipped to combat all conditions. All colors of Fire Dye (Pink, Blue, Gold, Chartreuse, Orange, Red) are effective and aim at enhancing the color and reflective qualities of your bait. It's also UV!



FIRE DYE CHEAT SHEET

- Blue is one of the best colors in deeper, darker water. It also excels at first light and on overcast days.
- Chartreuse is effective in all water conditions, but best in dirtier water and on sunny days.
- Don't shy away from purple or the red, either. They are effective on dark days.
- Gold is a wildcard. Gold lures are always popular. Imagine what a shining gold bait would do!



HIGH OCTANE **FIRE DYE**®

PERFECT FOR SHRIMP/PRAWNS/SQUID

In a time crunch? We got your back. Fire Dye colors prawns/shrimp instantly, enabling you to adjust to rapidly changing conditions and keep in touch with hot colors. It will add tremendous color as quick as you can grab a bait. It's the only high octane dye that gives you an instant color change while you're on the river. Your salad shrimp, prawns, striped and coon shrimp will now sport vivid, exciting colors that won't wash off when they hit the water.



FIRE DYE SQUID

Squid is a mainstay in saltwater. Fire Dye squid strips are bold, colorful and demand attention from all gamefish. Dynamite for use on party boats, Fire Dye squid strips put to rest the bland, boring squid strips everyone uses and bring chartreuse, pink, orange and other beaming colors that grab a fish's attention. Fire Dye's UV brings bait to life and works instantly!



UV SHOWN WITH BLACKLIGHT



CATFISH NECTAR[®]

THE BEST SCENT EVER MADE FOR CATFISH



There's no other species of fish in the world that's as receptive to scent as catfish. And after extensive testing and tweaking of some of Dad Pautzke's most tried-and-true scent components, Pautzke Bait released Catfish Nectar, a one-of-a-kind marinade and additive for catfish baits. Simply put, it'll change the way you fish for catfish!

A little-known fact about most of the scents that Dad Pautzke developed over the years is that they're "universal scents". The foundation for Catfish Nectar starts with pure egg essence, the one basic scent that all species react to.

Catfish Nectar lays the foundation for all species of catfish: blue cats, channel cats, flathead cats, bullhead, etc. And, applying it couldn't be easier: simply soak your cut baits, whole baits, hot dogs (and even processed nuggets) in Catfish Nectar and experience a new level of success!



SIMPLY POUR IT ON YOUR BAITS AND LET IT SOAK!



***Cats Can't Resist!**

***Concentrated formula
cures and penetrates all
cut and whole baits!**

***Irresistible for eating
size and big cats!**

***Ideal for eel, shrimp,
livers, hot dogs, herring,
cut bait, shad and more!**



FIRE BRINE®

We took one of the oldest formulas in the Pautzke family, engineered it to be even better, and created the most effective all-around brine the world has ever seen: Fire Brine. We changed bait-brining forever and made life easier for fresh and saltwater anglers.

Dad Pautzke knew that wet-brining was one of the most effective old-school methods around for preparing different baits. Combining some of the science from Fire Cure & BorX O Fire with advice from our Team Pautzke pros, Fire Brine takes the hassle out of brining. It's a proprietary mix of brining agents and eight sensational colors that produce a brightly colored, durable bait that fish simply can't resist.





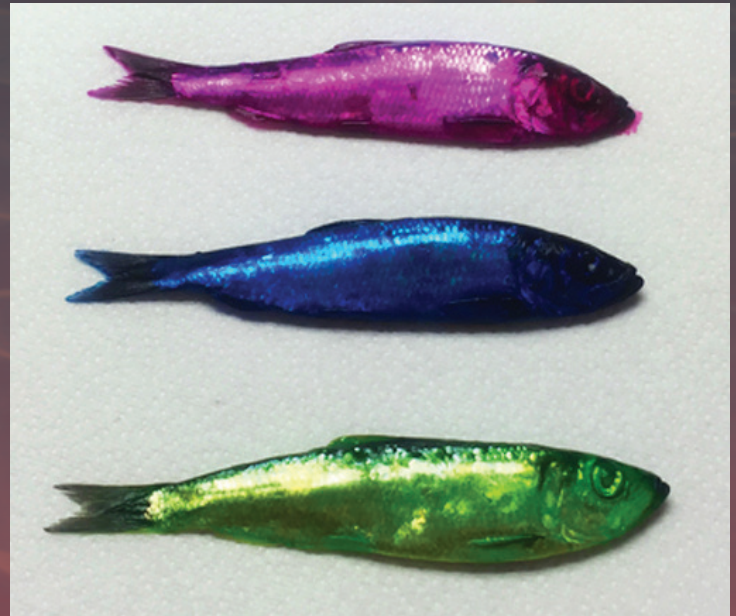
THE ONLY UNIVERSAL BRINE

Why would you buy one brine for prawns/shrimp, another for herring and cut bait, another for eggs, and one more for spawn sacks? You shouldn't. Fire Brine is the world's only all-in-one, complete brine. That's right. We wouldn't want you to go out and buy four separate bottles of brine when you could buy just one. So don't. Fire Brine does it all. Pros call it the perfect brine for a reason. It comes in eight fish-catching colors designed to cater to all bait brining needs.

SHRIMP



MEAT/CUT BAITS



SPAWN SACKS



EGGS





SINGLE EGG MAGIC

There are uncountable ways to cure eggs, but our Team Pautzke pros quickly discovered that Fire Brine is a simple, sure-fire method to cure skeins and single eggs! Our Great Lakes pros use Fire Brine to bring single-egg science to a whole new level and successfully use Fire Brine on Chinook, coho, German brown, trout and steelhead eggs. Curing eggs in a wet brine was a popular way to prepare baits long before dry cures came along and became the mainstay. Meanwhile, with the creation of Fire Brine, Pautzke has brought back the old-school egg brine, and to a level of effectiveness previously unheard of in the egg-cure market.

Fire Brine is the simplest cure imaginable for single eggs to be used for spawn sacks. Follow this three-step process and you're ensured quality, cured eggs.



COMPONENTS/INGREDIENTS

- Fire Brine color of your choice
- 1 quart Mason jar
- Loose eggs (salmon, trout or steelhead)

1. Fill Mason jar with uncured loose eggs. To allow for expansion leave roughly two inches from the top of the eggs to the lid.
2. Pour Fire Brine into jar, putting enough of the brine into the jar to completely cover the eggs.
3. Close & tighten lid. Refrigerate jar for 24 hours until Fire Brine does its magic. The brine's exclusive mix of curing agents cause essential liquids to pass through the egg wall and absorb into the bait while it simultaneously toughens the outer wall and infuses each egg with vibrant color.

That's it! Sounds almost too easy? Fire Brine is the easiest cure imaginable for single eggs.

FIRE BRINE®

SPAWN SACKS

Any veteran Great Lakes trout, salmon or steelheader knows the effectiveness of spawn sacks in rivers and streams of Ontario, New York, Pennsylvania, Ohio, Indiana, Wisconsin and Michigan. And, if there's one thing that makes a spawn sack more effective, it's a batch of single eggs that have been cured up in Fire Brine.

PRO TEAM NOTES

*Eggs gain translucent look after being cured in Fire Brine

*Eggs quickly absorb brining liquid and become plump and juicy after curing for 12-24 hours in Fire Brine

*Eggs cured in Fire Brine milk properly and produce a strong scent trail that lasts for the life of the egg

*Fire Brine can be followed up with a quick shake of BorX O Fire to fine tune egg color and strengthen the egg

*Eggs cured in Fire Brine don't break when tying into spawn sacks like other cures on the market

*Fire Brine takes the guesswork out of curing skeins, too. Fool proof, even for beginners, Fire Brine gives skeins the perfect texture, color and fish-ability for salmon and steelhead.

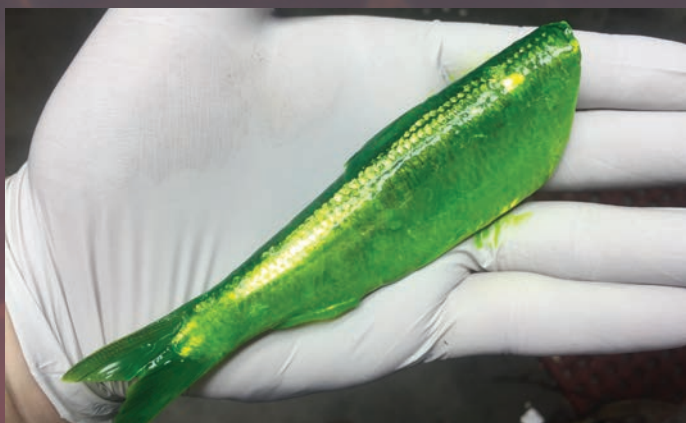




MAKES IRRESISTIBLE CUT/DEAD BAIT

Because we've lived on and fished the West Coast all our lives, one of the most tried-and-true uses of Fire Brine has always been on herring. Ditto for sardines & anchovies, minnows, shad, smelt & alewives in the Great Lakes and ballyhoo on the East Coast. Dad Pautzke learned long ago that Fire Brine turns all meat baits into irresistible baits!

Fire Brine replaces homemade brines. It takes the guesswork out of brining, while toughening your bait so it doesn't break apart as quickly, prolongs the life of the bait, makes it flashy, helps the scales shine, gives it color and makes it more durable, saving you time and money!





WITH FIRE BRINE, YOU CAN TURN OLDER, LESS ATTRACTIVE BAIT INTO USABLE, LONGER LASTING BAIT.

YES, USING FIRE BRINE IS THIS EASY!

CONTENTS

Fire Brine color of your choice

1 Gallon Ziploc or Tupperware

Frozen/fresh cut bait. Fire Brine works on all cut baits.

Step-By-Step Instructions

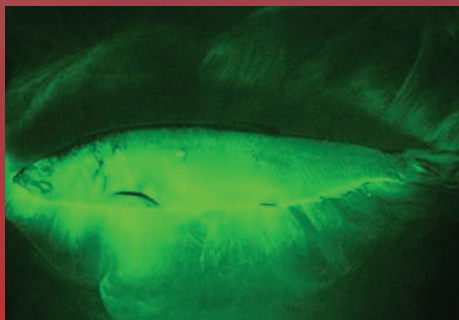
*Remove cut bait from bait trays and place in Ziploc or Tupperware

*Pour enough Fire Brine in bag/container to submerge cut bait.

*Store in a cool place for 6-12 hours.

*Cut bait can be fished immediately or frozen for later use.

UV ENHANCED



FIRE BRINE®

CATCHES BIG PIKE & WALLEYE

Ice and open water northern pike anglers have gravitated towards Fire Brine in recent years. Pike/walleye are curious creatures. They'll swim in to investigate almost anything that catches the eye. Enter Fire Brine, an easy, quick way to turn smelt, herring, sucker minnows and other baits into pike-attractors. Fire Brine works wonders - in seconds - by taking the boring out of bland cut and whole baits. Fire Brine brings life to smelt and other cut baits, and makes them bling and sparkle in minutes.

Pikes/walleyes are curious. If a bait looks different they come in to investigate, which is why colors you wouldn't expect to be good choices, like purple and pink, are top choices of big pike/walleye hunters. Pike/walleye aren't used to seeing those colors, are curious, and take the bait. It's that easy.



BEFORE



AFTER



Curiosity catches the pike! And, with a rainbow of colors available in Fire Brine, anglers are able to capture a pike's attention in open water and through the ice. One technique our Team Pautzke pros use is mixing Fire Brine and Fire Dye. The Fire Brine works to preserve, toughen, strengthen and prolong the life of the bait, while also making the scales shine, whereas the Fire Dye teams up with the Fire Brine to create extravagant, vivid, pike-attracting colors that never wash off, even after a full day in the water.



FIRE BRINE® SHRIMP

Shrimp continues to be an up-and-coming hot bait for salmon, steelhead and trout. Whether intended for drifting in open water or ice fishing, Fire Brine shrimp has become the chosen bait of anglers and the standard in the angling community. Fire Brine takes the guesswork out of brining shrimp and brings vivid colors and durable baits to fruition.



We often field many questions as to why we use Fire Brine to color shrimp. For the same reason we all use different color lures for salmon, various eggs for trout and different color egg cure we also use different color shrimp. We could debate this, but it's safe to say that fish react to different colors at different times. Therefore, having various colors of shrimp to get the fish what they want as light conditions change throughout the day is destined to bring more bites.



Fire Brine stands tall by:

- *Toughening shrimp so they stay on the hook longer
- *Bringing UV light reflection (all, but natural)
- *Amplifying the attraction of color.
- *Making shrimp more durable
- *Saving money by prolonging the life of the bait

Fire Brine is effective on salad shrimp, prawns and coon shrimp



BORX O' FIRE®

Shortly after we redefined the egg cure market with Fire Cure, we went to work on one of Dad Pautzke's best recipes: A borax-based cure that could be used for multiple applications, including skeins and single eggs. We took nearly 75 years of traditions, combined it with modern bait science, and along came BorX O Fire, the most universal bait cure available.

BorX O Fire is the perfect 1-2 complement to Fire Cure and perhaps the most effective formula ever developed for steelhead and brown trout eggs. It starts with a tried-and-true, old school foundation of borax, which has long been a key component for Dad Pautzke's favorite cures.

BorX O Fire gets its high-tech boost from our universally recognized krill scent, which provides a new level of attraction to supplement the salts and seasonings already included in Dad Pautzke's age-old recipe. The formula is perfectly balanced and available in red, orange, natural and pink.



THE MANY USES OF



BorX O Fire was developed as a go-to cure for steelhead, but our Team Pautzke pros quickly found uses for all four colors that run the gamut from shrimp to single eggs and more. It's a true multi-use cure! BorX O Fire cure eggs and egg sacks last longer than any other cured egg and fresh eggs. There's a reason pros stay with BorX O Fire.

"You Get Your First Drift, Every Drift!"



THE BEST STEELHEAD EGGS, PERIOD!

- Use BorX O Fire on whole skeins for the simplest, most effective eggs you'll ever fish for steelhead!

THE SOLUTION FOR SPAWN SACKS!

- Use BorX O Fire on single eggs to create the best, most fishable spawn sacks you'll ever fish!

SIMPLE SHRIMP CURE!

- Sprinkle BorX O Fire on your shrimp to add vibrant color, scent and durability!



LEARN TO CURE WITH



BorX O Fire Cured Eggs for Plunking



BorX O Fire is one of the easiest cures on the planet to use. While more complex uses are available, these quick and easy processes will have you fishing with perfect eggs, even if you're a beginner.



FOR WEST COAST ANGLERS:

Mick Thomas of Lunker Fish Trips has been guiding West Coast steelhead for more than three decades. He uses BorX O Fire daily because it gives him a perfect egg every time. Follow these short steps to get eggs like his.

THE YES IT'S THAT EASY STEELHEAD CURE

STEP 1

Butterfly eggs and make sure skein is blood free



STEP 2

Sprinkle BorX O Fire sparingly or heavily: it doesn't matter. You can't hurt your eggs by adding too much BorX O Fire.



STEP 3

Place your cured eggs in a Ziploc or Tupperware. Store eggs in a cool place overnight. This process should take 12 hours.



FINAL PRODUCT



FOR GREAT LAKES ANGLERS:



Learn to cure eggs and tie bags

Curing single and loose eggs is the mainstay in the Great Lakes. Great Lakes steelhead junkie Josh Choronzey has been curing eggs almost since birth and uses BorX O Fire on all his loose eggs because of how quickly it works and easy the process is.



FOLLOW THESE STEPS TO PAVE THE WAY TO PERFECT SPAWN SACKS.

STEP 1: The Scrape

In the Great Lakes we want to get the eggs that are tight to the membrane into a single form off the skein, so we scrape them. The easiest way to accomplish this is to take the skein and massage it with a spoon. You'll want the membrane, which is holding the eggs together, to face you and the eggs touching the paper towel. Rub the membrane with the back of the spoon, which releases the eggs from the skein.



STEP 2: Transfer to Paper Towel

Once I start scraping them off I transfer them to paper towels and file them into a single layer. This takes some of the moisture and blood off.



STEP 3: Add BorX O Fire

Take a spoon and fill it with the cure before sprinkling the cure on the eggs, just as you would sprinkle strawberries with sugar. Ideally, you want all the eggs in the batch covered in the cure so feel free to spoon them around to ensure each egg has enough cure on it. Keep in mind, this is a borax based cure, so you can't ruin the eggs.



STEP 4: Air Dry

Once the eggs have been sprinkled, air-dry further on paper towel. Notice the shells on the eggs begin to toughen up. Depending on how moist the eggs are and how much cure you added, the drying process may take up to an hour, but normally takes 20 minutes. It's time for the finger test. If I pick them up with my fingers and they aren't sticky, they are ready to tie. If they are still sticky, leave them for a few more minutes and let the cure work longer.

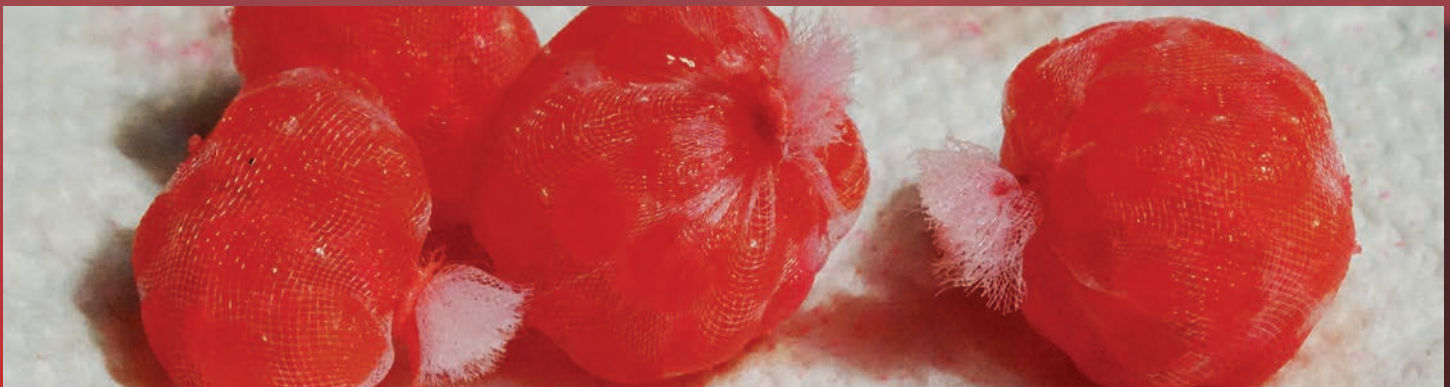


STEP 5: Tie into Sacks

Now that the curing process is done you can put them in the fridge and tie them later or do the tying now. To tie, place the eggs into the mesh (scarf) and then pull the scarf between your fingers. Now, tighten it up and grab your thread, pinching it between your fingers. Wrap the thread around the scarf three times before tying a half hitch. Finally, use a scissors to cut it off. My "bags" usually only incorporate a few eggs (say 6-12 winter steelhead eggs) in order to keep my presentation on the minimal and realistic. Start by grabbing a little pinch of eggs, dime size is best.



FINAL PRODUCT



BORX O' FIRE®

THE BROWN TROUT EGG CURE



Many anglers believe curing brown trout eggs is difficult. Fortunately, it's not with BorX O Fire. The following process is quick, easy and kicks out a perfect egg.

STEP 1: Ensure Eggs Are Clean.

Remove blood, or other foreign objects, with a paper towel.

STEP 2: Container & Cure

Place loose brown trout eggs in a container or Ziploc and lightly coat them with BorX O Fire. Coat them, but they don't need to be swimming in the cure. The eggs will absorb the cure. Let them sit overnight. They'll be fishable in the morning. It's that easy.

STEP 3: Choose Netting & Tie in Bags

**BORX O FIRE ALSO WORKS GREAT
ON SALAD SHRIMP!**



BALLS O' FIRE[®] ROE

Take the hassle out of curing eggs! Since 1934 we've cured almost 100 million jars of salmon eggs, so why not let us cure your's, too! Balls O Fire roe is premium, vacuum packed roe, ideal for when obtaining your own eggs is a chore or early in the season when eggs aren't available yet.

- *Made with Fire Cure & BorX O Fire
- *Perfect for trout, salmon & steelhead
- *Hand vacuum packed
- *No refrigeration necessary
- *Cured with the Pautzke family recipe

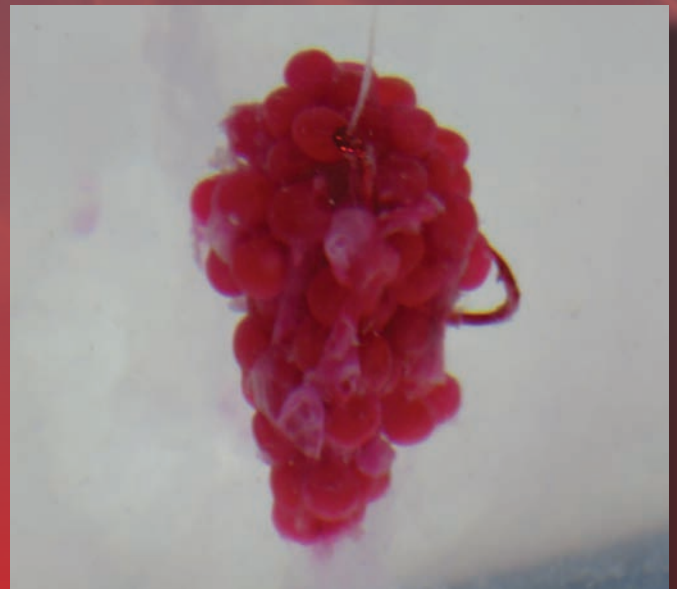
ACTUAL BALLS O FIRE ROE MILKING INTO THE WATER



BALLS O FIRE ROE ON A HOOK



BALLS O FIRE ROE MILKING IN THE WATER



FireCure®

We built our reputation on more than 75 years of egg curing science. We've cured literally thousands of tons of eggs cooking our Balls O' Fire eggs and developed the process to an unparalleled science. So doesn't it seem natural that Fire Cure would redefine the way salmon and steelhead anglers cure their eggs?

Fire Cure is the next generation of cure, thanks to a formula that combines some of Dad Pautzke's most proven curing agents and a longtime secret cure created by the late Mark Yano, who's basic cure formula was one of the "secret handshakes" of the best salmon/steelhead guides in the world.

The result: Fire Cure consistently produces the best, milkiest, brightest, most effective eggs you'll ever fish for salmon and steelhead. How it works is simple: Fire Cure's trade secret formula enhances the natural fish-attracting qualities of uncured eggs by adding color. It's available in red, pink, orange and natural - And is the only cure that comes packed with our industry leading krill scent boosting extra attractant into the eggs. It offers anglers picture-perfect eggs and an easy application process.



THE SCIENCE OF FireCure®

Fire Cure contains some of the most powerful scent attractants available. Simply put, it takes egg science to a whole new level.



THE ANSWER FOR SALMON!

-Fire Cure's exclusive formula has proven to be the best egg cure ever developed for salmon, which are notoriously reactive to scents!

INFUSED WITH KRILL SCENT!

-Fire Cure permeates your baits with our krill scent, the most powerful attractant on the market today!

THE SCIENCE IS SIMPLE!

-Fire Cure is simple to use thanks to 16-ounce flip-top lid making curing eggs easy.



FIRE POWER®

THE UNIVERSAL SCENT FOR BRINES, CURES, AND CUT BAITS

The perfect additive for improving any curing recipe, Pautzke's Fire Power™ is the most distinctive and powerful powdered krill scent on the market. A valuable tool for salmon and steelhead anglers throughout North America, this carefully mastered, all-natural formula is packed with 100% pure krill found only in Arctic and Antarctic waters. We've used a secret process to transform the krill into a 100% pure powder form that's deadly when sprinkled on your eggs, in brines and on prawns, sardines, herring, corn nibblets, tuna balls and on jigs. Founder of the krill craze, and the first fishing company to manufacture krill based scents, Pautzke Bait Company uses only premium ingredients to guarantee our krill scents and powders are the strongest on the market.



A GUIDE'S SECRET: Mike Ainsworth of First Light Guide Service doesn't want us to tell you this, but he pours a liberal amount of Fire Power in all his eggs. Why? Because salmon and steelhead are big krill eaters, he says. Add it to your brines/cures and catch more fish. It's that simple.



A GUIDE'S SECRET: Place jigs, worms and lures in a Ziploc, shake Fire Power in bag, seal and let sit overnight. The strong, powdered, krill scent coats the bait/hardware and remains even after hours of fishing. You'll thank us, and guide Bob Kratzer of Angler's Guide Service, for the secret tip later.



A GUIDE'S SECRET: Don't tell guide Toby Wyatt of Reel Time Fishing we told you this, but he adds Fire Power to all his bait wraps. All of them. And, he orders cases of Fire Power from us at a time. Why? Because fish dig krill, he says.

Crab and Shrimp **FUEL**®

Pautzke Bait Co. now continues the family tradition of providing the finest baits and attractants to anglers around the world with the most effective additive ever developed for crab and shrimp bait: Crab & Shrimp Fuel™.

It's a well-known fact that the oils and amino acids from salmon eggs are among the best shrimp and crab baits in the world, and Crab & Shrimp Fuel™ starts out with a foundation that only Pautzke can create: the essence of our Balls O' Fire eggs. This foundation is boosted with Dad Pautzke's proprietary mix of scents and feeding stimulators that attract crab and shrimp from a wider geographic area than regular baits. Crab & Shrimp Fuel™ is simple to use and deadly effective for all



Crab and Shrimp **FUEL**®

CATCH MORE SPOT PRAWNS & SHRIMP

Crab N Shrimp Fuel is designed to absorb into carcasses, cut bait and manufactured baits to create a longer lasting and more potent scent trail. When shrimping or chasing spot prawns, many people like to use salmon or halibut carcasses because they are cheaper than buying pellets. On the other hand, shrimp pellets, or any manufactured shrimp bait, bring success, too. The key is soaking these baits in the Fuel overnight to enhance them and get the most out of them. Using it couldn't be simpler.

EMPLOYING CRAB N SHRIMP FUEL

STEP 1: Got Bait?

Whether using fish carcasses or pellets place them in a Ziploc.

STEP 2: Fuel Up

Pour enough Crab N Shrimp Fuel into the bag to submerge the bait.

STEP 3: Let It Brine

Leave overnight or a few days. It's crucial to leave it as long as it takes for the Fuel to absorb into the pellet. This normally takes a day. Nevertheless, commercial pellets might take longer. When the pellets look bloated and most of the Fuel has been absorbed you know it's done.

STEP 4: Bait Up



Blue Crab FUEL®

For more than 80 years Pautzke Bait Company has been the leader for fishing baits in North America. We continue our family tradition of providing the finest baits, scents and attractants to anglers with the most effective attractant developed for blue crabs: Blue Crab Fuel. Where else can you Soak A Rag and Catch A Crab? Blue Crab Fuel strives at drawing more and larger crabs in from a wider geographic area than simply using eel, bull nips, cut bait, chicken necks, turkey necks and menhaden by itself. Recreational crabbers and commercial fishermen using Blue Crab Fuel in conjunction with those baits bring larger and more crabs into traps at a quicker rate.

HOW TO FUEL UP

STEP 1: Got Bait?

Get bait. Most common is chicken, but an array of other baits is effective. If you choose to simply use a rag that applies here, too.

STEP 2: Score!

Use a knife to carefully score the meat/flesh of the chicken. This enables the Blue Crab Fuel to penetrate deeper into the pieces.



SOAK A RAG & CATCH A CRAB

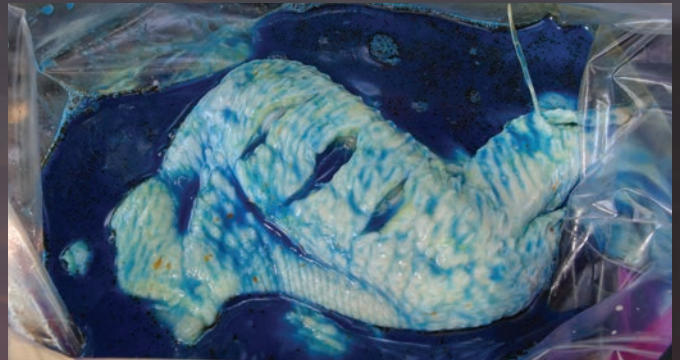
STEP 3: Ziploc Is Your Friend

Take chicken (or other bait), or your rag, etc, and place it into a Ziploc.



STEP 4: Bag Contents Turn Blue

Add Blue Crab Fuel. It's important to pour in enough to submerge the rags/bait.



STEP 5: The Soak

Let the rags/bait soak in Blue Crab Fuel for at least six hours. We recommend an overnight soaking. This enables the scent to integrate into the bait/rag and seep out while resting on the bottom of the bay/river/estuary/ocean. The more the scent absorbs the more effective is and the longer it lasts.



FIRE CORN®

***NOW MADE WITH SHOEPEG CORN!**

One of Dad Pautzke's favorite recipes has been transformed into the most effective kokanee bait on the water – Fire Corn®. This multi colored line-up has been cured with our industry leading krill scent through our trade secret cooking process, giving it that “Dominant Edge” every angler needs. New! Fire Corn is now made with shoepeg corn and available in five fish catching colors. It's ideal for tipping jigs when ice fishing and tipping lures when chasing trout, too!



LIKE CANDY TO PANFISH, TROUT & KOKANEE

Pautzke's scented and pre-dyed Fire Corn takes the guesswork out of home curing and saves you time and money by delivering the world's only real fishing corn. Fire Corn comes pre-colored, pre-scented and pre-cooked to ensure it lasts years right out of the jar. It's tantalizing colors and strong scent properties make it like candy to trout, panfish and kokanee, and comes in five fish-catching colors. Whether tipping baits when trolling for kokanee, drifting it down a stream for trout, piercing on jigs and spoons through the ice for trout or dangling under a bobber when targeting panfish, Fire Corn has an endless number of uses for multiple fish species.



PAUTZKE NECTAR[®]

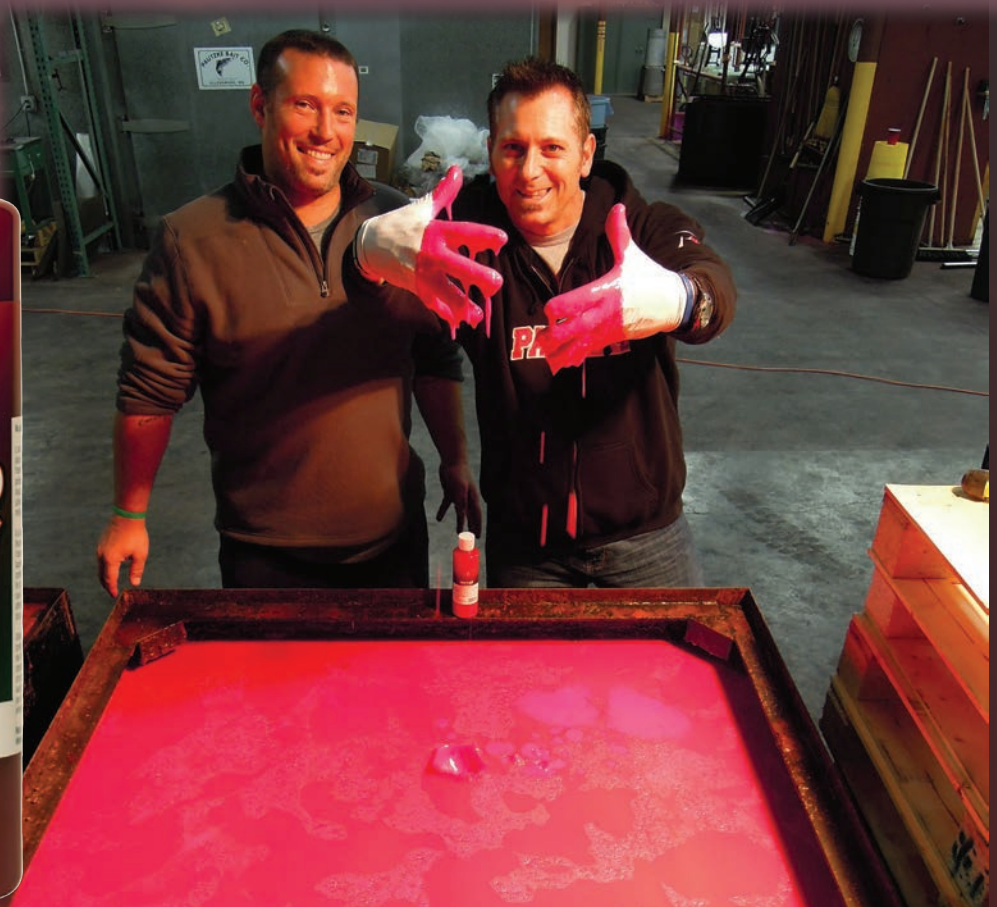
LIKE "MOTHER'S MILK" TO ALL FISH

One of the critical components of any fishery – be it fresh or saltwater salmon/steelhead on the West Coast/Great Lakes, or trout on the East Coast – is the attraction of a bait's scent profile. And, for the last 80-plus years our Nectar has provided a secret blast of scents that have proven to be deadly on virtually anything that swims. Some of our pros go as far as calling Pautzke Nectar, "Mother's Milk" to fish.

Pautzke Nectar in its most basic form is one of the most attractive, functional scents produced anywhere, and for a variety of species. It's the stained juices and proteins from our Balls O Fire salmon eggs. That egg juice includes Dad Pautzke's 80-plus year old secret mix of salts, sugars, dyes and other curing agents. Maybe that's why a 80-plus year old product ignited like wildfire throughout North America in the last decades as many of the most respected guides and anglers in the world have quietly released one of their biggest secrets: Pautzke Nectar is the key ingredient for their brines, egg cures and scents! Because of its sheer scent potency, you can soak virtually any kind of bait in Pautzke Nectar.

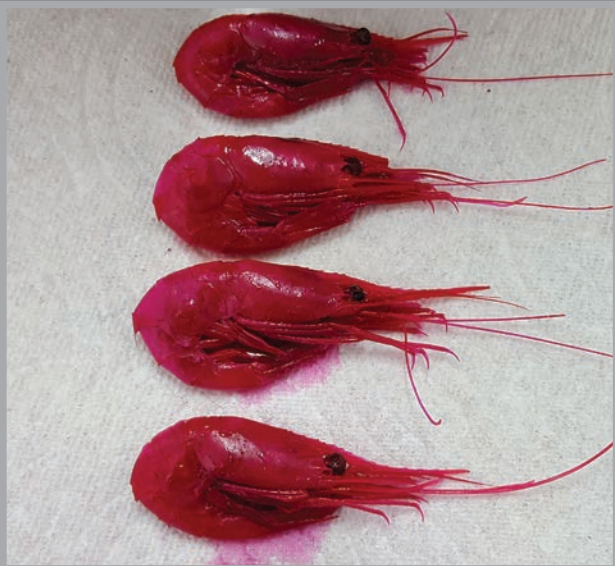
Nectar is a sensational scent for shrimp, prawns and all bait wraps because Pautzke Nectar is all natural and packs a potent salmon egg smell it's an invaluable scent to even purists. Meanwhile, Pautzke Nectar brings value to any egg-cure and wet-brine recipe, especially when combined with our BorX O Fire & Fire Cure. It's also been as a perfect kokanee chum and remains a secret go-to scent for sturgeon.

PAUTZKE NECTAR IS PURE SALMON EGG JUICE AND COLLECTED IN MASSIVE TUBS PRIOR TO BEING BOTTLED



THE MANY USES OF PAUTZKE NECTAR®

Anglers from across the globe use Pautzke Nectar to recharge their baits and give life to others. Soaking flies, yarn, spawn sacks and cured eggs in it brings mind boggling results.



Pautzke Nectar is the go-to cure for prawn and shrimp cures and prawns.



A GUIDE'S SECRET

Among pros, soaking Puff Balls, Fish Pills, etc, in Pautzke Nectar is a secret. It's one of the way's guides put clients on more fish. This technique is so top-secret we aren't even allowed to mention who's boat we took the photo on.



HALIBUT & ROCKFISH NECTAR®

Used by top guides and charter captains in California, the Pacific Northwest, British Columbia and Alaska, halibut and rockfish are convinced to strike much quicker and more often when Halibut & Rockfish Nectar® is in range. Instant success of Halibut & Rockfish Nectar is no surprise to the West's top charter captains and guides. Formulated from our secret and world renown salmon egg cooking process, Halibut & Rockfish Nectar is a portion of the runoff taken from our famous Balls O' Fire salmon eggs and appeals to halibut and rockfish's keen sense of smell, thus getting their digestive juices flowing.

Most effective when soaking salmon bellies, herring, octopus, sardines and anchovies, Halibut & Rockfish Nectar® creates a scent trail far more powerful than natural bait alone. Also effective on salmon, lingcod, rockfish, cod, sturgeon and other saltwater species, Halibut & Rockfish Nectar® triggers more aggressive strikes and draws in larger fish. It's best suited when marinated, injected or soaked into cut baits, yet is powerful. Also perfect for use as chum



THE MUST-HAVE SCENT/MARINADE FOR HALIBUT/ROCKFISH/LINGCOD

THE HALIBUT BAIT BRINE

Gary Blasi of Full Throttle Sportfishing makes a living catching halibut, which means bad fishing days aren't welcome. To keep clients on halibut & lingcod Blasi uses Halibut & Rockfish Nectar as a vehicle to cram enough scent down on the massive Pacific Ocean's floor, in order to draw them in from great distances. He most often soaks salmon bellies and herring in the scent and explains how you can, too, in the process below that toughens up and adds strong scent to baits.

STEP 1:

Place salmon bellies, herring and salmon leftovers in bucket. If you don't have salmon bellies, it's ok to use herring. You can find them for sale in most tackle shops. Large herring is always expensive (up to \$2 a bait) so you want to scent it well and get the most out of each bait.

STEP 2:

Add a bottle of Natural Fire Brine. This is designed to toughen up your bait. You don't want soft bait hanging around the bottom. Soft bait gets chewed apart by small fish, which means you could have no bait while you think you are fishing for halibut.

STEP 3:

Add Fire Power (pure krill powder). Personally, I coat the top of the herring, normally using about a quarter of the Fire Power container. Keep in mind, all these fish are krill eaters. The smell of krill is attractive to them. It's ok to use a lot of it.

STEP 4:

Add Halibut & Rockfish Nectar. I usually add two containers, but I'm doing a big batch at a time. Two bottles is enough for a 5-gallon bucket.

STEP 5:

Mix contents. I have a stick I'll put in there and mix it. Then, I'll put it in the fridge and let it sit overnight. I'll let it sit about 18 hours and it's ready to fish.



LIQUID KRILL®

THE UNIVERSAL FISH SCENT

'Universal' is the best word to describe Liquid Krill. Ideal for saltwater and freshwater species, Liquid Krill is a collective scent that isn't designed for a single particular species, rather all fish species. Derived from massive schools of shrimp species harvested in the Arctic and Antarctic, our Liquid Krill is just that; fresh, non-diluted, all natural krill. Highly concentrated and bottled in an easy to use and store plastic canister, Liquid Krill is an all-natural scent that contains no chemicals or attractants other than the pure form all species are accustomed to feeding on in their natural environment.

There isn't a species on the planet that hasn't eaten some form of shrimp in their lifetime. Liquid Krill aims to simplify the number of scent canisters anglers carry. It's effective on all species and is the perfect tool for soaking into an array of baits to lure fish in from great distances.

When targeting salmon, trout and steelhead, soaking Liquid Krill in your roe or egg sacks, in egg cures and brines is ideal, however it can also be applied to spoons, spinners and stickbaits. It's also productive to inject into night crawlers and mealworms for panfish, bass and trout and to soak into cut baits, such as chicken liver, mackerel, anchovies and sardines when casting toward blue, flathead, white and channel catfish. It's no secret that sturgeon are heavy krill eaters. Anglers are advised to saturate their sturgeon baits for a day prior to fishing them. This allows the Liquid Krill to seep out of the bait and emit a strong scent trail.

MANY TROLLERS SQUEEZE LIQUID KRILL INTO SMALL TUBS AND DUNK LURES INTO IT PRIOR TO FISHING.

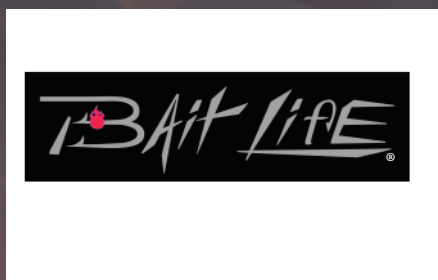
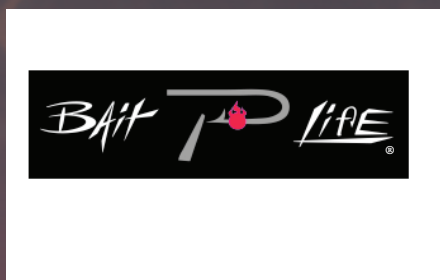




TEAM PAUTZKE CAR/BOAT STICKER

Team Pautzke takes pride in remaining a family owned company since 1934. And, while our company logo Has evolved over the years, the traditional "P" remains the cornerstone of our company. We now have a new line of durable, professional, weather resistant stickers available in retailers and at pautzke.com

STANDARD STICKERS



THERMAL DIE CUT STICKERS



JOIN TEAM PAUTZKE

Our Team Pautzke pros dress for fishing success with exclusive Team Pautzke apparel that keeps them insulated and comfortable, no matter the season. Now you, too, can dress like a Pautzke pro with our exclusive line of high-quality hoodies, t-shirts, hats & beanies! For a complete selection of apparel and headwear please visit pautzke.com.

TEAM APPAREL

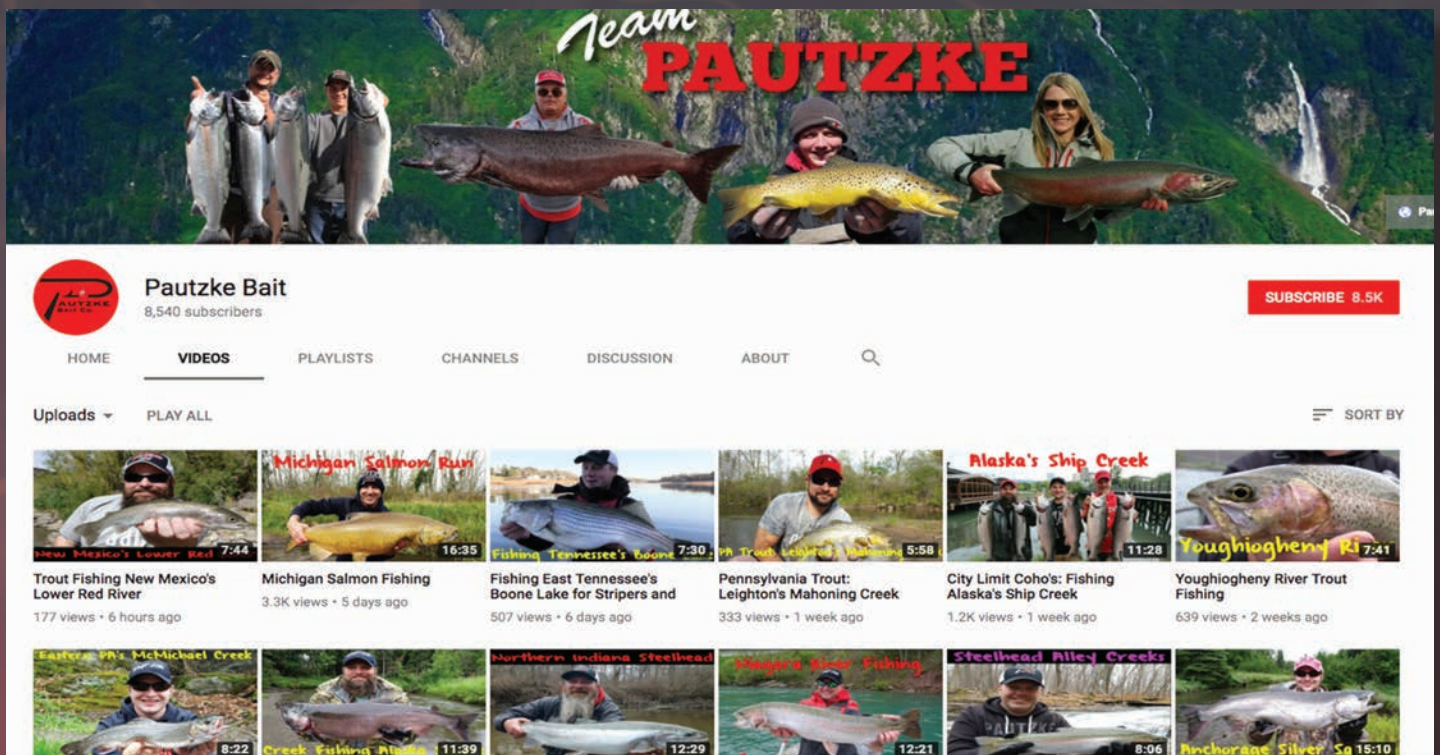


TEAM HATS



STAY CONNECTED WITH TEAM PAUTZKE

Unlike some of our competitors we don't believe in charging you to learn how to use our products. With that said, you don't have to spend \$19.99 on a how-to cure eggs, brine bait or fish spawn sack DVD from us. That, we can promise you, will never happen. We do, however, strive to provide as much free information as possible via Facebook, YouTube & Instagram to show you how to use our products to catch more fish. As we continue our expansion into more and more bait categories, it strikes us that educating and informing our customers is one of our important missions. Connect with us to learn more.

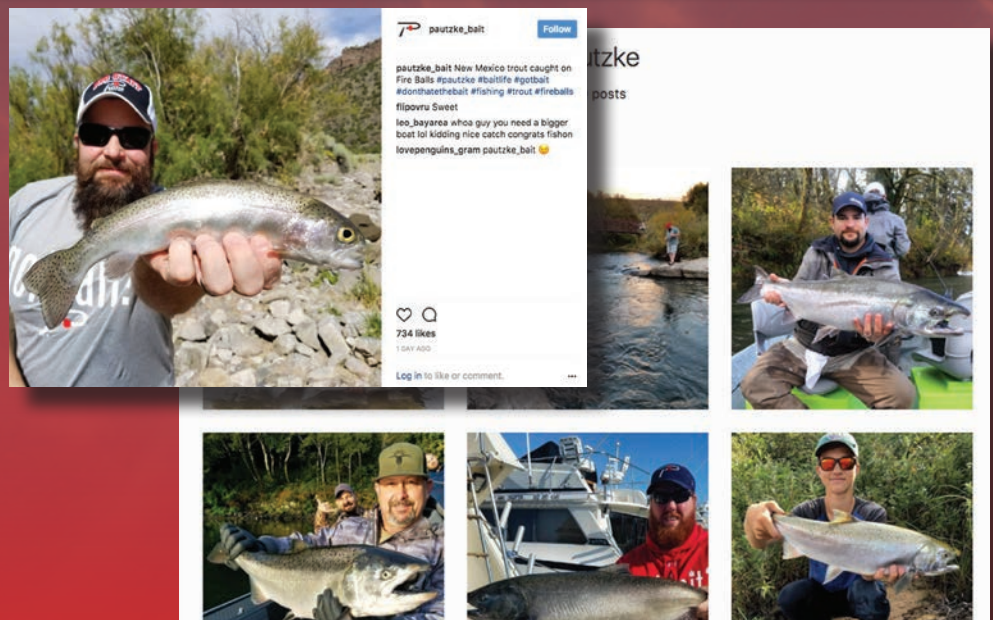


CONNECT WITH US ON:

YouTube:
youtube.com/teampautzke

Facebook:
facebook.com/pautzkebait

Instagram:
instagram.com/pautzke_bait



FIRE BLOG!

Two scents is better than one when fishing says guide Bob Kratzer of Anglers Guide Service. Join Kratzer by clicking the link below as he reveals why every salmon/steelhead/trout angler should have a Nectar infused spray bottle on hand regardless what bait they are using as the FireBlog! details this veteran guides biggest secret!

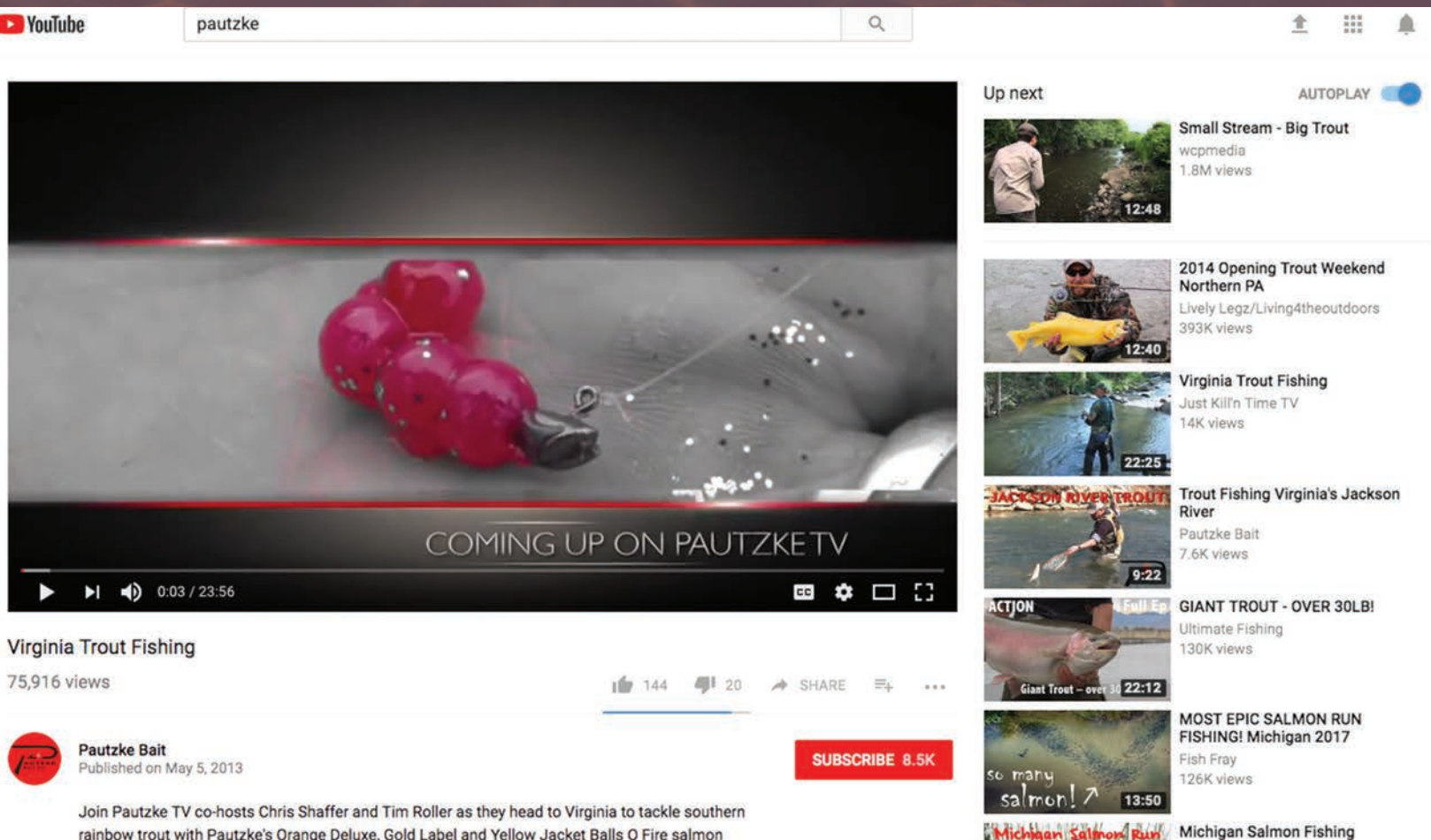
<http://www.pautzke.com/learn-the-nectar-infused-spray-bottle-scent-every-salmonsteelhead-angler-should-have>



TUNE IN NOW PAUTZKE OUTDOORS

FOUND ON YOUTUBE @ TEAM PAUTZKE

When you have the best pro-team in the fishing industry, a massive network of industry peers, an audience that thirsts for knowledge and great storytelling, you're almost duty-bound to create an online TV show that redefines the fishing world. Pautzke Outdoors was born in spring of 2013 and has since notched more than 150 episodes in three provinces and more than 20 states, and we aren't about to slow down anytime soon. Pautzke Outdoors takes you to well-known, and off-the-beaten path spots, that feature many of the US & Canada's most treasured fisheries. Tune in now and come along for the adventure!



The image is a screenshot of a YouTube video player. The main video is titled "Virginia Trout Fishing" and shows a close-up of a fishing lure with three red, berry-like floats. The video has 75,916 views and is from the channel "Pautzke Bait". Below the video player, there is a list of recommended videos:

- Up next: Small Stream - Big Trout (wcpmedia, 1.8M views, 12:48)
- 2014 Opening Trout Weekend Northern PA (Lively Legz/Living4theoutdoors, 393K views, 12:40)
- Virginia Trout Fishing (Just Kill'n Time TV, 14K views, 22:25)
- Trout Fishing Virginia's Jackson River (Pautzke Bait, 7.6K views, 9:22)
- GIANT TROUT - OVER 30LB! (Ultimate Fishing, 130K views, 22:12)
- MOST EPIC SALMON RUN FISHING! Michigan 2017 (Fish Fray, 126K views, 13:50)
- Michigan Salmon Fishing

The video player interface includes a search bar at the top with the text "pautzke", a play button, a progress bar, and a "SUBSCRIBE 8.5K" button.



**PAUTZKE OWNER CASEY KELLEY, TALLYING PALLETS OF
GREEN LABEL SALMON EGGS**



