

ALL OUR BAITS
ARE SALT-INFUSED



ALL 5 SENSES.
ONE SYSTEM.



OUR GOAL IS TO HELP YOU CATCH MORE FISH. MORE OPTIONS, MORE SUCCESS ON THE WATER!

TASTE

Soft, durable plastic feels
like the real thing when they
bite

SIGHT



SOUND



SMELL



Accurate, anatomically
correct design



FEEL

Increase your hook-up odds with these valuable accessories!

GLASS EYES



Insert 3D, real glass eyes
for extra realism when the
bite is tough

GLASS RATTLES



Insert real glass rattles
for underwater sound
& vibration

HAMMER JUICE



Add more scent to your
baits to create a fish
feeding frenzy.

ZEBRA MUSSEL JIGS



Enhance your goby baits
with zebra mussel jigheads
- looks like feeding goby.

(MSRP. \$5.99)

(MSRP. \$7.99)

(MSRP. \$8.99)

(MSRP. \$6.99)

Learn more, please visit www.grumpybaits.com



ICE FISHING - WHERE YOU NEED TO EXCITE ALL THEIR SENSES!

GLASS EYES



(MSRP. \$5.99)

GLASS RATTLES



(MSRP. \$7.99)

HAMMER JUICE



(MSRP. \$8.99)

ZEBRA MUSSEL JIGS



(MSRP. \$6.99)

When fish hover and study your bait, the eyes are the giveaway. Under the ice, baits sit almost still – fish have time to analyze every detail:

- Clear winter water = intense visual scrutiny
- Eyes are the first cue predators look for
- 3D glass creates depth & realism
- Helps close the deal when fish are cautious

Product Details:

- True 3D hand-made glass eyes
- Secure metal pin for easy insertion (crazy glue for permanent use)
- Designed for goby + minnow profiles
- Qty: 10 pack
- MSRP: \$5.99

You're working a tiny zone under one hole – maybe 2–4 ft of influence. If fish can't hear you, they'll never find you.

- Sound travels farther than sight under the ice
- Fish detect vibration through lateral line
- Draws fish into sonar cone from range
- Converts dead hole → active hole

Product Details:

- Real glass rattle chambers
- Insertable into most plastics
- Sizes: 10 mm + 16 mm
- Qty: 10 pack
- MSRP: \$7.99

In cold water fish are slower and more suspicious. Scent proves your bait is real food – not plastic.

- Creates scent trail beneath static bait
- Makes fish return for a second hit
- Extends hold-time for better hooksets
- Especially critical in pressure conditions

Product Details

- Concentrated fish attractant
- Designed to bond with soft plastics
- Squeezable dripper bottle
- 30 ml capacity
- MSRP: \$8.99

Predators hunt goby feeding on mussels – it's the #1 strike trigger in the Great Lakes.

- Natural nose-down goby feeding posture
- Ultra-realistic bottom presentation
- Perfect for whitefish + lake trout
- Proven "match-the-hatch" performance

Looks exactly like what they already eat.

Product Details

- Realistic mussel-textured jig heads
- Two sizes, designed to match all our goby baits
- Balanced for vertical action
- Qty: 4 pack
- MSRP: \$6.99



Learn more, please visit www.grumpybaits.com



Increase your hook-up odds with these valuable accessories!

3.6" GOLIATH GOBY

TASTE & SMELL
Hammer Juice and Salt

- Make fish hold longer
- Salt embedded into plastic
- Tastes and smells like prey

SIGHT
Real Glass Eyes

- Adds extreme realism
- Ideal for high water clarity
- Insert into any plastic bait
- Reusable

VISUAL
Anatomically Correct Profile

- Two Dorsal Fins
- Vertically Aligned Caudal Fin
- Bulging Eyes
- Tubular Body

FEEDING
Zebra Mussel Jigs

- Mimics goby feeding on zebra mussels
- Hook designed to match our bait profiles

SOUND & VIBRATION
Real Glass Rattles

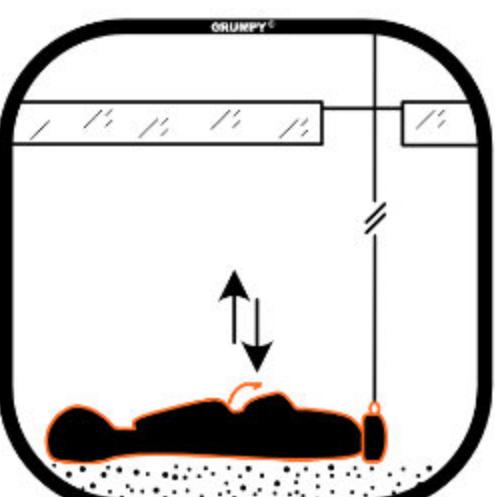
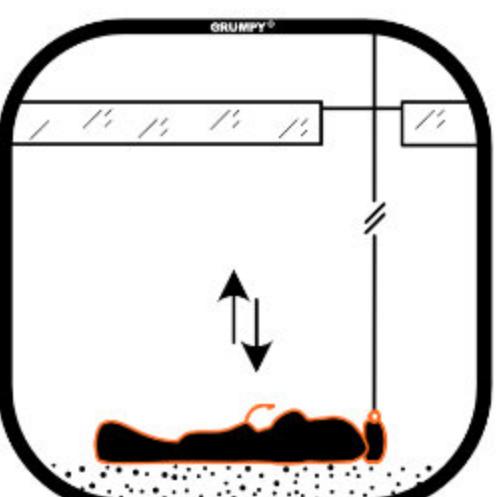
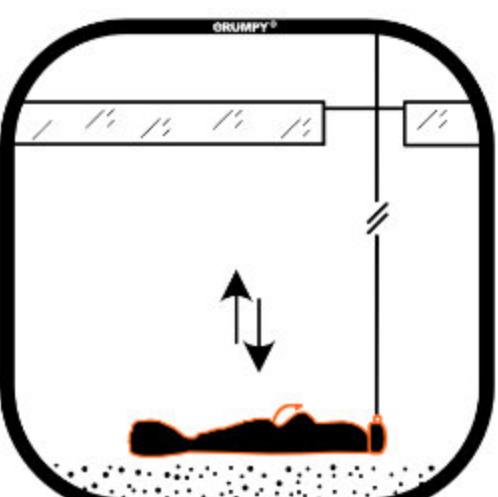
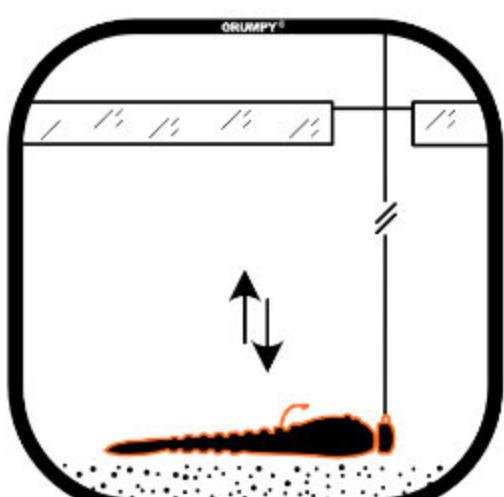
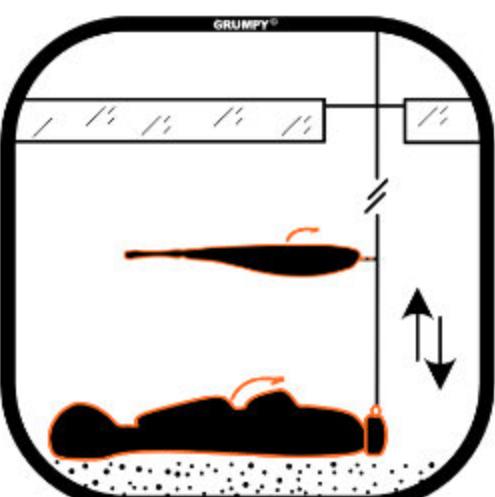
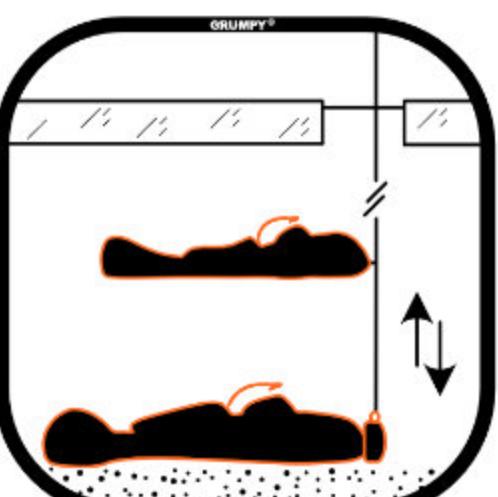
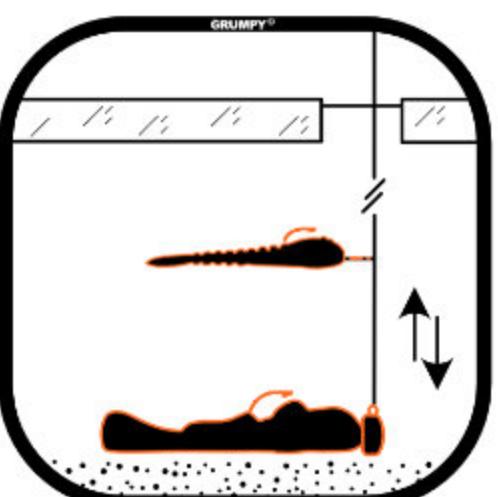
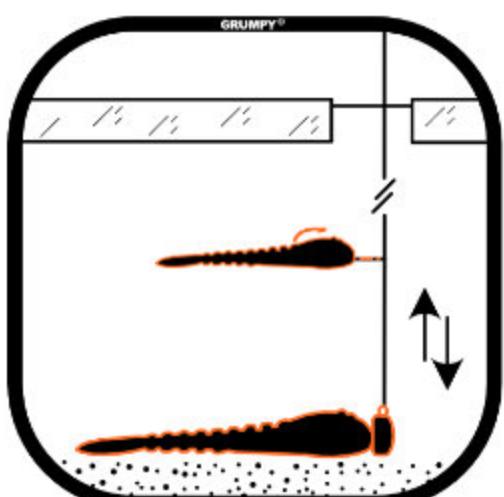
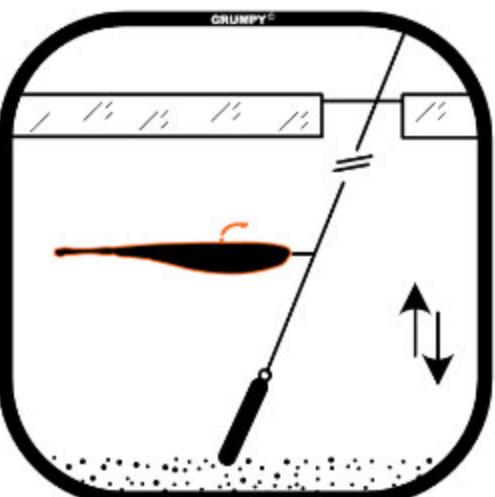
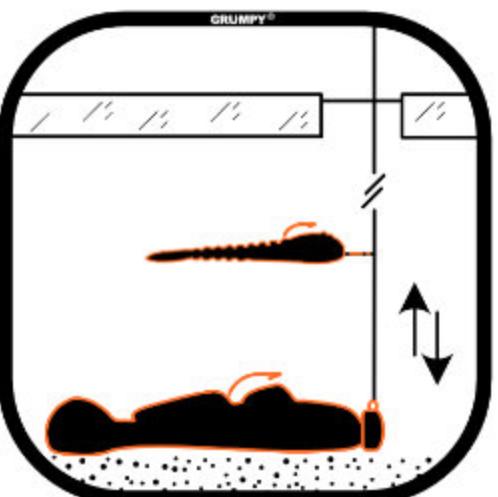
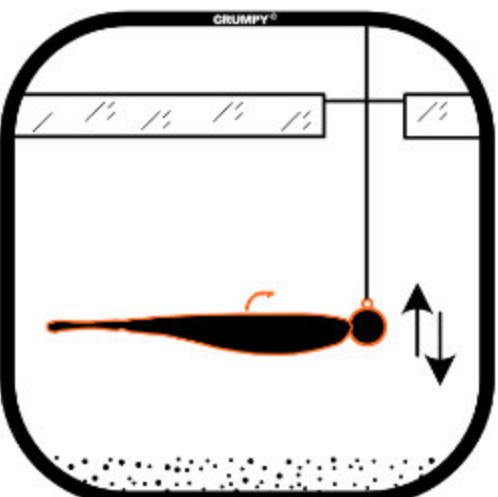
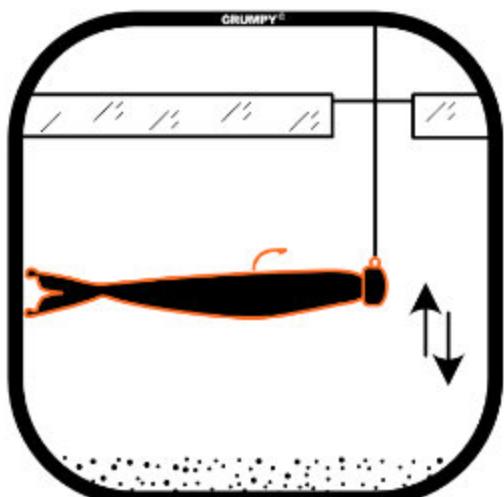
- Insert into plastic baits
- Loud underwater noise
- Vibration attracts fish
- Reusable

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ICE FISHING BAITS

BAIT SETUPS



TIP 1



Jig goby baits on the bottom to create sediment clouds and attract fish.

TIP 2



Round/Mini Goby/Grubby: Ned Jig #2 hook
GOLIATH Goby: Ned Jig 2/0, 3/0 hook
Top Hook: Aberdeen #4 hook

TIP 3



Never raise your goby off the bottom more than 8". It might spook the fish!

SCENT-INFUSED

Pick your colors visit www.grumpybaits.com

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