

# **Are You New To Live Bait?**

A White Paper

by

**Jumbo Bait Company**

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## **Introduction**

Jumbo Bait Company is a producer and wholesaler of packaged live fishing bait sold under the Jumbo trademark. This White Paper will provide some insight for first time bait retailers into the benefits of stocking live fishing bait.

## **Jumbo Products Sell!**

Live bait drives store traffic. From gasoline to convenience snacks, thirty million licensed anglers are ready and willing to spend. Providing a selection of live bait items adds to your store's completeness and can act as a draw for fishing clientele. Jumbo Bait Company's products are visually appealing, easy to inventory, and easy to sell.

## **Is Live Bait Difficult To Stock?**

Live bait has typically been a troubling product line for the convenience store market. Erratic delivery, fly-by-night suppliers, unknown quality and cheap packaging have plagued the bait industry for decades. Since the introduction of the Jumbo line of bait products in 2006, convenience stores can now easily stock live bait items with confidence...and minimal involvement from store staff. The sturdy and attractive package used by Jumbo Bait Company keeps the both the bait and the package fresh and appealing.

## **Jumbo Makes It Easy!**

Jumbo Bait Company means the ultimate bait container. Just four inches square by two inches deep; the Jumbo container has been specifically designed for live worms. With perfect ventilation built in, and a generous supply of bedding in each container, Jumbo products remain fresh, lively and full of fish-catching wiggle for weeks.

All you need to do is refrigerate. 35 degrees is best, but some tolerance is available so long as the product is not allowed to freeze. The containers are clean, tightly sealed and barcoded for convenience. Your customers just grab what they want and they are ready for checkout! Bright, colorful labels identify each container's contents with catchy graphics.

Jumbo Bait Products come in four varieties with discrete container counts: Canadian Nightcrawlers-12, Dillies (Baby Nightcrawlers)-18, Red Trout Worms-24 and Neons-12. Diverse products cover the entire range of fishing possibilities! Suggested retail is \$3.00 - \$3.75.

Jumbo has researched package quantities and developed optimum counts for longevity and long-term storage of each product. Just as important, the quantities have been researched to take advantage of the customer's desire to buy more than one package.

## Get Started Today!

Jumbo Bait Products ship direct to you via Federal Express, with one, two and three day delivery, depending upon location. Live product is guaranteed to arrive alive...always. No wholesaler middlemen, no drop shipments from who knows where and no question about who to call. Jumbo sells direct to you.

Contact Jumbo Bait Products today to start getting your share of fishing dollars!

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