



Johnny Morris' BioBait combines environmentally friendly features with irresistible fish attractants for the ultimate bait

Lures bring Bass Pro Shops' conservation mission to life in revolutionary new product line for anglers everywhere



SPRINGFIELD, Mo. (April 9, 2025) – Bass Pro Shops is proud to announce the official launch of Johnny Morris' BioBait, a revolutionary new line of

products designed to catch fish in an environmentally friendly and responsible manner.

“We are so excited to see the impact that BioBait will have on fisheries and the future of fishing and the outdoors,” said Johnny Morris, legendary angler, noted conservationist and Bass Pro Shops founder. “This is perfect for anglers who are looking for the most responsible lures out there, to land the biggest catch possible while also protecting our waterways for future generations.”

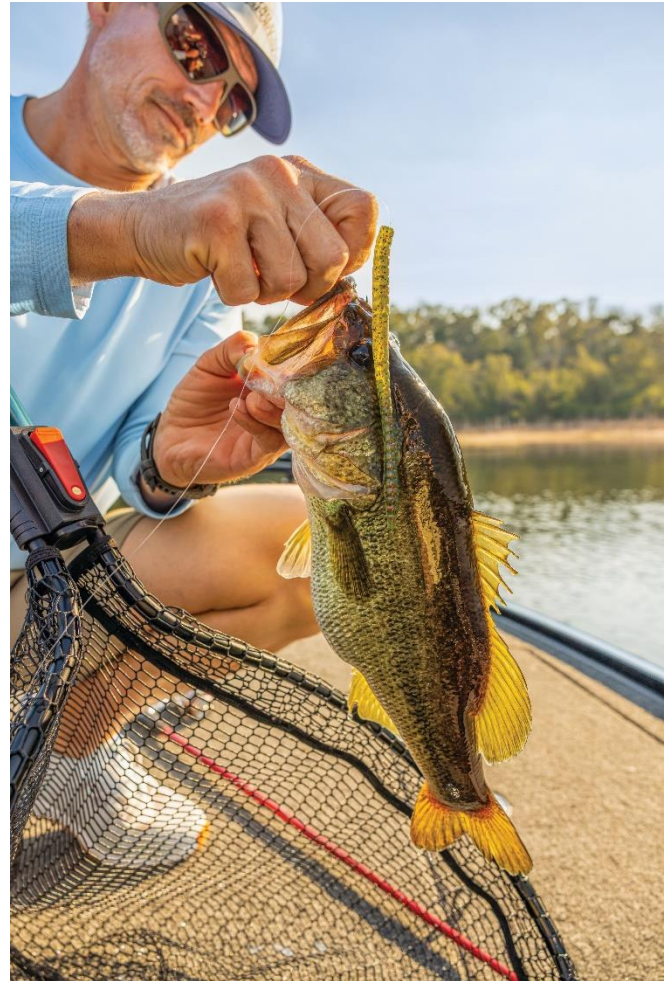
BioBait is truly “Fishing for the Future,” with a formula containing natural ingredients that are safe for the environment and break down faster than traditional soft plastic baits, making it safer for all aquatic life.

The biological formula is composed of plant-based materials that feed back into the environment. It is tear-resistant and lasts longer than most competing brands. When discarded or lost in the water, BioBait continues to break down and becomes digestible for aquatic life. If swallowed by fish, it does not expand in their stomachs and threaten their health and life. In time, BioBait will completely dissolve, unlike materials used in similar lures.

BioBait is the perfect partner to reflect Bass Pro Shops’ unmatched dedication to conservation, allowing anglers and outdoor enthusiasts to enjoy clean water and better fishing in a responsibly sustainable manner.

Formulated to Catch Whoppers

While the conservation aspect should be attractive for sportsmen and women everywhere, BioBait also will make waves on its effectiveness for anglers. Its proprietary formula offers a perfect balance of softness and strength that is unrivaled by traditional soft plastics. It never dries out and is formulated to catch whoppers every time out on the water.



BioBait's combination of plant-based formula and fish oil infusion creates the ultimate bait for fish everywhere. Immediately after touching the water, molecules disperse from the bait, along with high-quality and pure (menhaden) fish oil to create the perfect cloud of attractant. It features unmatched strength through a proprietary plant-based formula.

“As a professional angler, I've tested just about every lure out there, and nothing compares to BioBait,” said Bill Dance, all-time fishing legend and member of the Bass Fishing Hall of Fame, National Freshwater Hall of Fame, International Game Fish Association Hall of Fame and the Tennessee Sports Hall of Fame. “The lifelike movement and natural fish oil infusion make it irresistible to fish. But what really sets BioBait apart is its commitment to sustainability. It isn't just a fishing lure, it's a commitment to sustainability and success.”



Bass Pro Shops is excited to offer this revolutionary line of lures, with its plant-based formula paying homage to farmers everywhere, the backbone of the world, and is proudly formulated and manufactured in the U.S.A.

Variety of Styles, Colors Offered at Product Launch

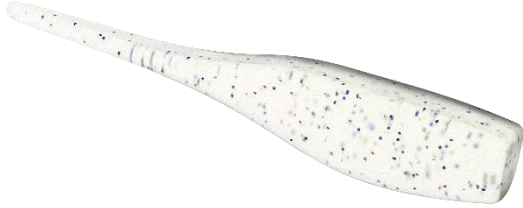
With a wide range of designs and color options, this exciting new product line offers lures that can be fished effectively in any setting, helping anglers of all experience and skill levels land the catch of a lifetime.

Some of the highly anticipated [BioBait](#) products now available at Bass Pro Shops and Cabela's locations throughout North America and online at [basspro.com](#) and [cabelas.com](#) include:



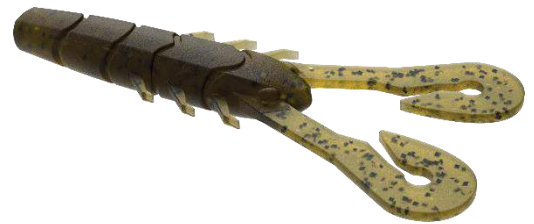
[Enticer Worm](#): The ultimate straight tail worm, with a robust texture and rich fish oil scent brimming with natural aminos. \$5.99 for a pack of 10.

Shadow Swimmer: Featuring tight wobbling action, a floppy tail with wide horizontal sweeping motion, for non-stop action. Available in saltwater and freshwater versions. Starting at \$5.99 for a pack of 6.



Crappie Craze: Mimics the darting, diving, gliding movements of a fleeing baitfish. Highly effective on crappie and bass. \$3.49 for a pack of 18.

Brawny Craw: Intricate detailing from the flappy craws to the wispy legs, with natural texture and flavor. \$5.99 for a pack of 10.



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About Bass Pro Shops

Bass Pro Shops, North America's premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris started selling tackle out of his father's liquor store in Springfield, Missouri. That was the company's sole location for the first 13 years, and it has since grown to nearly 200 retail locations throughout North America. Today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops united with **Cabela's** to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates **White River Marine Group**, offering an unsurpassed collection of industry-leading boat brands, and **Big Cedar Lodge**, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Newsweek as "America's Most Trusted Retailer for Outdoor Gear."

Media Contact:

Bass Pro Communications
417-873-4567
press@basspro.com