

LEEDA SIGNS EXCLUSIVE UK DEAL WITH INNOVATIVE LURES

Leeda is proud to sign deal with Danish lure maker Innovative Lures for its Jiggy Junior to be distributed in Great Britain and Ireland. The Jiggy Junior vertical jerkbait range is a hybrid creation that combines the qualities of a vertical jig with those of a hardbait. In tests it proved irresistible to every species of predator due to its unique design and action.

"It's unique in the market," says company founder Lars

Sogaard, "It stands in the water at a 45° angle, nose down and with a floating tail. When it's retrieved it has a slight side-to-side action, pike and zander love it. Leeda was instantly impressed by the Jiggy Junior, which we presented in a tank at EFTTEX 2011 so that our visitors could actually try it out. After extensive and intense testing, Leeda embraced the opportunity to add the Jiggy Junior to its sales portfolio. We are happy to

be able to work with Leeda. Its professional approach has convinced us that we have found the right partner in the UK."

Leeda marketing manager Nic Brown echoed Lars comments: "This really is a totally unique concept and already our consultancy teams have taken tricky water apart using the lures. We offer great margins on the range and already the reaction from retailers has been phenomenal."

The tremendous interest shown in the Jiggy Jr has shown that Innovative Lures has been blessed with the opportunity to challenge the traditional way of jerkbait fishing, and Leeda is excited to offer this opportunity to UK retailers.

There are four patterns available in the range: Goldfish, Bream, Roach and Perch, all four available in 70g or 80g versions retailing at £12.99 under the Wychwood brand.

ESTHWAITE WATER KAYAK PREDATOR GRAND SLAM COMPETITION

Esthwaite Water Trout Fishery, situated in the beautiful Lake District, will be hosting the inaugural Esthwaite Kayak Predator Grand Slam competition on Sunday 30th October. There will also be a practice day on Saturday 29th October.

The competition is open to all kayak anglers. It is run jointly with the Angling Trust and Esthwaite Water Trout Fishery and the total cost of entry, including practice day, is £40.

The general format for the competition will include catching three predatory species from the lake – trout, perch and pike – which must be photographed and measured. The winner of the Grand Slam will be the



competitor with the longest combined length of all the target species. Fishery rules of fly, spin and worm will apply! The competition will run from first light until 4pm, with the presentation taking place shortly afterwards, and it will include a pint and a pie for each competitor. This will be a superb opportunity for kayak anglers to fish this prolific venue



CAPTION COMP WINNERS

The winners of the Caption Competition in issue 166 are:

Clive Dennison – This is one list Nev would love to be at the bottom of.

Paul Mattison – Quick get me a pen, I think she wants her t-shirt signing, right about... here!

Clive and Paul each win a selection of Fox Creatures Twin Tail lures.



TACKLE UP EVENT

On Saturday 19th November, River Monsters presenter and big fish expert Jeremy Wade will be at Tackle Up, 151 Fleet Road, Fleet, Hants, GU51 3PD. Telephone: 01252 616129 for further information.

and meet other like minded kayak anglers from around the country.

The event is sponsored by Savage Gear, Okuma, Baitbox and Coarse Angling Today, all of

whom are donating some fabulous prizes for what promises to be a fantastic weekend of camaraderie.

Please contact the Fishery for registration and to find out more details. Telephone 01539 436541 or email trout@hawkshead.demon.co.uk.

