

Fishbites®

Set the hook!®



Product Catalog

2026 Product Catalog

WWW.FISHBITES.COM





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www.fishbites.com



For more information
or to place an order,
contact:

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252.728.4365
zach@capepointbaits.com

Fishbites® is a line of bait products infused with our proprietary Flavor/Scent technology. Flavor/Scent is a combination of ingredients found in prey items (Shrimp, Prawns, Crabs, Squid, etc.) that, when released into the water, predators can smell, track, and then attack. When a fish attacks its prey, it also tastes these ingredients. If the smell and taste don't match or aren't properly balanced, the fish will quickly spit the item out. Since Fishbites is loaded with a properly balanced Flavor/Scent, fish get what they were expecting, which is why it's very effective on so many species around the world. There are a variety of Fishbites bait products: cut baits (Fish'n Strips, Fishbites E-Z) and our biodegradable soft baits - Fishbites Fight Club Lures.

Our cut baits are made with a water-soluble gel that releases high concentrations of our properly balanced Flavor/Scents into the water as they dissolve. These baits are available in two basic formulations - Longer Lasting and Fast Acting. The soft baits, Fishbites Fight Club Lures, come in six shapes: large grub, shrimp, paddletail, jerk bait, curly tail, and mullet. All of our baits have The Scent That Melts in the Water, Not on Your Hands®, and create a powerful scent trail in the water that fish simply cannot resist. No matter where you are fishing in the world or what you are fishing for, Fishbites has a bait for that!

***Fishbites are the #1 selling item in our stores.
Every day, customers come in thanking us and
sharing pictures of both inshore and offshore
species they caught using Fishbites.***

- Capt. Bill Willis, Lost Bay Tackle, Grays Tackle, Orange Beach, AL/Pensacola, FL





LONGER LASTING

Fishbites® Longer Lasting baits are most likely the toughest cut baits on Earth. In the center of these baits is a mesh that clings to the hook like glue. In short, the fish stay on the bait and the bait stays on the hook. Do not attempt to remove this mesh with your teeth (yes, somebody tried it). Use our Fishbites Long Snip Cutters (Pg 19) to easily cut off the excess mesh. Please do not discard the mesh into the waterway or leave on the beach.

BAG O' WORMS® BLOODWORM, EARTHWORM & LUG WORM

Bag O' Worms® product line is far and away our hottest seller. It's an especially great bait for introducing new anglers to the sport since many are skittish about handling real worms. The Longer Lasting formula is available in three flavor/scents: Bloodworm, Earthworm and Lug Worm.

- Available in 1/4" and 3/8" wide, 12" long ribbons
- 1/4", 3 baits per pack; 3/8", 2 baits per pack



BLOODWORM	Red 1/4"	Red 3/8"	Chartreuse 1/4"	Chartreuse 3/8"
Product#	0033	0105	0034	0106



EARTHWORM	Brown & Pink 1/4"	Brown & Pink 3/8"
Product#	0108	0109



LUG WORM	Brown & Orange 1/4"	Brown & Orange 3/8"
Product#	0035	0107

Fishbites work for a wide variety of fish here on the Outer Banks, that's why we carry every variety offered!

- Chris Greenig, TW'S Bait and Tackle, Nags Head, NC

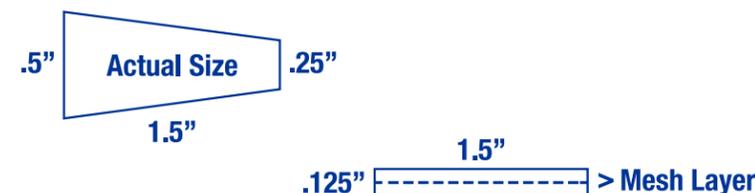
LONGER LASTING



FISH'N STRIPS®

Fish'n Strips® tough consistency make them the perfect bait for surf fishing from the beach, off a jetty, atop a pier, or from the bridge. Their design virtually guarantees they'll stay on the hook, even with the most powerful cast and in the most punishing tides. Fish'n Strips® are a must-have, all-purpose bait. Scents: Shrimp, Crab, Sand Flea, Clam

- Available in pennant shaped wedges
- 4 scents (Clam, Crab, Sand Flea, and Shrimp)
- Longer Lasting formula
- 15 baits per pack



SHRIMP	Flesh	Orange	Chartreuse	Pink	Yellow	Electric Chicken	Flesh & Pink
Product#	0001	0005	0003	0004	0002	0041	0040



CRAB	Flesh	Orange	Chartreuse	Pink	Electric Chicken
Product#	0006	0039	0036	0038	0056



CLAM	Flesh	Orange
Product#	0007	0027



SAND FLEA	Orange & White
Product#	0050



LONGER LASTING

E-Z BAITS

Fishbites E-Z baits give you the flexibility to use as much or as little bait as you want. Just cut it, hook it and cast it. How E-Z is that?

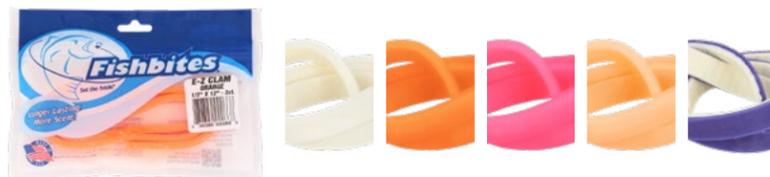
- Available in 1/2" wide, 12" long ribbons
- 7 Scents: (E-Z Clam, E-Z Crab, E-Z Shrimp, E-Z Flea, E-Z Ghost Shrimp, E-Z Mullet, and E-Z Squid)
- 2 baits per pack



E-Z SHRIMP	Flesh	Orange	Chartreuse	Pink	Yellow	Electric Chicken	Power Lime	Flesh & Pink	Chartreuse Shine & Flesh
Product#	0085	0089	0087	0088	0086	0141	0142	0140	0200

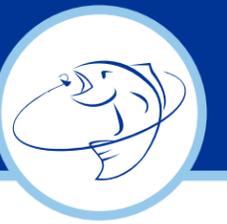


E-Z CRAB	Flesh	Orange	Chartreuse	Pink	Electric Chicken	Power Lime	Flesh & Pink	Blue Crab
Product#	0075	0079	0077	0078	0151	0152	0150	0153



E-Z CLAM	Flesh	Orange	Pink	Coquina Clam	Periwinkle
Product#	0065	0066	0068	0154	0155

LONGER LASTING



E-Z GHOST SHRIMP	Flesh & Shine
Product#	0201



E-Z MULLET	Flesh & Grey Shine
Product#	0210



E-Z SQUID	Flesh	Chartreuse	Pink	Flesh & Pink
Product#	0095	0093	0094	0096



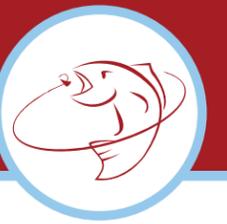
E-Z FLEA	Sandflea	Electric Chicken
Product#	0100	0101





LONGER LASTING

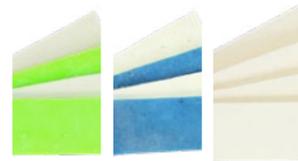
FAST ACTING



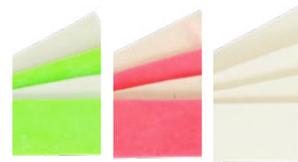
E-Z Pro

OUR NEWEST OFFSHORE BAIT

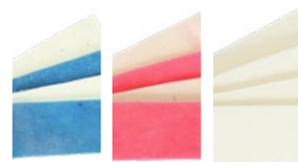
- 1-1/2" wide x 4" long
- .25" thick with inner mesh layer
- 4 baits per pack



E-Z PRO CRAB	Chartreuse/White	Blue/White	White
Product#	0146	0147	0148



E-Z PRO SHRIMP	Chartreuse/White	Pink/White	White
Product#	0143	0144	0145



E-Z PRO SQUID	Blue/White	Pink/White	White
Product#	0097	0098	0099



E-Z PRO MULLET	Flesh & Grey Shine
Product#	0211

Our Fast Acting formula baits are made with a lower viscosity, hence, faster - dissolving gel, giving you the maximum Flavor/Scent release possible in all water temperatures. These baits do not have an inner mesh layer. The Fast Acting gel is not only fully-loaded with our highly effective Flavor/Scent technology, but is also infused with biodegradable fibers which help keep the bait bound together on the hook. While our Fast Acting baits should create immediate action once they hit the water, they will not have the endurance of our Longer Lasting formula baits - especially in water over 70F/21C.

BAG O' WORMS® BLOODWORM ALTERNATIVE

Bag O' Worms® is far and away our hottest seller: transforming the most longstanding and popular saltwater fishing technique. This is an especially good bait for introducing new anglers to the sport since many are skittish about handling real worms.



- Available in regular (1/4" wide, 12" long ribbons) and large size (3/8" wide, 12" long)
- 1/4", 3 baits per pack; 3/8", 2 baits per pack

BLOODWORM	Red 1/4"	Red 3/8"
Product#	0103	0104

E-Z BAITs

E-Z Baits give anglers endless flexibility to experiment with different sizes, scents, and techniques. They can be used in a variety of ways. Scents: E-Z Shrimp, E-Z Crab, E-Z Clam

- Available in 1/2" wide, 12" long ribbons
- 3 Scents: (E-Z Clam, E-Z Crab, and E-Z Shrimp)
- 2 baits per pack



E-Z CLAM	Orange
Product#	0064



E-Z SHRIMP	Orange	Pink	Yellow
Product#	0084	0083	0081



E-Z CRAB	Orange
Product#	0074



Fishbites FIGHT CLUB LURES

Fishbites Fight Club® Lures utilize our proven no-stink Flavor/Scent technology. That formula is infused into this line of irresistible baits that take the fishing experience to a whole new level.



Fishbites Fight Club® Lures use a patented Hydrogel technology that gives these baits more durability and a higher scent release rate. Our formulation keeps the Flavor/Scent inside the lure until it hits the water. Fishbites Fight Club® Lures come in 6 shapes and a variety of colors so regardless of your fighting style, Fishbites® has a bait for you. Our baits are hand-made in the USA and are ready to rumble!

5" MULLET



HAYMAKER

WHITE KNUCKLE

SLAMMER

5" / 3 Baits Per Bag

MULLET

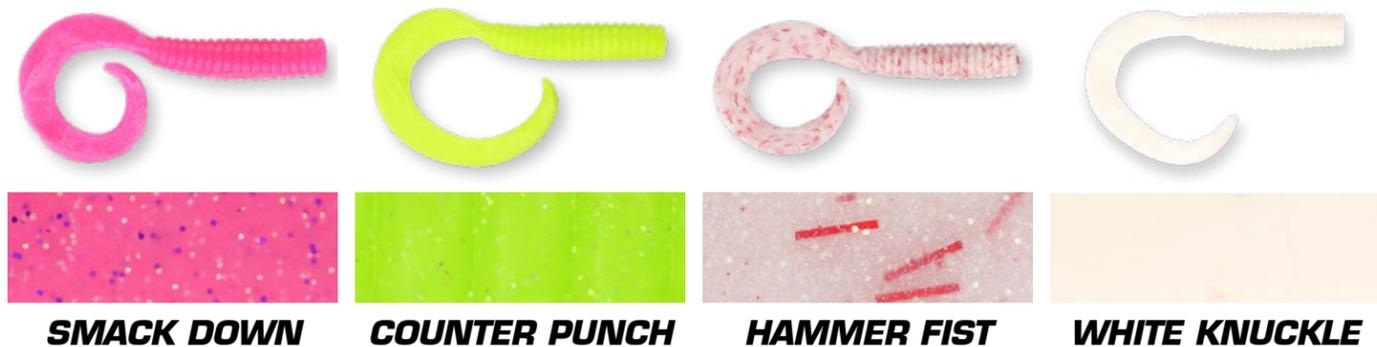
HAYMAKER	Product#	0590
WHITE KNUCKLE	Product#	0591
SLAMMER	Product#	0592



If you're looking for a fight,
Fishbites Fight Club® has your back.



6" GRUB



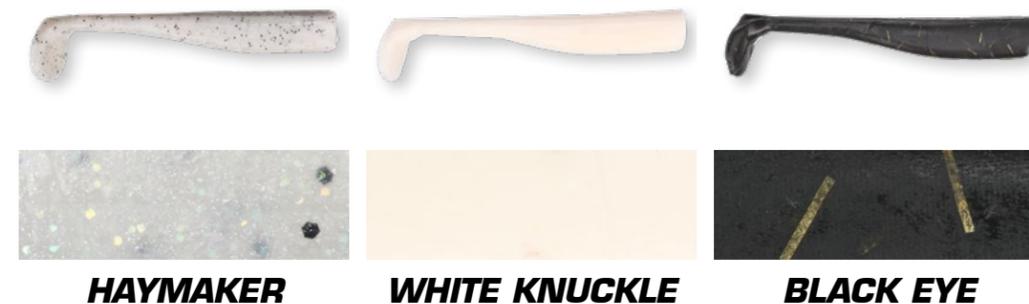
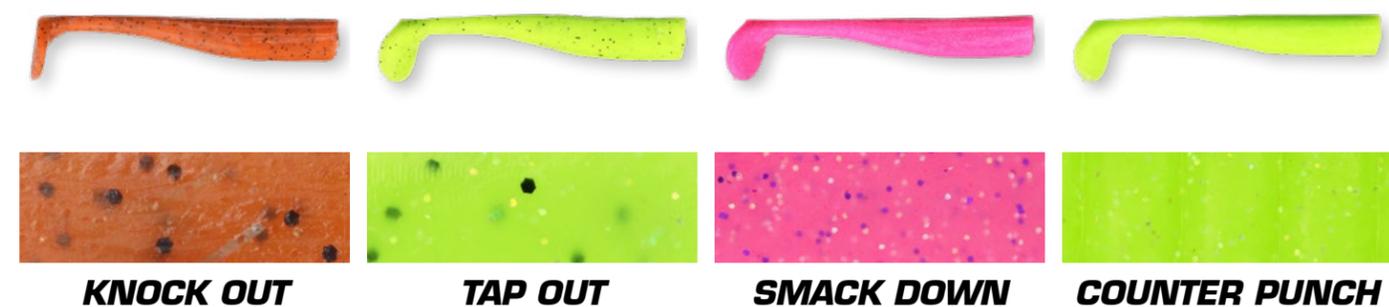
6" / 4 Baits Per Bag

GRUBS

SMACK DOWN	Product#	0580
COUNTER PUNCH	Product#	0581
HAMMER FIST	Product#	0582
WHITE KNUCKLE	Product#	0584
CHEAP SHOT	Product#	0585
PINK SHINER	Product#	0586
SLUGGER	Product#	0587



BUTT KICKER Paddle Tail



4" / 6 Baits Per Bag

BUTT KICKER

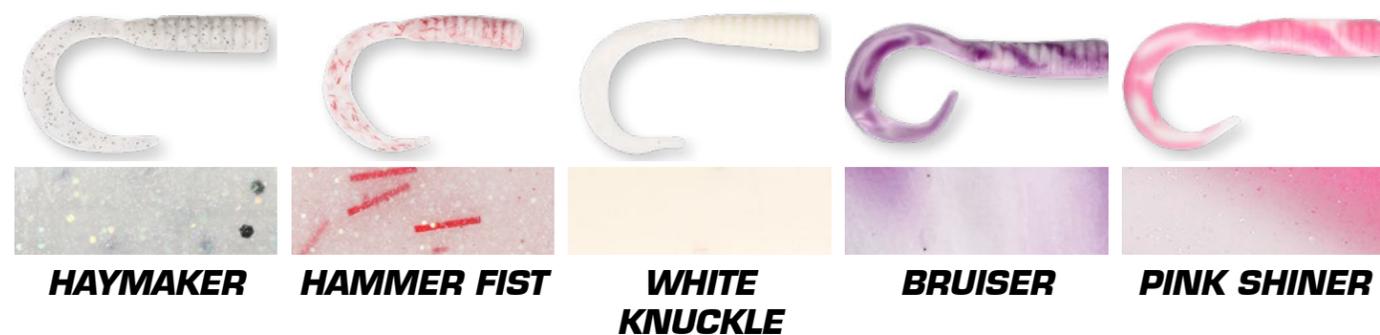
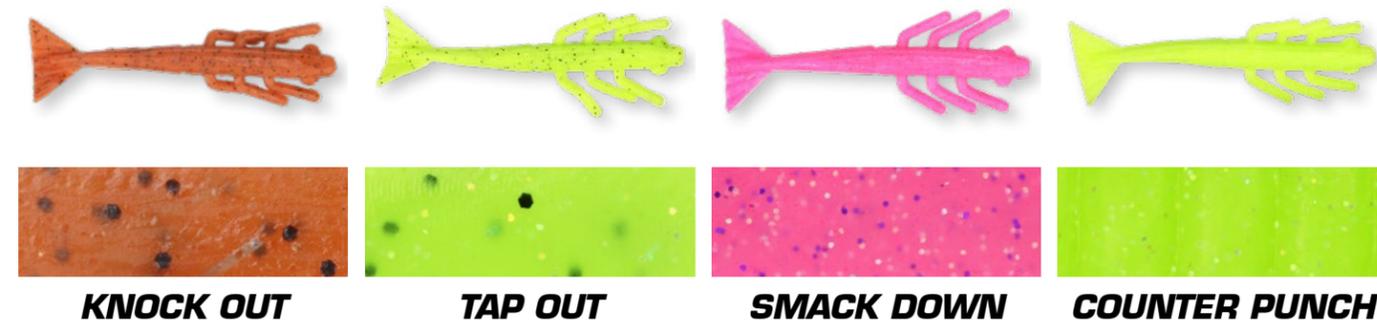
KNOCK OUT	Product#	0560
TAP OUT	Product#	0561
SMACK DOWN	Product#	0562
COUNTER PUNCH	Product#	0563
HAYMAKER	Product#	0568
WHITE KNUCKLE	Product#	0573
BLACK EYE	Product#	0574





DIRTY BOXER Curly Tail

FIGHT'N Shrimp



5" / 6 Baits Per Bag

DIRTY BOXER

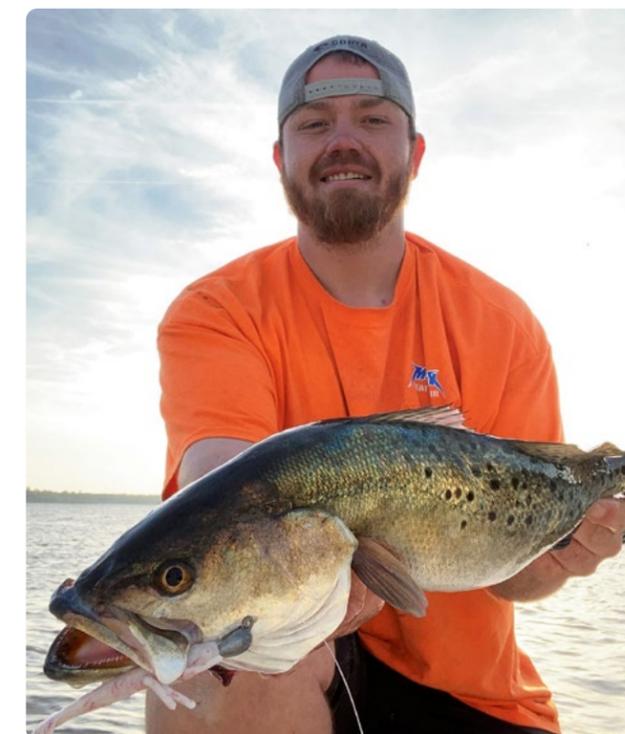
KNOCK OUT	Product#	0520
TAP OUT	Product#	0521
SMACK DOWN	Product#	0522
COUNTER PUNCH	Product#	0523
HAYMAKER	Product#	0528
HAMMER FIST	Product#	0529
WHITE KNUCKLE	Product#	0533
BRUISER	Product#	0534
PINK SHINER	Product#	0535



3.5" / 6 Baits Per Bag

FIGHT'N SHRIMP

KNOCK OUT	Product#	0500
TAP OUT	Product#	0501
SMACK DOWN	Product#	0502
COUNTER PUNCH	Product#	0503
HAYMAKER	Product#	0508
HAMMER FIST	Product#	0509
WHITE KNUCKLE	Product#	0513





BRAWLER Jerk Bait



The Brawler features a belly slit for weedless rigging.

5" / 6 Baits Per Bag

BRAWLER

KNOCK OUT	Product#	0540
TAP OUT	Product#	0541
SMACK DOWN	Product#	0542
COUNTER PUNCH	Product#	0543
HAYMAKER	Product#	0548
TKO	Product#	0550
WHITE KNUCKLE	Product#	0553



Anglers cannot smell it but trust us, there's a powerful punch of STINK! It's The Scent That Melts in the Water, Not on Your Hands®. Fishbites Catfish Baits are heavily infused with a proven flavor/scent technology that creates a scent trail that catfish can't resist!



CATFISH BAIT - Approx. 6 oz

CRAWFISH WHITE	Product#	0124
CRAWFISH PINK	Product#	0125
CRAWFISH YELLOW	Product#	0126
CRAWFISH BLOOD	Product#	0134
LIVER BROWN	Product#	0127
SHAD WHITE	Product#	0128
SHAD PINK	Product#	0129
SHAD YELLOW	Product#	0130
SHAD BLOOD	Product#	0135
SHRIMP WHITE	Product#	0131
SHRIMP PINK	Product#	0132
SHRIMP YELLOW	Product#	0133
SHRIMP BLOOD	Product#	0136





The Fight Club also includes a line of Jig Heads specifically designed for use with our lures. The three-ring keeper-rig system provides extra hold on the lure body and the unique head configuration creates a more realistic “drop” when fishing. They come in five colors and four different weights. Each jig head features chip-resistant paint and a black point, wide gap hook.

We have also created perfect weighted, weedless hooks (aka worm hook) for our Fishbites Fight Club® Lures. This 3/16oz weedless hook is available in 3/0 and 4/0 sizes. Each package contains 3 hooks with attached screw locks.

Both the Fishbites Fight Club® Jig Heads and Weedless Worm Hooks feature a wide-gap, Mustad® UltraPoint™ Black Nickel hook made from Nor-tempered 3X strong wire and an oversized barb to pin your catch.

WEEDLESS HOOKS

3/16 oz 3/0	Product#	0425
3/16 oz 4/0	Product#	0426



FIGHT CLUB JIG HEADS



		1/8 oz	3/16 oz	1/4 oz	3/8 oz
BLACK	Product#	0406	0411	0416	0421
CHARTREUSE	Product#	0409	0414	0419	0424
UNPAINTED	Product#	0405	0410	0415	0420
RED	Product#	0407	0412	0417	0422
WHITE	Product#	0408	0413	0418	0423



- 2/0 black nickel point hook
- Hard hitting powder coated finish
- Red holographic eyes
- 3 ring shoulder for maximum gripping power
- Jaw Jacking black nickel point hook
- Reusable bag

FISHBITES® SURF RIGS



Day-Glo Orange

Chartreuse

- 30lb Fluorocarbon Leader
- 1/0 Circle Hooks
- High Visibility Floats and Beads

Product#	0457	CHARTREUSE
Product#	0455	DAY-GLO ORANGE



With thousands of independent retailers around the world, Fishbites is quickly becoming the go-to recommendation when bait and tackle shops want to help their customers catch fish.



Want to add your store to the retailer locations map on our website? Send your store name, address, phone numbers, hours of operation, and logo to info@fishbites.com.

“Fishbites could be the most innovative and consistent fishing product of modern times. The Fight Club 6” Grub has become the leading product in the Mid-Atlantic for flounder fishing the inshore and nearshore wrecks while their bottom fishing products remain top sellers in our region.”

Anthony Whitehurst, Owner, Princess Anne Distributing Company, Virginia Beach, VA

