

# FISHING EVOLVED

## PASSION INSPIRES OBSESSION

We have one simple mission: To be the world's leading authority and cutting-edge expert on how to use testing, research, and technology to help people catch more fish. It's clear and uncomplicated. It's in our DNA. And it feels good. In fact, it feels great. We understand our sworn duty. We get to engage our minds. We get to employ our hearts. We get to bring joy into people's lives. **And we get to do it all for the love of fishing.**

## WORLD-CLASS HARD BAITS

BERKLEY HARD BAITS DESIGNED BY THE PROS

### Obsession Fuels Ingenuity

*Our mission, to help anglers Catch More Fish, isn't something we just engraved on a plaque and allowed to gather dust. We live it every day. Witness our latest innovations: Berkley® hard baits and Fusion19™ hooks. Two technological advancements, two living and breathing examples that we've not only pushed the envelope, we've licked it and sealed it.*

**BAD SHAD**

**CUTTER**

**DIGGER**

**SQUAREBULL**

**WARPIG**

**WILD THANG**

### Berkley Hard Baits

*We could tell you all about the science behind our new line of hard baits, or all the research and fine tuning we do. But all that matters is that they work.*

## OUR PASSION

FUELED BY SCIENCE



### Science

Scent, flavor, action, design, nothing at Berkley® happens in a vacuum. Our renowned research methods are inventive and proven. Our products are the most advanced and revolutionary available. All in an effort to help you catch more fish.



### Technology

Whether it's CAD designed, 3-D printed or lab tested, the only thing that really matters is a fish on the line. Too often, fishing tackle is loved in the store, but hated in the water. That's why everything we create is designed to allow you to fish with cold, calculated abandon.



### Innovation

Lures with allure. Hooks that make a point. Every product innovation serves a purpose. We know the cutting edge needs frequent re-sharpening. And our driving, corporate DNA is today's most powerful force in evolving fishing for generations to come.

*"Fishing ignites the moments that remind our souls what is meaningful and true."*