

NEWS RELEASE

BassMooch Develops Innovative Topwater Lure For Catching Bass – Named After Founder's Father – The Poppa Chewy

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BassMooch, a fishing lure and tackle company from Lake Norman, North Carolina develops an innovative topwater fishing lure for catching bass and names the lure after the founder's father.

CORNELIUS, N.C.--(BUSINESS WIRE)-- Matt Lewis, an entrepreneur with many other successful businesses founded BassMooch in 2022. Lewis decided to follow his passion for fishing and started the journey to stake a way into the fishing industry by delivering high quality fishing products to the industry.

BassMooch Poppa Chewy (Photo: Business Wire)

One of the first baits that Lewis started to develop with his team

was a topwater popper that walks like a walking bait and spits like a popper at the same time. It was a difficult task but after many rounds of development and testing, Lewis and the BassMooch development team got the movement perfect to make it one of the most innovative topwater baits for catching bass that walks and spits at the same time. It features a unique laser scale design with an internal reflective lens for bending light along with a built-in rattle for attracting the explosive topwater bites.

Hank Cherry - the winner of the 50th Anniversary of Bassmaster Classic on Lake Guntersville in 2020 and winner of the 51st Anniversary of Bassmaster Classic on Lake Ray Roberts in 2021 – who joined BassMooch in 2023 said this about the bait, "...by far, one of the most impressive topwater baits I've ever thrown. It walks as good as a Spook. It spits as good as any popper you've ever thrown. You can cast it a mile....it just gets explosions."

Lewis, who grew up in Reading, PA, learned how to fish from his father and grandfather on a variety of different

lakes, streams, and tributaries in the North East and Canada. Lewis decided to name the bait after his father whose nickname is Chewy.

"Fish just chew this thing... it's a popper bait so it made sense to put the two names together – Popper and Chew to come up with the name Poppa Chewy – after my Dad," said Lewis. "I have some of the best memories fishing with my Dad and Pop Pop and it only made sense to call it that. It's a great way to remember them and carry on their legacy. The bait action is incredible and it deserves an incredible name," said Lewis.

The Poppa Chewy Topwater Killa comes in a variety of different colors and features an internal reflective lens, laser scale design, built-in bead system for rattling, amazing walking action with bubble sounds when popping and comes 3.4" long and can be cast very far for being 11/16 ounces in weight. This bait along with many others can be found on BassMooch's website at www.bassmooch.com .

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Source: BassMooch