



Matzuo – A Big Game International brand

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## MATZUO AMERICA® KINCHOU MINNOW SCORES 2013 TACKLE AWARDS FIELD & STREAM COVER

**South Sioux, NE (March 2013)** – The Kinchou Minnow from Matzuo America® has shaken, rattled and rolled its way to a larger-than-life cover shot on the March issue of *Field & Stream*. The 2013 Best of the Best Tackle Awards Issue of *Field & Stream* is one of their most anticipated as the spring fishing season starts to kick in.

Ten of the top full-time bass guides from across America participated in the evaluation. The Kinchou Minnow won three stars and praise from many of the pros. Regarding the calibrated wobble-action in combination with its unique resonating rattle, Jim Burks of [www.bassinadventures.com](http://www.bassinadventures.com) commented, “This is very good-looking bait and I have no doubt that the erratic action will catch fish.”

The Kinchou Minnow line, available in 12 luring colors attracts trophy walleye, bass, pike, trout, salmon and other popular game fish. During the testing, the Kinchou Minnow reeled in 13 bass and also claimed several peacock bass and white bass.



“I will say that this bait (Kinchou Minnow) suspended very well and over performed when stopping and starting,” Todd Kersey, a Bass pro from Okeechobee, Florida commented to F&S Associate Editor Joe Cermele, “Many lures of this style roll or tangle when you stop or start the retrieve, but the Kinchou Minnow ran true no matter how fast or slow I retrieved it.”

Marianne Huskey, Matzuo America® sponsored professional angler, will be putting the Kinchou Minnow through its competitive paces this year as she will be participating in fishing events on the walleye circuit.

For more information or to become a Matzuo Retailer contact Matzuo America at 1-800-941-2029 or [www.matzuo.com](http://www.matzuo.com).

### About Matzuo America:

**Matzuo America** is the premier name in innovative terminal tackle. Matzuo Sickle hooks, hooks, rigs, spinners, jigheads, wood baits, hard-baits, soft-baits, kits and gifts attract fish and fishermen alike. From freshwater to saltwater, from east to west and north to south, Matzuo is a name everyone recognizes as the ultimate in big fish catching equipment at affordable prices. [www.matzuo.com](http://www.matzuo.com)

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