

# Matzuo

## hooks don't let go!

Used and trusted by one of America's leading walleye tournament participants, Marianne Huskey, Matzuo hooks are more than up to scratch. **TTW** speaks to the top international angler to find out what the Matzuo difference is.

**M**arianne Huskey is one of the standout names in walleye tournaments across North America. Highly decorated, Marianne is the only ever American woman to hold the AIM Angler of the Year title and has also competed overseas, as recently as in June's World Predator Classic in the Netherlands. Like any tournament angler, she is very particular about her preparation and tactics, but one item that is always an integral part of her plan of attack is Matzuo America's super-sharp Sickle Hooks.

Matzuo America's Sickle and Rip-N Roll hooks are well known in the American market for being some of the sharpest and most durable available. Rip-N Roll hooks are designed to slowly roll livebait while trolling or drifting, to create a tantalising, distressed action through the water. The patented designed Matzuo America Sickle hooks were used

by Marianne in the World Predator Classic, and feature an acute angle bend below the hook point that holds fish more firmly than regular hooks. Each hook is carefully crafted to be more effective than other hooks of the same size and weight,

as their built-in strength and field-tested angles keep the hook firmly planted in the fish's mouth throughout the fight.

Earlier this year, Matzuo America's Rip-N Roll and Sickle hooks were credited with helping another Matzuo America pro, Bill Sutton, secure the top spot in the Cabela's National Walleye Tour event. Walleye are very similar to the European zander, and are targeted in many of the same ways. This makes Matzuo America confident that its products' success will

translate well from the American walleye, pike and musky to their European counterparts.

Marianne elaborated on this idea: "Some of the most popular game fish in Europe are zander and pike. And they are species that are close cousins to walleye in America. We've shown that Matzuo rigs and baits are absolute killers when it comes to landing walleye. I've had tremendous success using Matzuo baits in walleye tournaments, and just last month

EACH HOOK IS CRAFTED TO BE MORE EFFECTIVE



Bill Sutton won a major walleye tour event with the Matzuo Rip-N Roll rig and Matzuo Sickle hooks. Given the similarity between walleye and the predator species in Europe, it's a sure bet that these baits, hooks and rigs will work really

well for European anglers. I wouldn't be surprised at all if Matzuo becomes very successful in Europe, just like it has in the US and Canada." create an excellent visual representation of a small baitfish, and help produce the bait's strong water displacement and signature wobbling action.

The Kinchou Minnow, available in five styles including the Nano, mimics the nervousness of an eccentric baitfish with its curved body and incredible wide wobble and has seen success in catching all types of predator fish, including European zander and pike. The Kinchou Minnow is effective for cranking but is excellent for deep-water trolling. Covering depths from two to 20 feet (depending on size), this bait is perfectly balanced to float at rest, yet dive quickly when retrieved slowly.

Matzuo America's commitment to continuous product improvement and innovation has made it one of the fastest growing premium tackle companies in America today. The dedicated and passionate development team of dedicated hard-core anglers, pro staff, engineers and product designers, work 'round the clock' to produce the most innovative and cost effective fishing products in the American market, and have their sights squarely set on providing that same tireless dedication to wants and needs of the European angler. **TTW**



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In addition to hooks, Matzuo America has become famous for its Kinchou Minnow series.

Originally introduced in 2012, the Kinchou Minnow was the first in what would become an established family of innovative and effective hard baits featuring signature blood-red flared gills. The gills