

# Product News

## CARP ACE SHAUN HARRISON REVEALS HIS SERIOUS QUEST TO REVAMP BAIT'S

**E**XPECT major news from the Quest Baits stable in the coming months as they hit the bait market with a bang. On the back of 30 years of carp fishing director Shaun Harrison has decided to take the plunge into what is an already competitive market.

Quest Baits have been around for a couple of years, quietly gathering a significant following through word of mouth and their own website. But that's set to change in 2008 as they try to launch Quest into some of the largest tackle shops.

Trent Valley carp star Shaun gave your authoritative *Angler's Mail* an in-depth insight into how he comes at carp baits, and it's slightly different.

Shaun said: 'It was with much surprise when I announced I was leaving Walkers of Trowell after 25 years, particularly when I said I was leaving to go and set up a bait company. It was something I had thought very long and hard about.'

'Surely there were/are plenty of bait companies out there already? This is something I couldn't argue about.'

Shaun Harrison is aiming to make a splash with Quest Baits.



'I had done all the usual things you would do when considering a totally new venture. I actually did competitor analysis of almost 100 different bait companies who were already on the go!

'Rather than put me off the idea it actually strengthened my view on the fact there is still a massive gap in the market. The baits I have always used and advocated using weren't easily available off the shelf.'

'I started carp fishing in 1977 and have always made my own baits or had them rolled for me. It was a case of having to make your own as the first commercially-made boilies didn't hit the shop shelves until the mid 80s.'

'I have always tried to give the fish something back. I think the more years I fish the more this has become important to me.'

'I create baits which

**“** I have always tried to create baits which the fish actually benefit from eating.”

Shaun Harrison

the fish actually benefit from eating - baits I am happy to feed my fish at home. In a nutshell, proper food-type baits, baits which would give healthy weight gain and tissue repair.

'In this day and age of everything tackle wise being available off the shelf with hardly any need to make anything ourselves (like we always had to do in the past), I felt it was time to launch a 'bag full of confidence' in bait form. They're 100 percent fish-friendly baits which have been developed by myself over the past 30 years.'

'I can put it all into easy to understand human form: imagine a piece of pasta. You can make it look and smell like anything you want it to - even a piece of meat.'

'Put it out in a lake for a few hours and you retrieve a very different object. Not only does it smell and taste totally different but it will also have very little nutritional value.'

'The piece of meat sat alongside still retains food value. I know I have simplified things here but this is what I mean by *proper* food-type baits.'

Visit [www.questbaits.com](http://www.questbaits.com) or call 08448 00345 for more details.



Watch out Quest Baits boilies and pellets as they start to appear in larger tackle shops this year.