

2026

NEW PRODUCT GUIDE

Strike King
S



STRIKE KING LURE CO. / TIE ONE ONE



STRIKE KING LURE CO.

- 3 / TUMBLEWEED
- 5 / HOG FATHER JR. SWIMBAIT
- 9 / SPOTLIGHT SERIES
- 11 / SEXY BUG
- 13 / CLICKIN CHICKIN + BITSY CHICKIN
- 15 / PINGER & HOMING MINNOWS
- 17 / FINAL COPY 4" + WEEDLESS
- 19 / RAGE® SLIM SWIMMER
- 21 / RATTLING THUNDER CRICKET
- 23 / RAGE HAWG
- 25 / 7" Z-TOO
- 26 / EVADER 80
- 27 / HARDLINER 35
- 29 / MR. CRAPPIE®—SLABILICIOUS XL
- 31 / MR. CRAPPIE—SHADPOLE XL
- 32 / MR. CRAPPIE—STILETTO XL JIG HEADS
- 33 / KINGS OF BASS TV



The Strike King brand boasts a distinguished history—full of iconic products and people. Our team works hard to honor that legacy by continuing to blaze the path forward. As anglers and product developers—working in collaboration with our passionate and knowledgeable Pro Staff—we take pride in building and perfecting inspiring new baits year after year.

Much like many of our existing products, we believe this year’s new lineup will grow to become staples in every angler’s arsenal. Our new offerings are as effective as they are exciting. Take the new Tumbleweed for example—bringing an unbelievable value to a finesse presentation bass can’t resist. Or swing for the fences with the Strike King Hog Father Jr.—a custom quality swimbait that stands out from the pack. The list goes on—from new terminal to new topwater (and several categories in between)—we have spared no detail.

Thank you for your support as we strive to be great partners making great products!

LUCAS MURPHY
STRIKE KING BRAND MANAGER



2025 BASSMASTER CLASSIC
CHAMPION
EASTON FOTHERGILL



SMALL IN STATURE BIG ON RESULTS TUMBLEWEED

SCAN THE CODE TO SEE A FULL BREAKDOWN OF THE **NEW** TUMBLEWEED BY EASTON FOTHERGILL



The all new Strike King® Tumbleweed provides an excellent finesse option that offers incredible versatility via a wide variety of rigging options & techniques. With a salted sinking option as well as a floating version—and the wide array of rigging options—the Tumbleweed is a highly versatile bait that can be utilized essentially year-round.

Combining 11 unique color options with the innovative “air-trapped” silicone strands, the Tumbleweed delivers incredible action, creating lifelike vibrations and motion that drive fish wild. The Tumbleweed’s versatility makes it a must-have for every angler.

NEW FOR 2026 : FLOATING | SALTED | SIZE : ~3" | QTY PER PACK : 4





HOG FATHER JR

Great things often come from humble beginnings. What began in Matt McBee's small garage in the mid-2000's, with an airbrush, a love for fishing, and an eye for artistry—ultimately evolved from a hobby into an inspiring career as a lure designer.

Each of Matt's (also known as "Tater Hog") designs tells a story of trial, error, and eventual triumph. He credits much of his success to the lessons learned from mistakes—ideas that didn't initially work—were set aside and, years later, reimagined into game-changing lures through newfound expertise. Over time, Matt settled into a streamlined production process, creating durable, visually stunning baits that consistently performed on the water.

About two years ago, the Strike King team approached Matt with an offer to collaborate on one of his proven designs, the Glide Bait. Working closely in collaboration with the Strike King team to ensure the mass-produced versions matched the precision and quality of his handcrafted originals—The Hog Father Jr. was developed with the intent to share Matt's unique, quality swimbait design with anglers across the country!

“

My goal with this partnership is to bring my unique designs to more anglers than I could ever reach on my own. Strike King's ability to mass produce these lures not only makes them more accessible but also helps lower costs, while still preserving the creativity and quality that make them special. Now, I can focus on innovation and creating new designs, trusting Strike King to manage the mass production. It's truly a dream collaboration.

”

MATT MCBEE

TATER HOG CUSTOM LURES

Tater Hog



HOG FATHER JR.



Measuring 7 inches in length, the versatile Hog Father Jr. glidebait performs flawlessly across a range of retrieve speeds, from slow and deliberate to medium fast, maintaining its proven glide action throughout. Sporting a unique shape that stands out from competitors, the Hog Father Jr. is crafted to deliver exceptional performance on the water.

Each bait is brought to life with unique paint colors personally chosen by Tater Hog, ensuring a one-of-a-kind look that appeals to anglers and fish alike. Equipped with swivel hook hangers, this lure is designed to keep fish securely pegged, giving you the edge when it counts. Whether you're targeting big bites or perfecting your technique, the Hog Father Jr. combines innovation, craftsmanship, and functionality for an unmatched fishing experience.

SIZE : 7" | SLOW SINKING | SWIVEL HOOK HANGERS





STRIKE KING LURE CO. / 2026 NEW PRODUCT GUIDE

SPOTLIGHT SERIES

SPOTLIGHT SERIES



742SC SLICK-SPLIT TAIL



NEW SPOTLIGHT JIG HEADS



**18SC WATERMELON RED FLAKE-SHIM-E

The all new Strike King® Spotlight Series redefines versatility and performance in soft plastics—giving anglers a multitude of options to target—and catch—more fish. The inclusion of proprietary Sonic Coat™ Sonar Enhancement Technology adds an additional element of performance when utilizing Forward Facing Sonar.

With its hyper-realistic minnow profile, the Split Minnow commands attention on Forward Facing Sonar. Whether you're chasing bass, or other predators, its standout design gives you the edge to locate more fish. Thanks to the innovative split tail design, it brings a unique action unlike anything else on the market, tempting fish to strike no matter the conditions.

The Strike King Spotlight Shim-E Minnow's sleek minnow profile, paired with flared ribs on the belly, ensures an irresistible Shim-E motion as it falls—a proven trigger for hungry predators. But the real strength of this bait lies in its unmatched versatility. Use it as a Forward Facing Sonar bait, pair it up as a Thunder Cricket trailer, or fish it weightless like a Caffeine Shad—the choice is yours.

Whether you're chasing bass with precision or exploring new waters, the Spotlight Series gives you an edge.

SPLIT MINNOW : 3" & 4" | QTY PER PACK : 8 | *ONLY AVAILABLE IN SPLIT TAIL
SHIM-E MINNOW : 3" & 5" | QTY PER PACK : 6 | **ONLY AVAILABLE IN SHIM-E



678SC SMOKEY SHAD



*215SC GOLDEN SHINER



287SC PRO BLUE RED PEARL



475SC CAROLINA CHROME



504SC AYU



**592SC CRYSTAL FLASH



588SC CHARTREUSE SHAD



*692SC CREEK PERCH



822SC THE REEL GILL



SEXY BUG GETS BIT

STRIKE KING LURE CO. / 2026 NEW PRODUCT GUIDE

SEXY BUG



The Strike King® Sexy Bug is a game-changer for anglers looking to outsmart fish, even in the toughest conditions. Its enticing design is specifically engineered to attract more bites when the waters are quiet, or fish are hesitant. Featuring a ribbed and cuffed body, this bait enhances movement in the water, creating a dynamic and distinctive falling action that fish simply can't resist.

Versatility is key with the Sexy Bug, as it is perfect for rigging methods such as weightless rigging, neko rigging, or dropshotting. No matter the technique, the Strike King Sexy Bug is designed to deliver results.

SIZE : 2" & 3" | QTY PER PACK : 6



CLICKIN' & BITSY CHICKIN

BITSY CHICKIN EXCLUSIVE COLORS

*AVAILABLE IN BITSY CHICKIN ONLY



513 FIRE TIGER



668 BLACK LAB

CLICKIN' & BITSY CHICKIN

665 BONE-CLICKIN CHICKIN

*682A SHAD SPAWN-BITSY CHICKIN

The Strike King® Clickin' Chickin & Bitsy Chickin redefine what anglers can expect from a popper-style bait—delivering innovation like no other popper lures on the market.

Equipped with a cutting-edge MagTap™ rattle chamber, the Clickin Chickin produces an unparalleled knocking sound, sealing its place as a game-changer in the fishing world. Designed with a distinctive and unique clicking sound, this bait is engineered to grab the attention of fish in even the toughest conditions.

The Clickin Chickin is available in two sizes, 3" and 4"—while the Bitsy Chickin's distinctive Bitsy-sized profile sets it apart from anything else on the market—ensuring anglers have the ideal option for a variety of fishing scenarios by delivering a unique approach that fish can't resist.

CLICKIN CHICKIN : 3" / 3/4 OZ & 4" / 1-3/8 OZ. | BITSY CHICKIN : 2.5" / 5/16 OZ. | **AVAILABLE IN CLICKIN CHICKIN ONLY



**84 PEARL



**427 MIRAGE GIZZARD SHAD



475 CAROLINA CHROME



684 CLEARWATER MINNOW



822 REAL GILL



**881 GOLD NATURAL SHAD



**884 GHOST HERRING



**887 PURPLE DEMON

MINNOW MADNESS



699 NATURAL SHAD—HOMING MINNOW

285 GREAT LAKES GOBY—PINGER MINNOW

Introduced in 2024, Strike King's Homing Minnow introduced the ultimate pre-rigged swimbait to anglers across the country. For 2025—Strike King has added the new Pinger Minnow to the lineup—while also offering additional sizes and colors to the Homing and Pinger Minnow assortments. Both baits offer hyper-realistic minnow profiles that stand out vividly on live sonar, enabling anglers to keep these baits within the water column—presenting ample opportunities to be devoured by hungry bass. The unique split-tail design of the new Strike King® Pinger Minnow is specifically engineered to generate a 180 degree “rolling” action.

A 90° line tie enables effortless depth control and maintains a consistent horizontal motion keeping these baits level when covering water for a more realistic swimming action. The Homing & Pinger Minnows are available in a wide assortment of eye-catching colors and various sizes and weights—allowing you to fine-tune your desired presentation.

NEW FOR 2026 : HOMING MINNOW : 2.5" / 1/8 OZ.; 1/4 OZ. & 3/8 OZ. | PINGER MINNOW : 2.5" / 1/8 OZ.; 1/4 OZ. & 3/8 OZ.



55 BABY BASS



84 PEARL



151 GHOST SHAD



284 NATURAL HERRING



367 PRISM



462 SUGAR DADDY



475 CAROLINA CHROME



504 CHROME AYU



560 SEXY SHAD



611 REEL SHAD



680 YELLOW PERCH



697 ORANGE BREEM

FINAL COPY

WEEDLESS & 4-INCH FINAL COPY



682 CRYSTAL SHAD-WEEDLESS J-HOOK

330 PHANTOM BLUEGILL-4" TREBLE

Introduced to the Strike King® portfolio in 2024— the Final Copy Swimbait is an overachiever that boasts durability and versatility. The Final Copy has a magnetic, internal harness that is imbedded within the swimbait to ensure longevity and resistance to tears and rips in the soft plastic for long-lasting performance and has uniquely placed loops for multiple rigging options. The distinct shape of the Final Copy allows the swimbait to excel during high-speed retrieves and even weight distribution maintains balance to run true under all circumstances.

For 2026, the “OG” Final Copy will now be offered in a 4-inch model, with a free-swinging, premium treble hook. For added versatility, the Final Copy “weedless” model—featuring a swinging J-hook that is completely protected within the body of the bait—will be available in both a 4.75” and 6” option.

NEW FOR 2026 : WEEDLESS / SWINGING J HOOK : 4.75" & 6" | 4" TREBLE HOOK (AS SHOWN BELOW)



84 PEARL



151 GHOST SHAD



462 SUGAR DADDY



475 CAROLINA CHROME



504 AYU



590 SEXY SHAD



611 REEL SHAD



687 ORANGE BREEM



RAGE® SLIM SWIMMER

RAGE SLIM SWIMMER



46 GREEN PUMPKIN

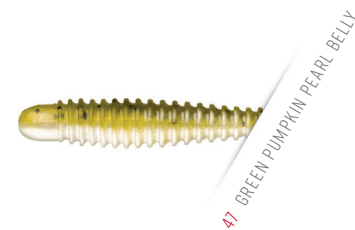


151 GHOST SHAD

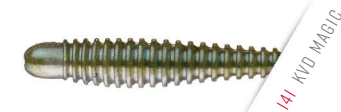
The Strike King Rage® Slim Swimmer is expertly crafted to elevate your fishing experience with its sleek, slimmed-down profile. This refined design delivers a distinct and captivating action in the water, setting it apart from the original Rage Swimmer.

Choose from Strike King's extensive selection of proven, high-performing color options to match any fishing condition. The Rage Slim Swimmer can be effectively used on a jig head or as a trailer for Thunder Crickets and spinnerbaits, offering unmatched versatility. For the ultimate setup, pair it with the Rage Swimmer Jighead to maximize performance and secure success on the water.

SIZE : 4" | QTY PER PACK : 8



47 GREEN PUMPKIN PEARL BELLY



141 KVD MAGIC



142 BLUE BUG



285 ELECTRIC SHAD



288 PEARL FLASH



591 SEXY SHAD 2.0



604 GUMMY MOLE



822 SILVER BELLY



RATTLIN' THUNDER CRICKET

STRIKE KING LURE CO. / 2026 NEW PRODUCT GUIDE



The Strike King Rattling Thunder Cricket is the ultimate upgrade to your fishing arsenal—combining the proven performance of the original Thunder Cricket with cutting-edge enhancements. Now featuring a hybrid rattling blade, this innovative design delivers amplified sound and unparalleled action to attract more strikes in any water condition. Each lure is crafted with realistic, hand-selected colors chosen by our pro staff to ensure optimal presentation and success.

Available in two versatile sizes—3/8 oz and 1/2 oz—the Rattling Thunder Cricket is designed to adapt to a variety of fishing environments. Built with a premium-grade hook, this lure offers unmatched reliability and performance, giving anglers the confidence they need to reel in the big ones.

NEW FOR 2026 : WEIGHT : 3/8 OZ. & 1/2 OZ. | HOOK SIZE : 4/0





RAGE HAWG

STRIKE KING LURE CO. / 2026 NEW PRODUCT GUIDE

RAGE® HAWG



2 BLACK & BLUE



46 GREEN PUMPKIN

The Strike King® Rage Hawg is a versatile and highly effective fishing bait, designed with a slim profile to excel in a variety of techniques, including Carolina rigs and Texas rigs. Featuring patented Rage® technology, this premium bait ensures unmatched durability and delivers the exclusive Rage action that anglers rely on for success. Its streamlined design allows it to glide effortlessly through heavy cover, making it a reliable choice even in challenging environments.

The slim creature bait profile is specifically engineered to attract a wide range of fish species—making the Rage Hawg a must-have addition to any angler's tackle box.

NEW FOR 2026 : 4" & 5" | QTY PER PACK 4" : 7 | QTY PER PACK 5" : 6



18 WATERMELON RED FLAKE



42 JUNEBUG



51 CALIFORNIA CRAW



431 FIRE PUMPKIN



527 GRAPE WHISKEY



560 MUD CANDY



805 BLUE CRAW RED FLAKE

7" Z-TOO



517 TENNESSEE SHAD

The Strike King® Z-Too has been a staple bait in the lineup for several years now—but has seen a sort of renaissance recently with a focus on finesse tactics & forward facing sonar. Whether fished with a jighead, dropshot or even fished weightless—the Z-Too has proven deadly on bodies of water across the country.

For 2026, Strike King is introducing a new 7" version—providing a larger overall profile—while still delivering the same flexibility and proven durability that the Elaztech™ formula is known for.

LENGTH : 7" | QTY PER PACK : 4



EVADER80



864 GHOST HERRING

683 STROBE SHAD

Launched in 2025—the Evader added an exciting and unique topwater bait to the Strike King® roster. Accurately emulating panic-stricken baitfish, the Evader combines great castability and a realistic swimming action to produce a hyper-effective topwater bait while retaining a small profile.

For 2026, the Evader lineup will include a new Evader 80 option that fits nicely within the Evader series, providing further flexibility to your topwater game.

LENGTH : 3.25" | WEIGHT : 7/16 OZ. | HOOK : SIZE 4 TREBLE HOOK



HARDLINER35



341 SPRING CRAW

648 CHILI CRAW

If you're looking for action that will trick any bass into biting, look no further than the Strike King® Hardliner. Now available in a smaller profile with the Hardliner 35—this flatsided crankbait feels like an old, familiar favorite with a fresh appearance and an undeniably irresistible, tight wobble that bass can't resist.

The new Hardliner 35 dives 3 to 5-feet with excellent castability and a circuit board lip for added durability—offering the same action as the Hardliner 57—while providing an option for shallower water application.

LENGTH : 2.5" | WEIGHT : 5/16 OZ. | DIVES : 3'-5' | HOOK : SIZE 4 TREBLE HOOK



351 BONE CRAW



432 CHARTREUSE BAITFISH



P447 PHANTOM BROWN CRAW



742 SLICK



743 ROSIE



822 THE REAL BILL



556 BABY CARP



568 GREEN GLAZED SHAD



587 BROWN GOULD



884 GHOST HERRING



800 FIRE CRAW



909 DEMON CRAW



591 SEXY SHAD 2.0



821 GREEN GOULD



884 CLEARWATER MINNOW



898 NATURAL SHAD



736 PHANTOM GREEN CRAW



741 HORNET BLUE



MR. CRAPPIE

SLABILICIOUSXL



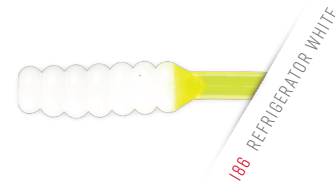
188 JUNEBUG CHARTREUSE

802 ROSEY RED

Introducing the new Slabailicious XL Series, the ultimate crappie fishing lure brought to you by the trusted collaboration of Strike King® and Wally Marshall. Engineered with a unique and innovative profile, this lure is specifically designed for peak performance. With its dynamic paddle-tail action, the Slabailicious XL creates irresistible movement in the water, enticing even the wariest fish.

Designed in a larger size, it's perfect for targeting Texas-sized crappie while also enhancing casting distance and accuracy. The bigger bait profile is highly visible on forward-facing sonar, significantly increasing your chances of success. Whether you're chasing slabs in fresh or stained waters, the Slabailicious XL ensures every cast brings you closer to your next big catch!

LENGTH : 2.5" | QTY PER PACK : 10



188 REFRIGERATOR WHITE



183 CAJUN CRICKET



185 CHARTREUSE SHINER



204 WHITE



218 BAD TO THE BONE



224 PEPPER SHAD



221 MONKEY SHINE



242 HOTCHICKEN DOM



251 SOGGY SHINER



325 SWEETIE PIE



788 DITCH PICKLE



41 GLIMMER BLUE



57 SMOKEY SHAD



183 TUXEDO BLACK CHARTREUSE

SHADPOLEXL



251 SOGGY SHINER

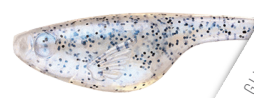


195 CHARTREUSE SHINER-ON **NEW** XL STILLETO JIG HEAD

The new Mr. Crappie® Shadpole XL is a game-changer for serious anglers looking to land trophy-sized crappie. Featuring a the same unique and innovative profile as the original—designed for peak performance—this lure is built to deliver results. Its enhanced size is specifically tailored to target Texas-sized crappie with precision. Its larger profile not only ensures improved casting distance and accuracy but also increases visibility on forward-facing sonar, giving you the edge in any fishing condition.

The signature shadpole shape delivers unmatched attraction, mimicking the natural movement of baitfish to entice even the wariest crappie.

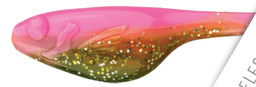
LENGTH : 2.5" | QTY PER PACK : 10



41 GLIMMER BLUE



57 SMOKEY SHAD



60 ELECTRIC CHICKEN



183 TUXEDO BLACK CHARTREUSE



186 REFRIGERATOR WHITE



188 CAJUN CRICKET



204 WHITE



216 BAD TO THE BONE



224 PEPPER SHAD

XLSTILLETO JIG HEADS



236 ORANGE



93 GREEN

Featuring an ultra-thin wire, 90° nano-coated Gamakatsu hook, the Mr. Crappie® XL Stiletto Jig Heads jig heads are designed to increase your hook-up ratios, ensuring you catch and land more fish. The sharp sickle-shaped hook guarantees precise penetration and secure holds, giving you confidence with every cast.

Perfectly paired with XL Mr. Crappie baits, the XL Stiletto Jig Heads are crafted for optimal performance, ensuring a seamless and effective setup.

WEIGHTS : 1/16 OZ., 1/8 OZ. & 1/4 OZ. | QTY PER PACK : 6



1 CHARTREUSE



10 BLACK



88 PINK



204 WHITE



645 CYAN



UNPAINTED



KINGS of BASS



NEXT LEVEL



Kings of Bass TV was launched in 2022 in an effort to provide a community for Strike King consumers, built around relevant content to inform, inspire and entertain our fellow anglers. From Kings of Bass' behind-the-scenes perspective into the lives of Strike King pro staff as they compete across the country—to tips & tactics covered in the Next Level series—as well as additional information covering Strike Kings generous portfolio of products, Kings of Bass TV is your one-stop shop for content focused on helping our fellow anglers find success on the water!

SCAN TO VISIT KINGS OF BASS TV





STRIKE KING LURE CO. / TIE ONE ON

WWW.STRIKEKING.COM

3080 EAST SAWYER ROAD / REPUBLIC / MO / 65738 / (910) 853.1455