



BUBBA™ Pro Series Electric Fillet Knife Wins ICAST “Best of Category” Award

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Leading innovator in fishing equipment takes home coveted award for the “best cutlery, hand pliers and tools” category

(Columbia, MO) July 21, 2021 – BUBBA, a fishing lifestyle brand known for its high quality fishing equipment designed for Water to Plate™ anglers, is pleased to announce that its new Pro Series Electric Fillet Knife has won ICAST Show’s “Best Cutlery, Hand Pliers and Tools” award for 2021. This marks the second time in three years that BUBBA has taken home the award in that category.

“We are incredibly proud to win this category, and would like to especially thank the voters that helped make it happen” says Isaac Brizendine, brand representative for BUBBA. “For the PRO Series, our team was given the difficult task to improve our first generation EFK designs by taking into consideration the feedback we’ve received from consumers and brand ambassadors. The result is a meticulously engineered electric fillet knife unlike anything the industry has ever seen. Winning this award, particularly in a category that represents our core expertise, is an incredible way to see all those hours of hard work and dedication come to fruition.”

The all new PRO Series Electric Fillet Knife boasts a more robust design, longer run-time, and higher power output than any brushed electric fillet knife on the market. This latest addition to the BUBBA line of electric fillet knives is packed with top-of-the-line features, including a heavy-duty drive system, aluminum alloy housing, superior ergonomics, and a brushless motor for maximum torque and power output. The included hard-sided carry case is built with a textured non-slip grip integrated into the bottom, and houses a secondary replacement battery and charging cord for maximum battery life. The PRO Series EFK will also come with four BUBBA EFK blades: a 7” E-FLEX, 9” E-FLEX, 9” E-STIFF and 12”E-STIFF. Each blade is constructed of high carbon stainless steel and coated with titanium-nitride for extreme corrosion resistance.

The Pro Series Electric Fillet Knife is designed for the hardcore angler. This heavy duty piece of equipment is capable of working day in and day out in the toughest fresh and salt water conditions, and is built to exceed the needs of any professional or recreational angler. The PRO Series Electric Fillet Knife is now available online at www.bubba.com. For media inquiries, please reach out to Logan Waddell / logan@groundswellpr.com.

About BUBBA™

BUBBA™ is a leading brand of fillet knives and fishing tools designed to perform flawlessly under the extreme conditions of saltwater and freshwater fishing. BUBBA™ products are made with the best available materials, as well as a patented knife handle design that enhances safety and ease of grip. BUBBA is committed to providing the necessary tools for safely and efficiently releasing or harvesting and processing sport fish, whether you’re an experienced fisherman or a novice angler. For more information about BUBBA™, visit <https://www.bubba.com/>