



BUBBA® Multi-Flex™ Knife Sets Win ICAST “Best of Category” Award

July 25, 2022

Fishing equipment innovator wins “best cutlery, hand pliers and tools”

(Columbia, MO) July 25, 2022 – BUBBA, a lifestyle brand known for its high-quality fishing equipment designed for Water to Plate™ anglers, today announced that its innovative Multi-Flex Interchangeable Knife Sets have won the award for “Best Cutlery, Hand Pliers and Tools” at ICAST 2022. This marks the third time in four years that BUBBA has taken home the award in that category.

“We are very proud to win the award for this category and we thank the voters that helped make it happen,” said Matt Kinamore, Senior Director of Brand Management for BUBBA. “Our incredibly talented team at BUBBA was given a challenge to improve on our iconic BUBBA fillet knife designs and bring something truly innovative to fans of the brand. The result was a line-up of meticulously engineered, patented, interchangeable knife sets, unlike anything the industry has seen before. While the new Multi-Flex sets are already winning the endorsement of consumers, it is extremely rewarding for our team to win this ICAST category, which represents BUBBA’s core expertise.”

A first of its kind, the Multi-Flex is the ultimate fillet knife for any type of fisherman. An easy-to-use squeeze-and-slide mechanism allows the user to quickly and smoothly switch blades while the Flex-Change® locking system keeps the blade safe and secure. The signature Bubba non-slip grip handle provides a consistent and classic feel to the new Multi-Flex, which comes in a premium hard sided carrying case with a watertight seal, quick access handle, and blade storage.



The BUBBA Multi-Flex Interchangeable Knife Sets are available in three configurations to suit various needs and fishing styles:

- Multi-Flex Premium 4 Blade Set
- Multi-Flex Saltwater 2 Blade Set
- Multi Flex Freshwater 2 Blade Set

BUBBA Multi-Flex Interchangeable Knife Sets are 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/>.