



BUBBA® Pro Series Smart Fish Scale Wins ICAST® “Best of Category”

July 14, 2023

(Columbia, MO) July 14, 2023 – BUBBA®, a leading fishing brand known for its exceptional quality and innovation, today announced that its BUBBA Pro Series Smart Fish Scale (BUBBA Pro SFS™) has won “Best Cutlery, Hand Pliers and Tools” at ICAST® 2023.

“We are proud and honored to win at ICAST this year, and we thank the voters that helped make it happen,” said Matt Kinamore, Senior Director of Brand Management for BUBBA®. “Our talented team at BUBBA® took on a challenge to reimagine traditional fish weight scales and bring something truly innovative to anglers everywhere. The result was the BUBBA Pro SFS™, a meticulously engineered, patented, smart fish scale and mobile app that is changing the way consumers and professionals fish. The BUBBA Pro SFS™ is winning over consumers and was recently named the official scale for Major League Fishing, the world’s largest tournament-fishing organization, beginning with the 2024 Bass Pro Tour Season. We’re honored to win at ICAST for the fourth time in five years, in a category which represents BUBBA’s core expertise.”

BUBBA Pro Series Smart Fish Scale

The BUBBA Pro Series Smart Fish Scale (BUBBA Pro SFS™) is designed to be the most rapid, simple, and ergonomic fish scale available. The BUBBA Pro SFS™ quickly powers up, locks in on the fish’s weight in a flash, and stores the data, allowing the angler to quickly get back to fishing. Featuring the BUBBA Pro Series Smart Culling System™, the BUBBA Pro SFS™ calculates total bag weight, identifies the largest fish, then automatically identifies the smallest fish, allowing the angler to cull it quickly and easily. The BUBBA Pro SFS™ can weigh fish up to an impressive 60 lbs., has an accuracy rating of +/- 0.3%, is IPX7 waterproof, and comes with a fish clip and lip hook, lithium battery, USB charging cord, and AA battery tray, which all fit within the included waterproof case. The BUBBA Pro SFS™ works seamlessly with our mobile app built from the ground up to talk to the scale and track live data. It stores the weight of the fish, GPS location, weather/ water conditions and makes it easy to share your results with your group of friends. The app has even more social connectivity such as hosting or joining of virtual tournaments where you can see other angler’s catches and weights being caught in real time.

About BUBBA®

BUBBA® is a leading lifestyle brand specializing in high-quality fishing tools and accessories. With a commitment to innovation and excellence, BUBBA® delivers premium products designed to enhance the angling experience. From fillet knives to fishing scales, BUBBA’s tools are trusted by professional anglers and fishing enthusiasts worldwide. For more information about BUBBA®, visit <https://www.BUBBA.com>.