

HAVE IT HOW YOU WANT IT



The Bait & Feed Company offers an impressive bait-rolling service for carp anglers, so TC editor **MARC COULSON** nipped down to find out more from the firm's **DAVID COAKLEY**...

MC: How did it all begin, David, and when?

DC: In 1999 I wanted some bait rolled and there was only one commercial rolling company doing it at that time. My order came back, it was not exactly the best standard so I thought I must surely be able to do a better job. I set up my own company and the rest, as they say, is history.

MC: Am I right in thinking that you can roll the big manufacturers' baits but add any extra ingredients where required?

DC: Indeed we can. Most of our customers stick to the manufacturers' recipes but we can add most things if requested. We've been doing this for many years, in fact we were rolling Nash Scopex Squid with Robin Red in late 1999 and Nash launched it into its range proper only last year!

MC: What about different shaped and sized baits?

DC: Most companies will offer 15mm or 18mm baits in their ranges, but we have been rolling their recipes in sizes from 12mm all the way up to 24mm as well as barrel-shaped baits. We've recently added some 10mm barrels for winter, which are brilliant.

MC: As well as mail order (see page XXX), do you also allow customers to visit your impressive headquarters in Hertfordshire and buy bait over the counter as well as collect their orders?





DC: We're open to customers from 8.45am to 4.45pm on Mondays to Thursdays and from 8.45am to 4pm on Fridays and Saturdays. We have a fully stocked shop on site with the full bait range as well as some tackle essentials, and freezers are usually well stocked with frozen baits at all times.

MC: On the mail-order side, how quickly do you deliver and is there a minimum order size?

DC: People expect a prompt service so we always aim to deliver within three days. If you order on a Tuesday your bait will arrive no later than Friday for your weekend trip. In terms of minimum quantities it's 2.5kg and we'll deliver any amount over that. Our biggest single order was 800kg! As far as we're concerned, if you order 2.5kg, 25kg or 250kg you are a valued customer and will be treated accordingly.

MC: What are the three most popular bait orders at the moment?

DC: Mainline Cell, Nash Scopex Squid Red and Nutrabaits Trigga Red with Cranberry.

MC: You also offer special orders for customers. Tell me a little more about some of these.

DC: Hardened hook baits, air-dried baits for foreign trips and even boilie crumb all feature in the range. We also offer hi-viz pop-ups in yellow, pink, white and orange to match all of the popular boilie recipes.

MC: As well as the other companies' baits, you have a fairly extensive range



of Bait & Feed Company products. What sort of thing do you offer?

DC: We have a wide range of pellets, particles and additional products such as liquids, dips and that sort of thing. We do produce one or two of our own boilies but do not go overboard. We're ostensibly a bait-rolling company, not a bait company.

MC: Are there any new products for us to get excited about?

DC: We've recently introduced a sweetcorn boilie to our range called Sweetcorn 42 and feedback so far has been extremely promising.

MC: Are there any specific winter baits that TC readers might be interested in at this time of year?

DC: Our new adverts feature a host of winter-specific products, as does the website www.baitandfeedcompany.co.uk, which is constantly being updated with products and offers.

Most boilies work all year round, but we do have a range of pellets, for example, that are designed specifically for winter use.

MC: Finally, David, can you give the readers three bait-related tips for fishing in winter?

DC: Keep the bait going in and the carp will keep eating it. Use a low-oil pellet because they break down easier in cold water and the carp find them much easier to digest than those with higher oil content.

Finally, don't be afraid to experiment. I have recently done a cold-water carp fishing feature on our website, so that's worth checking out also.

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