

Fishing

ADVERTISEMENT FEATURE



● Mick's Fishing Supplies strives to offer anglers the best selection of products and friendly service.

FIRST FOR FISHING

As the only purpose-built angling shop in the Channel islands, Mick's Fishing Supplies stocks everything the novice or expert angler could need – as well as operating an online fishing forum and arranging regular celebrity visits. So why go anywhere else?

SET up more than 25 years ago by fishermen for fishermen, Mick's Fishing Supplies is Guernsey's longest-established angling shop.

With the biggest range and best choice of rods, tackle, equipment, clothing and fresh and frozen bait in Guernsey, it is no wonder Mick's Fishing Supplies is first for fishing.

It is the only purpose-built angling shop in the Channel Islands and is Guernsey's main Shimano dealer and the local Century, Snowbee, Illex and Van Staal dealer.

Plus, it is the stockist for Penn, Abu Garcia, Shakespeare, MegaBass and many other top brands.

As well as all the leading brand names, the business has a state-of-the-art live bait room which features digitally controlled bait wells to ensure that the live bait they sell is the freshest and in the best condition possible to give the best results time after time.

All the staff fish regularly and are able to give great advice and tips to customers to ensure they have the best chance of catching.

Mick's Fishing Supplies also stocks a comprehensive range of chandlery and boating accessories for the leisure boater as well as for commercial fishermen.

This year it was appointed dealer for Smartwave 'unsinkable' in-shore fishing boats from 2.4m, 3.5m and up to 4.9m in length, which have proven a big hit with local anglers. This New Zealand-made brand features superb safe-

ty, equipment and finish, as well as being value for money.

Mick's Fishing Supplies is also a stockist of Wilderness Systems and Islander and fishing kayaks.

It also stocks Beuchat spearfishing equipment and a range of quality air rifles and hunting equipment.

Having purchased the company in 2008, Aladdin's Cave Ltd started work on developing it into the top local angling store.

That saw the initial demolition of the old premises and a nine-month £1.75m. project to construct the new one.

The design of the 3,000sq. ft shop was centred around fishing rods and how best to display them in a modern retail environment,

which has been achieved.

John Wilson, the acknowledged top celebrity of British fishing, officially opened the new store and was impressed with what he saw.

Since buying Mick's Fishing Supplies, the management have undertaken a programme of open days where angling enthusiasts can meet representatives of top brands such as Shimano and Penn/Abu Garcia and meet with some of today's angling heroes such as John Wilson, Mike Thrusell, Dave Lewis and others.

This is to ensure that local anglers can meet and discuss tips and tactics with those at the top of the sport in the UK, something that would not happen without the business committing to bring-

ing these sportsmen over.

Every celebrity visiting the shop has been blown away by the beauty of Guernsey, as well as the superb angling opportunities that the island offers. All have left with very positive experiences, notably the friendliness and knowledge of local anglers they have met, which can only help enhance the already enviable reputation Guernsey enjoys as a top angling destination in the British Isles.

Mick's Fishing Supplies also supports many local fishing events in terms of sponsorship and facilities.

Another aspect of the company is the fishing-guernsey.co.uk website, which was purchased early in 2008 to ensure that this valuable

local angling resource could continue. The main website gives a comprehensive account of where Guernsey is and what species of fish can expect to be caught, as well as angling tips and suggestions for types of bait and suitable locations which are graded in terms of accessibility around the island.

The website was modernised in 2009 and has continued to grow in popularity, especially the vibrant free-to-join forum, which features exchanged views on tactics, bait, equipment and general conversation spanning all the Channel Islands, although there are members from France, Germany, England and even as far away as New Zealand.

The forum had reached more than 1,050 members at the time of going to press.

The website is purposely kept spam-free by a dedicated and knowledgeable team of moderators to ensure that users can communicate without any irritating pop-ups or unnecessary adverts.

Mick's Fishing Supplies may be the number one local angling shop, but it certainly isn't resting on its laurels. The management is constantly scanning for new ideas and equipment as they come to market to ensure they continue to offer local, and visiting, anglers the very best selection along with its renowned friendly service.

Whether you are a novice or expert, Mick's Fishing Supplies is first for fishing.



● The shop's design centres around how best to display fishing rods.



● The state-of-the-art bait room.