

The Complete Guide to GROUNDBAIT

**FREE
BOOKLET**
NOT FOR RESALE

*Traditional Recipes, Secret Ingredients
and Championship Fishing Tips*

By Clive Branson

Former World Angling Champion
Sharing over 60 years of
angling experience

- ✓ Understand ingredients
- ✓ How to mix groundbait
- ✓ Recipes for rivers, lakes and canals
- ✓ Baits for all common species
- ✓ Feeding techniques that work
- ✓ Freshwater fishing for everyone



Roach



Bream



Tench



Carp



Chub



Barbel



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our
website



The Secrets of Groundbait Ingredients

What they do and why they work!



1 Breadcrumb



The base of most groundbaits. Adds bulk, helps with binding and creates a steady release of particles to attract fish.

2 Biscuit



Adds extra attraction and a nutritious feed content. Commonly used in match groundbaits for bream, roach and skimmers.

3 Maize / Cornmeal



Adds colour and natural sweetness. Helps to keep fish in the swim and is especially effective for bream and tench.

4 Fishmeal



A high-protein ingredient that creates a strong food signal. Particularly effective for bigger fish such as bream, tench and carp.

5 Hemp Seed



One of the best natural attractants. Can be used whole, crushed or cooked. Loved by most coarse fish and keeps them feeding for longer.

6 Oily Seeds



Seeds such as linseed, rape and niger add natural oils and attraction. They release particles and help keep fish interested in the swim.

7 Pellets



Add feed content and attraction. Different sizes and types can be used, from fine micro pellets to larger 2-6mm pellets, depending on the species and venue.

8 Particles



Sweetcorn, tiger nuts and mixed particles add natural feed and visual attraction. Especially good for bream, carp and tench.

9 Additives & Attractants



Flavours such as aniseed, vanilla, chocolate and fishmeal enhance attraction. Even small amounts can make a big difference.

10 Binders



Ingredients such as clay, bentonite and fullers earth help to bind the mix, making it heavier and more suitable for deep water, rivers or when you need a slower breakdown.

11 Liquid Additives



Molasses, oils and liquid flavours can be added to create a stronger food signal. Use sparingly to avoid overfeeding the fish.

12 Colour



Colour can help attract fish and is useful in coloured or fast flowing water. Natural colours such as brown and yellow often work best, but bright colours can be effective in some conditions.



Top Tips!

- ✓ Use a combination of ingredients for best results.
- ✓ Adjust the texture to suit the venue and depth.
- ✓ Add liquids gradually and mix well.
- ✓ Experiment with different colours and flavours.
- ✓ Always test your groundbait before fishing.



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Mixing Groundbait Correctly

Step-by-step guide to the perfect mix



The right consistency is the key to success – not too wet and not too dry!

1 Choose Your Mix



Start with a good quality groundbait such as Gold Medal Canal Mix, Lake Mix, River Mix or Special Roach Mix, depending on the venue and target species.

TIP: Use different mixes for different conditions. Finer mixes for roach and skimmers, heavier mixes for rivers and bigger fish.

2 Riddle the Groundbait



Riddling breaks up any lumps and gives a consistent texture. It also helps to remove very large particles, making the mix easier to work with and more effective when feeding.

TIP: Use a 3–4mm riddle for most situations. For shallow water or wary fish, try a finer 2mm riddle.

3 Add Water Gradually



Add clean water a little at a time and mix thoroughly. Different mixes and conditions need different amounts of water.

TIP: Start with less water than you think you need. You can always add more, but it's difficult to take it out!

4 Mix Thoroughly



Use your hands to mix the groundbait, breaking down any dry patches. Make sure the water is evenly distributed throughout the mix.

TIP: Leave the mix for 5–10 minutes, then remix. This allows the ingredients to absorb the water properly.

5 Check the Consistency



Squeeze a handful of mix together. It should hold its shape but break apart easily when you touch it. This releases attractants and creates the right amount of feed.

TIP: For stillwaters, use a lighter mix. For rivers or deeper water, use a slightly heavier mix.

6 Add Extra Ingredients



You can boost your mix with extra ingredients such as hemp, caster, corn, pellets or maggots. These add attraction and food value and can help you target specific species.

TIP: Add extra ingredients after mixing and use just enough to keep the mix balanced.

7 Make Groundbait Balls



Firm balls are ideal for rivers and deeper water, while softer balls are better for stillwaters and shallow venues. Different sizes can be used to build a feed area or introduce bait regularly during the match.

TIP: Practice making balls of different firmness to suit the conditions.

8 Feed Little and Often



Start with a few balls or loose feed to create an attractive area. Then feed little and often throughout your session to keep fish in the swim without overfeeding.

TIP: Watch for signs of fish in the swim and adjust your feeding amount accordingly.

Top Tips for Mixing Groundbait

- ✓ Use clean water from the venue if possible
- ✓ Riddle the mix to get the right texture
- ✓ Add water gradually and mix well
- ✓ Let the mix rest for a few minutes
- ✓ Adjust the consistency to suit the conditions
- ✓ Add extra ingredients such as hemp, corn or pellets
- ✓ Make balls of different sizes and firmness
- ✓ Feed little and often to keep fish interested
- ✓ Don't overfeed – keep it balanced
- ✓ Experiment and find what works best for you



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Groundbait for Stillwaters and Canals

The right mix for the right venue



Different venues need different mixes

1 Canal Mix – Versatile and Reliable



A finely balanced mix that works on most canals. It breaks down well and creates a steady release of particles, attracting roach, skimmers, perch and bream. Ideal for pole fishing and shallow water.

TIP: Use slightly damp for shallow water or a little heavier for deeper canals. Add small amounts of hemp or casters for extra attraction.



Roach Skimmer Perch

2 Lake Mix – Go-To Mix for General Fishing



A classic, all-round mix for natural lakes and commercial fisheries. It breaks down steadily, attracting a wide range of species including roach, skimmers, bream, tench and carp. The sweet, attractive ingredients help keep fish in the swim for longer.

TIP: Perfect for general match fishing on lakes. Add ground pellets, sweetcorn or small pellets to suit the venue and target species.



Roach Bream Tench

3 Special Roach Mix – Finesse Fishing



A lighter, finer mix designed to attract roach and skimmers without overfeeding them. It creates a slow breakdown with a cloud of attractive particles, ideal for clear or shallow water where fish can be wary.

TIP: Use a lighter mix and feed little and often. Add a few maggots, casters or hemp to keep the roach in the swim.



Roach Skimmer Rudd

4 Black Bream Mix – Big Fish Attraction



A heavier, more nutritious mix designed to attract bigger fish such as bream and larger skimmers. The rich ingredients create a strong feeding signal and help keep fish in the area for longer.

TIP: Add ground pellets, hemp or casters. Use slightly heavier balls or feed with a catapult at distance.



Bream Skimmer Carp

5 Green Swim – Natural and Effective



A natural green mix that blends in with the lake or canal bed. Ideal for clear water or when fish are wary. It breaks down slowly and keeps fish feeding without spooking them.

TIP: Excellent for tench, bream and skimmers. You can add hemp, sweetcorn or small pellets for extra attraction.



Tench Bream Skimmer

6 Method Mix – Carp and F1



A stickier, more active mix designed for feeder and Method fishing. Packed with attractive particles and fishmeal, it's ideal for carp, F1s and bigger skimmers on commercial lakes.

TIP: Mix to a firm but workable consistency. Add micro pellets, ground pellets or sweetcorn. Perfect for feeder, Method or pellet waggler fishing.



Carp F1 Skimmer



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Groundbait for RIVERS

Stronger mixes for moving water



Rivers need heavier, more active mixes that stay on the bottom and attract fish downstream.

1 Understanding River Conditions



Rivers are very different from stillwaters. The flow can wash light groundbait away too quickly, so you need a mix with more weight and binding power. The aim is to feed accurately and create an attractive area that holds fish in your swim.

TIP: Adjust your mix to the strength of the flow. Use heavier ingredients and feed in compact balls or loose feed depending on the river and depth.

2 River Mix – A Proven Formula



A versatile mix developed from European match formulas. It contains a combination of breadcrumb, biscuit, fishmeal, ground pellets and attractive additives. It breaks down steadily in the flow, creating a trail of particles that brings fish into your swim.

TIP: River Mix is ideal for roach, chub, dace, barbel and bream. It can be used on most rivers in different flow conditions.

3 Continental Mix – Championship Success



Based on the methods of top European anglers, this mix includes fine crumb, biscuit, maize, fishmeal, oil-rich seeds, turmeric and molasses. It creates a strong attractive cloud and has been responsible for many successful matches on French and Italian rivers.

TIP: Excellent for bigger roach, bream and barbel. Use slightly damp and feed regularly to build and maintain a swim.

4 Feeding Techniques for Rivers



In strong flow, use firm, compact balls that reach the bottom quickly. In slower flow, you can use softer balls or a combination of balls and loose feed. Regular feeding keeps fish in the area and helps build confidence.

TIP: Start with 5–10 firm balls, then top up regularly with smaller balls or loose feed. Use a catapult for accuracy when fishing at distance.

5 Adding Extra Attraction



Adding ingredients such as hemp, casters, maggots, chopped worm or ground pellets increases attraction and keeps fish feeding for longer. These natural particles release oils and food signals that help bring fish downstream into your swim.

TIP: Add particles just before fishing so they stay fresh. A small amount of chopped worm or maggot can make a big difference.

6 Target Species



Rivers hold a wide range of species. Use your groundbait to target the fish present, adjusting the mix, feed content and amount to suit the species and conditions.

Top Tips for River Groundbait

- ✓ Use heavier, more binding mixes
- ✓ Adjust the mix to the strength of the flow
- ✓ Feed accurately and regularly
- ✓ Add natural particles for extra attraction
- ✓ Try different mixes to suit the conditions



A good river mix breaks down slowly, releasing attractive particles and keeping fish in your swim.



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Modern Groundbait Techniques

From Method Fishing to Feeder Fishing



Different techniques – but the same principle attract fish and keep them feeding!

1 Method Fishing



Method fishing is ideal for carp, F1s and larger fish. The groundbait is mixed to a firm, sticky consistency so it stays on the feeder, slowly releasing particles and attractants around the hookbait.

TIP: Use a combination of groundbait, micro pellets and some larger particles. The mix should be moist and sticky, but not too wet. Press it firmly into the feeder.

2 Feeder Fishing



Feeders allow you to introduce groundbait accurately at distance. They can be used on lakes, rivers and commercials, and are excellent for carp, bream, tench and skimmers. Different feeder sizes can be used depending on the venue and depth.

TIP: Use a slightly lighter mix for still waters and a firmer, heavier mix for rivers. Add pellets, hemp or particle for extra attraction.

3 Pellet Groundbait Mixes



Ground pellets add attraction, feed content and keep fish in the swim for longer. They are available in different sizes and flavours, from micro pellets for small fish to larger pellets for carp and F1s. You can use them on their own or mix them with crumb and other ingredients.

TIP: Soak pellets first if needed, then mix with groundbait. Use a mixture of sizes to attract a wide range of species.

4 Fishmeal Groundbaits



Fishmeal-based mixes create a strong food signal and are especially effective for bigger fish such as bream, tench and carp. They work well in both still waters and rivers, particularly in warmer weather.

TIP: Use fishmeal mixes sparingly, as they are very attractive. Combine with crumb or pellet to balance the feeding value.

5 F1 Mix – For Commercial Waters



F1s respond well to a fine, active mix that breaks down quickly, creating a cloud of attractive particles. A mixture of crushed pellets, fine crumb, sweet attractants and fishmeal works well, especially on commercial fisheries.

TIP: Use a relatively fine mix with small pellets. Feed little and often to keep F1s interested and build a steady swim.

6 Balancing Attraction and Feed



The key to success is finding the right balance between attraction and feed content. The groundbait should break down at the right speed, creating a steady flow of particles without filling the fish up too quickly.

TIP: Adjust the texture, particle size and ingredients to suit the venue, the target species and the fishing conditions.

Top Tips for Modern Groundbait Techniques

- ✓ Use the right mix for the venue and target species
- ✓ Adjust the consistency to suit the method
- ✓ Add pellets, hemp or other particles for extra attraction
- ✓ Experiment with different flavours and colours
- ✓ Feed little and often to keep fish interested
- ✓ Don't overfeed – keep them searching for more
- ✓ Always test your mix before fishing



Modern techniques give you more options and help you catch a wider range of species all year round!



GOLD MEDAL GROUNDBAITS
Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Championship Groundbait Tips

Practical advice from over 60 years of match fishing



1 Getting the Right Consistency



The right consistency is vital. If it's too dry, it won't bind and will not reach the bottom. If it's too wet, it can become heavy and lose attraction. Aim for a mixture that holds together when squeezed but breaks down easily in the water.

TIP: Add water gradually, mix well and leave for a few minutes before checking the consistency.

2 Riddling for Best Results



Riddling breaks up lumps, creates a better texture and helps the mix work more effectively in the water. Use a 2mm riddle for most match fishing, or a finer riddle if you want a lighter, slower breakdown for shallow water or wary fish.

TIP: Riddle after mixing and again after adding any extra ingredients such as hemp, pellets or maggots.

3 Feeding Patterns



Feed little and often to keep fish in your swim without overfeeding them. Start with a few balls or loose feed to create an attractive area, then continue feeding at regular intervals. Adjust the amount according to the fish response.

TIP: In matches, regular feeding helps build a steady catch and keeps fish competing for your hookbait.

4 Using Additives and Flavours



Natural and artificial flavours can add attraction and help fish find your feed. Popular flavours include aniseed, vanilla, chocolate and fishmeal. Even small amounts can make a big difference, especially in cold water or when fishing for bream, roach and tench.

TIP: Use attractants sparingly. A little often works better than too much.

5 Adjusting for Conditions



Venues and conditions vary, so it's important to adjust your mix. Use lighter, sweeter mixes for stillwaters and commercials. For rivers or deep water, use heavier, more binding mixes with larger particles. In winter, a finer mix often works best, while in summer a coarser mix can be more effective.

TIP: Always adapt your groundbait to the depth, flow, water clarity and target species.

6 Observing and Learning



Watch how the fish respond to your feed. If they are feeding confidently, keep the same approach. If the bites slow down, try a different mix, add extra attractants or change the amount you feed. The best anglers are always learning and adapting.

TIP: Don't be afraid to experiment. Keep notes on what works best at different venues and times of year.

10 Golden Rules for Successful Groundbaiting

- 1 Use quality ingredients
- 2 Get the right consistency
- 3 Riddle to create the best texture
- 4 Feed accurately and regularly
- 5 Adjust the mix to the conditions
- 6 Add natural particles for extra attraction
- 7 Keep it simple
- 8 Don't overfeed
- 9 Observe the fish and adapt
- 10 Always test your mix before fishing



GOLD MEDAL GROUNDBAITS

Proven by a World Champion

- ✓ Specialist mixes for rivers, lakes and canals
- ✓ High quality ingredients
- ✓ Used and trusted by anglers everywhere



www.goldmedalgroundbaits.co.uk

Visit our website



Thanks for Reading

I hope you found this guide useful!

This free booklet is part of a series of illustrated guides to help introduce more people to the wonderful world of fishing. Whether you are a beginner or an experienced angler, there is always more to learn and enjoy.

Clive Branson

Clive Branson
Former World Angling Champion

Good fishing and keep enjoying the great outdoors!

FREE BOOKLETS

Download Our Other Free Fishing Booklets

Three more illustrated guides to help you get started and improve your fishing.



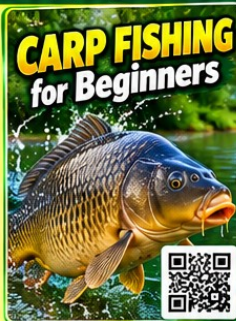
Let's Go Fishing

www.clive-branson.co.uk



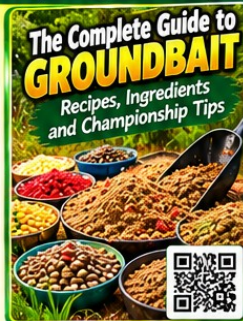
Beginners Guide

www.clive-branson.co.uk



Carp Fishing Guide

www.clive-branson.co.uk



Groundbait Guide

www.goldmedalgroundbaits.co.uk

Visit Our Websites for More Fishing Products, Books and Music



Championship groundbaits used by anglers everywhere.

www.goldmedalgroundbaits.co.uk



Rods, reels, tackle and fishing accessories.

www.fishingtacklebox.co.uk



Music, book and videos celebrating our rivers, lakes and the underwater world.

www.jewelsinthewater.co.uk



Songs and stories celebrating the legends of angling and our shared passion.

www.legendsinmylifetime.co.uk



- ✓ Proven by a World Champion
- ✓ High quality ingredients
- ✓ Specialist mixes for rivers, lakes and canals
- ✓ Used and trusted by anglers everywhere

Tight lines and happy fishing!
Clive Branson

www.goldmedalgroundbaits.co.uk

