

# Liquid Liver Extract

from CC Moore & Co Ltd

Throughout the years there has been a selection of powerful fish attractors that have stood the test of time to prove without a shadow of doubt their effectiveness when it comes to catching carp time and time again.

There can be no denying that one such attractor is liver, particularly in liquid form. Sure, the powdered variety is a fantastic ingredient that has been incorporated within numerous ultra-successful bait recipes over the years, but for me the liquid extract form takes the pure natural attraction properties of liver to a whole new level.



As ever when it comes to bait, quality is of paramount importance and in my opinion the finest version of liquid liver available is CC Moore's Liquid Liver Extract.

This gravy-like compound is a phenomenally well rounded product that possesses a massive amount of various amino acids within it's make up which in turn makes it a very powerful big fish attractor!

The great thing about this particular product is that it's just so versatile. It can be used in conjunction with all manner of bait applications such as stick mixes, particles, pellets, spod mixes, as a boilie bait soak and almost anything else.

As Liquid Liver Extract is a totally natural and very soluble product it can be used throughout the year with total confidence, without the risk of overdosing, to create a very attractive and powerful cloud of fish appetite stimulant around anything it is applied too.

Making the most of its versatility I personally like to utilise Liquid Liver Extract within a number of tactics to create some continuity with the food signal being released. One such tactic is to use it as a neat bait soak that I apply to my boilies as they thaw, which as well as drawing some of the powerful stimulants into the bait also leaves a skin of liver attractant around the bait that slowly releases upon application to help draw fish in.

I like to use stick mixes a lot in my angling and one very effective yet simple recipe that stands out for me has been a 50/50 mix of CC Moore's Salmon Microfeed and Mini Ultramix together with a good dosing of Liquid Liver Extract. This combination is a very powerfully stimulating mix that can be used to great effect throughout the year.

Again, don't worry too much about inclusion levels of the liver as being a natural ingredient it cannot be overdone - and will not damage the PVA.

One last favourite tactic of mine is to use neat Liquid Liver Extract on its own in a solid PVA bag.





This is a method you don't see used very often but delivers a very potent cloud of attraction exactly where you need it, on and around your hook bait.

I particularly favour this tactic in the colder months when the carp just need that little extra bit of encouragement to feed.

Being very soluble this cloud of attraction cannot fail to grab the attentions of any passing carp and on their approach convinces them of an easy meal, however, when they arrive to your baited area the only solid food item available is your hook bait.....perfect!

*Alex Bransby*

**Liquid Liver Extract is the ideal, year-round natural liquid attractor and is on offer through November at [www.ccmoore.com](http://www.ccmoore.com) where you can buy 500ml for just £7.99**