



updated on JUNE 5 2024

The Top 10 Best Bluefish Lures



by ROBBY GRIFFIN

20 comments



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“Gators.” “Choppers.” “Yellow-eyed devils.” These are all nicknames for one of the most aggressive inshore species to prowl New England's coastal waters: the bluefish!

While [striped bass](#) often capture the hearts and attention of near shore anglers in the Northeast, it's hard to ignore the impressive fighting capabilities of bluefish. Indeed, my favorite type of fishing during the summer months is targeting big blues on light tackle.

When it comes to lure selection, bluefish are not as picky as striped bass, and are often willing to slam a wide variety of jigs, topwater plugs, and subsurface lures.



seen shimmering on the surface and are incredibly prickly. This is when choosing the right color and type of lure can be the difference between a disappointing outing and all-out mayhem!

The following list of *"The Top 10 Best Bluefish Lures"* was created by incorporating my own experiences with input from a number of My Fishing Cape Cod members, and by no means is this list the authority on bluefish lures.

However, if you're looking to catch a big bluefish this season, then you'll have a great chance by casting any of the lures featured below.





The Roberts Ranger takes the top spot as a truly classic bluefish lure. The body is made of a hard plastic that is extremely durable and can stand up to repeated abuse from [bluefish attacks](#). The solid single hook also makes the handling and release process much easier and safer (for both the angler and fish), which is something a number of MFCC members highlighted in their preferences.

Personally, I really like the casting distance and versatility of this lure. I have caught countless blues from the boat using the ranger with a light weight 7' rod, but also have had great success launching it with a 10' surf rod from the beach. Another great aspect about the ranger is that it will receive more interest from bluefish as your retrieve becomes faster and more erratic.



Cotton Cordell

When it comes to topwater lures, it is hard to beat the Cotton Cordell.

Personally, I have had more success with the 7 inch red/white Cordell [pencil popper](#) than any other lure, and this is my go-to when bluefish are feeding on the surface.

My favorite feature of this lure is that it can be retrieved at a range of speeds and motions. For instance, some days I like to fish it in a slower “walk the dog” pattern, while on other days a faster retrieve that causes lots of surface commotion may result in the most strikes. As one member noted, this detail makes it a great option for younger or more inexperienced anglers, as you don’t have to retrieve it in a specific fashion in order to get strikes, as is the case with some other topwater lures.



some spectacular surface strikes. For example, this past summer I encountered a massive school of bluefish feeding just below the surface. There were several times when I casted the Cordell popper and within seconds of it hitting the water, a [big blue](#) had already launched an attack. The only reason I did not place the Cotton Cordell popper in the top spot is the fact that it comes with two treble hooks (belly hook can be removed), making the catch and release process a bit more difficult.



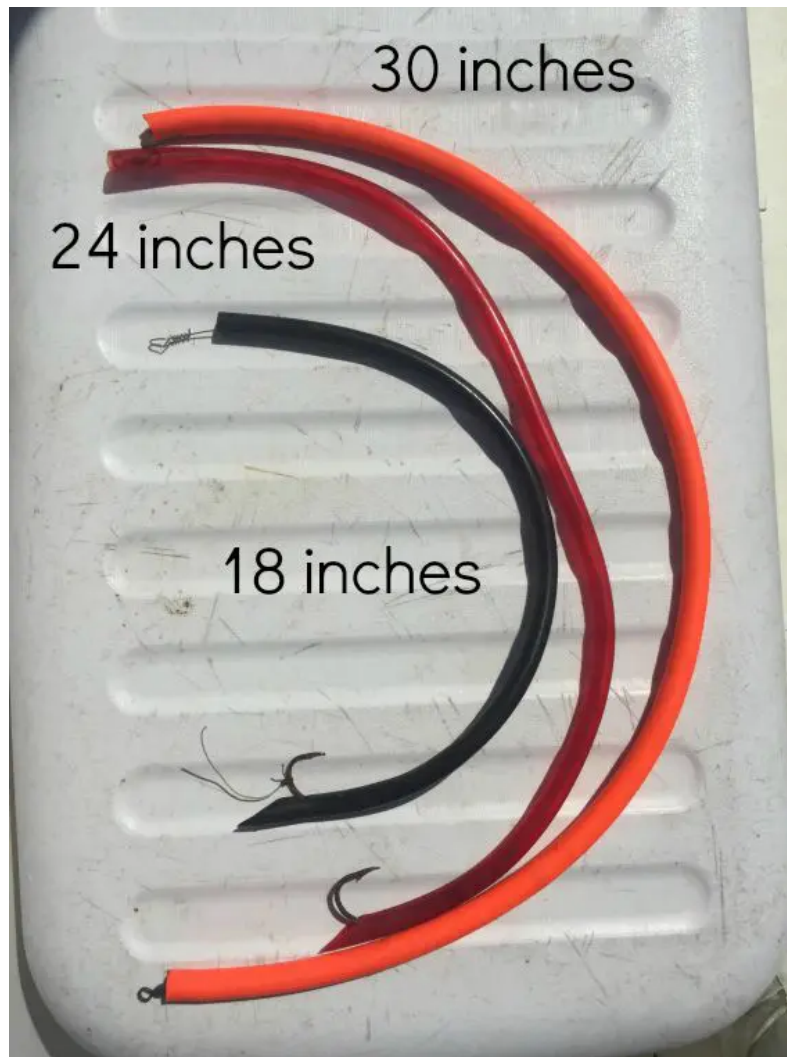
The Hoochie

A rubber squid with a chain and siwash hook, it is hard to beat the simplicity and effectiveness of the hoochie. Equipped with a weighted head, the hoochie can be trolled with braid or [lead core line](#) when fishing deeper water.



target stripers, or at faster speeds on j strips. The noemie is a staple on many Cape Cod charter boats and the single chain hook makes it extremely durable.

Personally, I like that the slim profile of the rig helps reduce tangles with seaweed when fishing in weedy waters.





A favorite of many striper fisherman, the [tube and worm](#) is also incredibly effective for bluefish. The tubes work best tipped with a fresh sea worm and trolled at a slow speed, where its natural pulsing motion proves irresistible for a hungry blue.

Trolling the tube and worm is a great way to cover some distance and locate schools of bluefish before transitioning over to cast-and-retrieve methods. Aside from its effectiveness, what I like most about the tube and worm for bluefish is that you are able to grab the tube (usually 18-24in long) and secure the fish without placing your hands close to a blue's mouth.

The single hook also makes for a quick and easy release.

*To learn more about how to fish this rig, please visit The [Tube and Worm](#) video here on My Fishing Cape Cod.



Kastmaster

The [Kastmaster](#) is made of solid brass, making it well suited to the sharp teeth of a [bluefish](#). It's flashy presentation and bucktail hook can quickly capture a blue's attention.

In addition to its long casting distance, one of the nice things about the Kastmaster is that it can be fished throughout the water column based on the rate of retrieval.



GT Ice Cream

Despite being a bluefish fanatic, I had never heard of these lures until multiple MFCC members gave them high praise. A little research reveals that these lures were originally crafted in South Africa and intended for Giant Trevally. Given GT's are aggressive toothy predators, it's no wonder that these lures are also great for bluefish!

According to one of the original makers of the lure, "GT's hit the plug so hard, and so much, that it was like ice cream to them," hence the name. According to members who have used these lures, the GT Ice Cream casts a mile and the single hook and swivel construction make for an [easy release](#).



Rapala Magnum

The [Rapala Magnum](#) is a deep-water diver that swims at depths between 10-30+ft based on the size of the diving lip and troll speed. Personally, I like the red/white magnum model that swims in the 18-21ft range, and I usually troll it in 30-40ft of water so that it's covering the middle of the water column.

Built for big game fishing, the magnum can stand up to repeated abuse from blues. While it comes equipped with two treble hooks, I like to replace the rear treble with a single hook to make for an easier release. Don't be afraid to experiment with different [trolling speeds](#) to dial in a productive range!



Daiwa Salt Pro Minnow

The [SP Minnow](#) is a shallow-swimming, subsurface lure whose versatility makes it a must have for Northeast anglers. Whether it be [surfcasting the beach](#), trolling from a boat, or casting to a blitz, the enticing swimming motion of the SP Minnow is irresistible for bluefish.

It's hard plastic body can handle toothy predators, but it may be beneficial to upgrade the split rings and hooks to a stronger grade.



Diamond Jig

A great bluefish lure must be able to withstand toothy attacks, and perhaps nothing is more up to the task than [diamond jigs](#). With split-tube tail hooks, A-27 or A-47 jigs are versatile lures that can be jigged vertically in deep water, or casted and retrieved in the shallows.

These lures are particularly effective in areas with [sandeels](#), and draw the most strikes when reeled quickly off the bottom, and then let back down to make a fluttering motion.



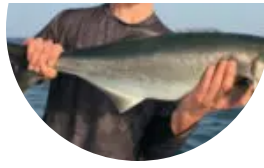
Atom Striper Swiper

The Atom Popper is a great topwater option for bluefish, with one MFCC member winning the Plum Island Surfcaster's biggest bluefish using the blue/white pattern.

It's a smaller popper that can create a lot of surface commotion as it "spits" water on the retrieve. This surface action, along with a bucktail-dressed rear hook, can result in explosive strikes.

So what's your favorite bluefish lure? Please let me know by commenting below.

Tight lines! 🎣



About the author

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Robby first joined My Fishing Cape Cod as a member in 2017. He is an avid saltwater angler and recreational lobsterman along the South Shore of Massachusetts. We're excited to have him contributing to the site!



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