

Ben's Bait Shop: Four Generations of Fishing Expertise
By Sam Benson

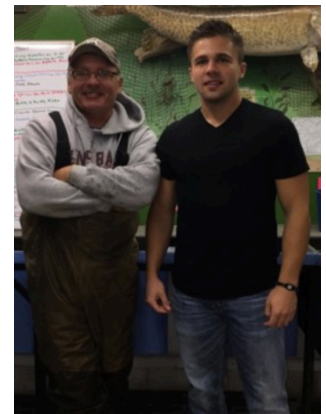
More than 40 years ago, Ben Stich's father began what became a lifelong tradition for the Stich family: catching minnows to go fishing. Determined to use his skills trapping, collecting, and farming minnows to help his fellow Battle Lake fishermen, Ben started **Ben's Bait Shop** in 1970. The store was originally just the size of a two-car garage.



Ben's Bait Shop

Ben, his wife Josie, and their four children all helped out in the store itself or scouring the nearby minnow ponds. Ben's youngest son, Craig, eventually took over the family store, continuing to teach his minnow-trapping secrets to any fishermen who come in. He co-owns the store with his son Bennet, another generation of the Stich family committed to be a resource for anyone who wants to get in a boat and cast a line.

They offer a great bait and tackle selection, and the family says that they still grow their own minnows (and have the best prices in Battle Lake), but that's not all they have to offer customers. New to fishing? No problem! For first-time fishermen, you can buy fishing licenses right there in the store. The Stich family also has an amazing collection of over 6,000 DVDs and Blu-rays available for rent. They also carry Ben's Bait Shop and Battle Lake souvenirs, and items like Minnetonka Moccasins. Even if the fish aren't biting, the Stich family has something to keep you satisfied. Their generations-old, exceptional customer service and fishing expertise will make sure everyone leaves with a smile.



Craig and Bennet



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