

New and Improved

APPLE OBSESSION

The Whitetail Institute's SUPER-ATTRACTANT



There are lots of deer attractants on the market and some work better than others. If you've been wishing for an attractant that has proven time and again under real-world conditions that deer simply can't resist it, your wait is over. The Whitetail Institute is pleased to announce the availability of its new and improved Apple Obsession deer attractant just in time for deer season.

To say that Apple Obsession is simply a "deer attractant" really doesn't do it justice because it might suggest that it's like other deer attractants on the market. In fact, nothing could be further from the truth. Apple Obsession has been carefully crafted through exhaustive testing on wild deer across the country to be what could legitimately be called a super-attractant.

Apple Obsession is absolutely irresistible to deer. During Whitetail Institute testing, deer routinely walked past other attractants, went straight to Apple Obsession, and remained at the site for extended periods of time even in parts of the country where apples aren't grown. Apple Obsession owes its attractiveness to its specific blend of grain



products and byproducts, cane molasses, salt, and other natural and artificial flavors, which enhance the product's scent and flavor appeal to deer. Apple Obsession is also formulated with 10 percent protein and with high levels of energy that are so important for deer health during the strenuous fall and winter seasons.

Available in 5-pound bags, Apple Obsession is designed to be as versatile as it is attractive. Apple Obsession can be used by itself on the ground or added to feed in trough feeders to dramatically improve feed consumption. When using Apple Obsession with feed in gravity-type feeders, mix Apple Obsession thoroughly with the feed to avoid clogging.

There are many reasons why Whitetail Institute has continually led the industry for over 30 years, and why its products are still the gold standard for deer hunters and managers.

One of the most important is that the Whitetail Institute is not content to rest on its successes. Instead, the Whitetail Institute remains absolutely committed to providing the best products available and continually improving them whenever it discovers a way to do so. Give the new and improved Apple Obsession a try, and you'll see that it's yet another example of that commitment in action. 🍏