Set The Hook Guide Service Launches New Ice Fishing Excursions

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MINNETONKA, MN - November 12, 2026 -
Set The Hook Guide Service, led by local angler Matthew Thompson, has announced the availability of guided winter excursions for the upcoming ice fishing season. Operating as an ice fishing guide in Minneapolis, MN, the company offers structured, single-day outings designed to introduce beginners to winter angling while accommodating experienced participants seeking local lake knowledge. Winter fishing on frozen lakes involves specialized drilling tools, variable ice surfaces, and shifting underwater fish locations that often present practical challenges for newcomers or travelers unfamiliar with regional waterways. Rather than focusing solely on harvest outcomes, the program emphasizes hands-on instruction, equipment familiarity, and adherence to established cold-weather procedures on metropolitan lakes. Through these scheduled trips, Set The Hook Guide Service provides residents and regional visitors with organized access to winter angling opportunities without requiring participants to own specialized winter gear.

Excursions operate throughout the winter season once local ice conditions meet established thickness guidelines for foot travel and portable shelter placement. Outings take place on public lakes within the Minneapolis metropolitan region, with the exact body of water and public shoreline access point confirmed shortly before each scheduled date based on current ice reports, wind forecasts, and seasonal fish movement. Trips are booked on a reservation basis for individual anglers, families, and small groups, with half-day and full-day formats arranged during registration. Before each scheduled trip, participants receive a confirmation detailing meeting times, public access parking, and recommended personal items. Because seasonal freeze-up and thaw timelines vary each year, launch dates, current pricing tiers, group size limits, weather rescheduling policies, and online booking instructions are maintained directly on the official Set The Hook Guide Service website.

To simplify preparation for participants, Set The Hook Guide Service supplies the primary angling and shelter equipment needed for each outing. Included gear consists of portable insulated ice shelters, propane heating units, power augers, ice scoops, rods, reels, tackle, live bait, artificial lures, and sonar displays. Attendees are responsible for obtaining a valid state fishing license prior to their trip and wearing layered cold-weather clothing, insulated boots, gloves, and ice traction cleats suitable for subfreezing temperatures. During each

session, Matthew Thompson provides step-by-step instruction on drilling holes, rigging lines, interpreting sonar screens to track fish depth, and adjusting lure presentations for regional species such as crappie, bluegill, perch, walleye, and northern pike. When fish activity shifts, outings may also include relocating holes across underwater weed edges, drop-offs, and lake basins. Instruction is adjusted to match group preferences, whether attendees favor stationary shelter fishing or active mobility across multiple holes.

Safety procedures and responsible resource management form core components of every trip conducted by Set The Hook Guide Service. Drawing on years of regional angling experience and familiarity with local lake structures, Matthew Thompson evaluates ice thickness using test holes and manual spud bars before escorting clients onto frozen surfaces, and portable shelters are anchored against wind gusts. Each excursion begins with a brief orientation covering designated walking routes, heater ventilation, auger operation, and basic on-ice awareness. In addition to safety protocols, outings incorporate state Department of Natural Resources catch limits, seasonal slot regulations, selective harvest guidelines, and proper catch-and-release handling methods aimed at reducing physical stress on fish populations. Participants are also instructed on pack-in, pack-out waste practices so that all trash, bait containers, and line remnants are removed from the ice after each session.

Alongside its on-ice excursions, Set The Hook Guide Service has published a series of informational articles on its website to serve as a practical reference for winter anglers. Organized by subject area, the online publication outlines standard ice-thickness charts, cold-weather layering strategies, early-ice versus mid-winter fish behavior patterns, tackle box checklists, and basic cold-exposure prevention tips tailored to frozen lakes in the region. By pairing field instruction with accessible written guides, the company aims to help anglers make informed safety and preparation decisions before heading onto winter ice. Questions regarding seasonal lake conditions or group scheduling can also be submitted directly through the online contact form. Residents and visitors looking for an ice fishing guide in Minneapolis, MN can review trip availability, read the seasonal articles, check current rates, and submit booking inquiries directly through the Set The Hook Guide Service website.

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For more information about Set The Hook Guide Service, contact the company here:Set The Hook Guide ServiceSet The Hook Guide Service(952) 454-3266todd@setthehookguide.comMinnetonka, MN

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