



The Central European Market

Market Overview

Economic Situation

- Region accountants for GDP of USD 4.6 trillion
- Positive economic development in past five years (especially Poland)

Consumer / Retail Market

- Target group between the age of 18 and 50 is largest percentage
- Consolidated markets – Discounters hold close to 50%
- Strong buying power (low food spending of around 12%)

Consumer / Food Trend

- Key drivers health, convenience and innovation
- Social and environmentally conscious shopping

Constraints

- Uncertain political situation within the European Union
- Trade conflict with the USA with unpredictable long-term effects





Market Overview

- Consistent but rather low seafood consumption with 13.5kg per capita
- Alaska species salmon and pollock remain the top two edible seafood
- Major competitors are still Norway, Russia, and China
- Imports of Alaska whitefish registered a decrease
- Key challenge remains pricing (pollock)
- Wild salmon showed growing numbers
- Flatfish imports to the CEU region have also increased
- Top categories are frozen fish, VAPs like smoked seafood and canned fish
- Re-freshed is growing especially in Germany, Switzerland and Austria
- Overall feedback and forecasts are positive.
- Criticism of fish farming leads to demand for wild caught
- Increasing public understanding of the principle of sustainability

ALASKA SEAFOOD
Wild, Natürlich & Nachhaltig®

Nachhaltigkeit aus Überzeugung

FOREVER WILD

alaskaseafood.eu

Program Highlights

HRI Decision Makers Workshop

- Education seminar with Transgourmet
- “Sustainability Information Day”
- Focusing on Alaska industry & FAO 67
- Target HRI buyers, managers & chefs
- ASMI presentation & show cooking
- Highlight pollock, cod, salmon & flatfish
- Coop. with ASMI spokesperson Heiko Antoniewicz

- AK species for innovative but easy-to-realized cuisine
- 52 representatives of the HRI sector attended
- Key leads such as the head buyers of *Nordsee*
- Press coverage in specialized HRI industry magazines
→ Circulation of over 40.000 in trade press



TRANSGOURMET



NORDSEE



Program Highlights

Alaska Sales Promotions

- Support AK seafood in different distribution channels
- Cooperate with retail, teleshopping, e-commerce, foodservice, and wholesale to promote Alaska products
- Push sales while increasing knowledge & awareness
- Cooperate with multiple industry partners
- Conduct promotions in most leading retail chains
- Combined sales value of close to USD 2.5 million
- Overall ASMI contribution of USD 60.000
 - Return of investment of 4,166.7 %
- Focus on sustainability, origin & catching region FAO 67
- Combined tasting, education and product introduction
- Support new product launches in CEU markets





CEU

Program Highlights

Fish International

- Exhibit at largest seafood industry show in CEU
- Present Alaska at two locations on the fairground
- Cooperate with industry to highlight available products
- Inform about health promotion and pollock campaign
- Conduct 34 trade meetings with CEU key contacts
- Built foundation for collaborations with new partners
- Wide media coverage of Alaska's show attendance
 - Reach of 25.000 professionals
- Hand out of more than 15.000 information materials
- Serve over 500 Alaska sampling plates



25.-27. FEB 2018
MESSE BREMEN





CEU

Planned Activities

Sustainability in Foodservice Collaborations

- Benefit from growing demand for sustainable products
- Cooperate with integrated restaurant chains, caterers and foodservice suppliers to cover all HRI channels
 - Work with Nordsee for sustainability campaign
 - Support Chefs Culinar in customer communication
 - Join forces with Transgourmet for catering promotion
 - Run POS activities at wholesalers like Metro
 - Exhibit at HRI events with Deutsche See & Kunkel
- Increase visibility of ASMI & Alaska in HRI sector
- Be active in all segments of the foodservice market
- Built bonds with as many industry players as possible
- Strengthen Alaska as #1 sustainable fishery



CHEFS CULINAR



Planned Activities

ASMI Outreach Poland

- General increase of ASMI activities in Poland
 - Close cooperation with local FAS office
 - Target on processing sector and retail
 - Built new cooperation between Alaska and Poland
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- Exhibit at leading HRI trade show in Krakow
 - Represent Alaska at Polish Fish Congress in Warsaw
 - Sponsor Polish Chef Conference 2018
 - Run information workshop for retail buyers
 - Send education kits to smaller processors in Poland
 - Conduct a Seafood Mission to Gdansk after SEG
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- Focus on sustainability and safe origin Alaska
 - Explain why to choose Alaska before others (Russia)
 - Inform about how to work with Alaska seafood



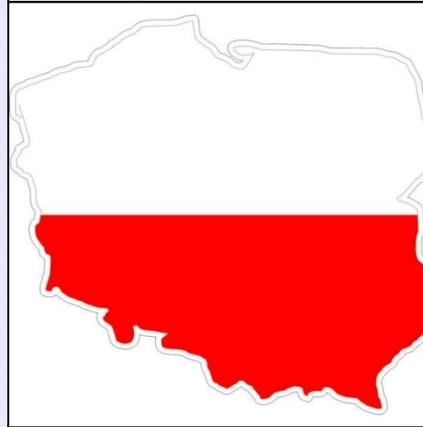
HORECA®

26 Międzynarodowe Targi Wyposażenia Hoteli i Gastronomii

GASTROFOOD®

17. Targi Artykułów Spożywczych i Napojów dla Gastronomii

07-09
listopada
2018
Kraków



VI KONGRES RYBNY

Doroczne spotkanie kadry zarządzającej branży rybnej

28-29
marca
2019r.
GDYNIA

Największe spotkanie
przetwórstwa rybnego,
akwakultury, rybołówstwa
i handlu rybnego
oraz dostawców branży rybniej



Planned Activities

Student Advertisement Campaign

- Cooperate with organization Studentenwerk
- Run Alaska promotion in student canteens
- Position Alaska truck at universities
- Reach 480.000 students through freshman bags
- Combined with social media promotion
- Highlight Alaska as healthy & affordable
- Improve image as “young” and “hip”
- Give tips where to buy and how to prepare
- Work on positive image of Alaska fishery
- Raise interest of young customers
- Invest in future consumer generation
- Convince caterers to work more with Alaska
- Culinary potential & quality at comparably low costs



Deutsches Studentenwerk



Planned Activities

The Alaska Diet

- Based on last years health campaign (Doc Office)
- Already connected with ASMI student outreach
- Continues the slogan “Be Active – Be Alaska”
- Cooperate with leading fitness influencer
- Develop Alaska seafood based nutrition plan
→ Sports diet for a four week program
- Target athletes and hobby sportsmen
- Chance to use synergies with e.g. sweet potatoes
- Feature all Alaska species / products available
- Improve image as health food product
- Built on basis created in the past marketing year

Alaska Seafood

Healthy lifestyles begin with Alaska seafood

Alaska seafood is a key source of marine omega-3 fatty acids (DHA and EPA) which are essential for our bodies to promote heart health, suppress inflammatory responses, improve blood flow and participate in brain function. Alaska seafood is also naturally high in many essential vitamins and minerals including vitamins E, D and B-12. Alaska seafood provides a complete, high-quality protein keeping muscles and bones strong and healthy.



Key nutrients

- Omega-3s (DHA and EPA)
- Vitamin E
- Vitamin D
- Vitamin A
- High-quality protein
- Vitamin B-12

Healthy Eyes
Improves vision and prevents age-related macular degeneration

Healthy Brain
Protects brain cells and improves cognition and memory

Healthy Skin
Improves skin's elasticity and volume, smoothness and can help with dry skin

Healthy Bones
Keeps your bones strong by absorbing key nutrients to maintain bone density

Healthy Immune System
Strengthens your immune system

Healthy Active Bodies
Supports athletic performance and recovery

Healthy Joints
Reduces the effects of rheumatoid arthritis and digestive disorders

Healthy Heart
Reduces the chance of blood clots, heart attacks and strokes

Healthy Gut
Reduces the effects of chronic digestive disorders

Healthy Mom & Baby
Advances developing fetal brain and eyes

ALASKA SEAFOOD
Wild, Natural & Sustainable®





CEU

ATP Proposal

Consumer Program

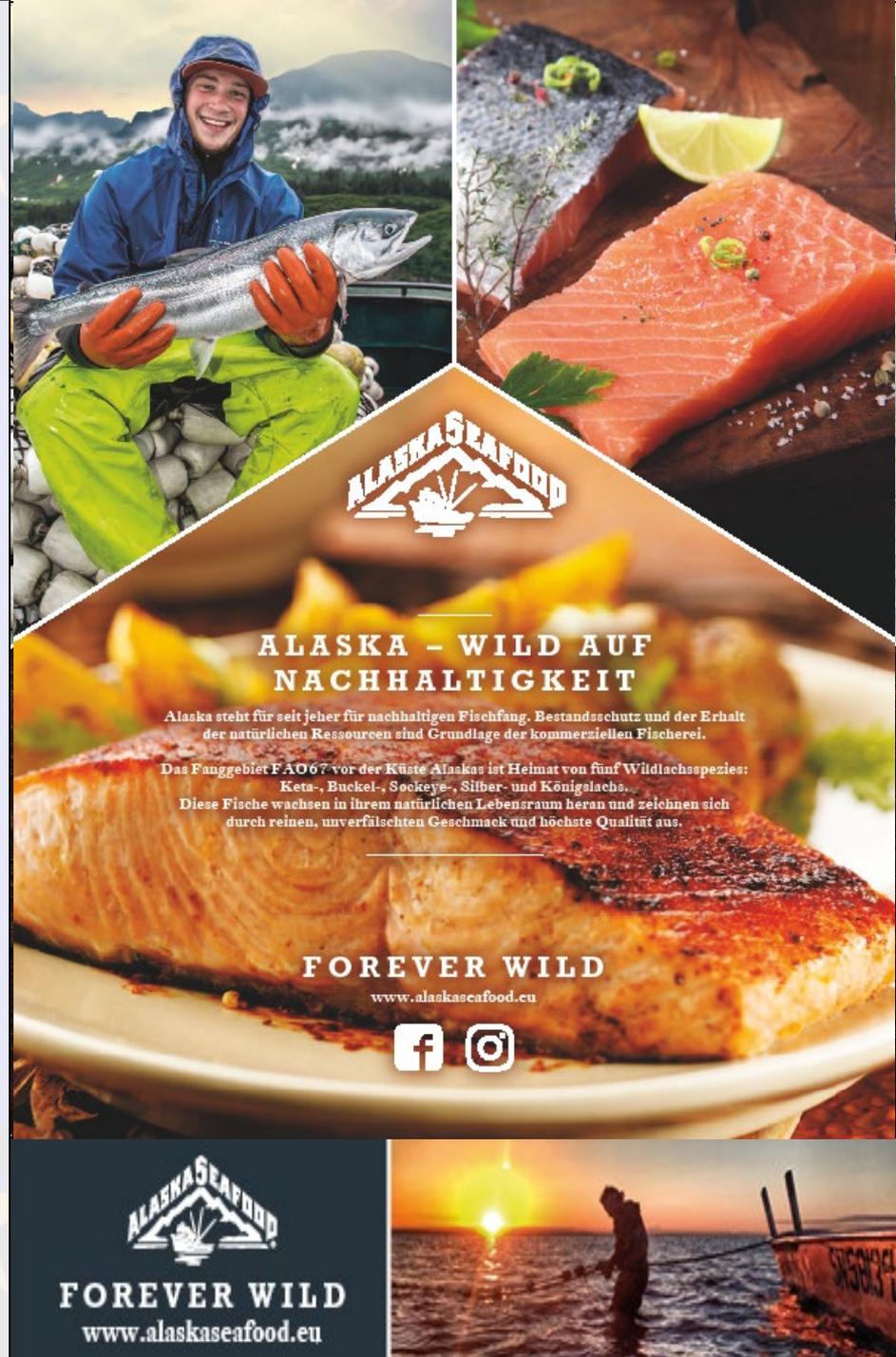
- Adaption and launch of Seafood University
- Establish as go-to-platform for consumers

Trade Program

- Development of digital marketing tools
- Take advantage of Alaska imagery
- Adjust materials to new media channels
- Respond to retailer's requests

HRI Program

- Produce customized processors kits
- Target small, independent companies
- Inform and educate how to work with Alaska
- Provide support and knowledge



ALASKA - WILD AUF NACHHALTIGKEIT

Alaska steht für seit jeher für nachhaltigen Fischfang, Bestandsschutz und der Erhalt der natürlichen Ressourcen sind Grundlage der kommerziellen Fischerei.

Das Fanggebiet FAO67 vor der Küste Alaskas ist Heimat von fünf Wildlachspezies: Keta-, Buckel-, Sockeye-, Silber- und Königslachs.

Diese Fische wachsen in ihrem natürlichen Lebensraum heran und zeichnen sich durch reinen, unverfälschten Geschmack und höchste Qualität aus.

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Thank You!