THANK YOU!
ASMI STAFF
CONTRACTORS
MR. CHAIRMAN and MADAME VICE CHAIR
DOMESTIC MARKETING COMMITTEE
HAPPY BIRTHDAY, MIKE!
PROGRAM OBJECTIVES

Increase positive awareness of Alaska seafood among foodservice and retail partners.
FOODSERVICE HIGHLIGHTS
OPERATOR PROMOTIONS HIGHLIGHTS

- Captain D’s
- Rubio’s
- Freddy’s Frozen Custard and Steakburgers
Wild Alaskan Salmon Salad

Mixed greens served with a fillet of Wild Alaskan Salmon, grape tomatoes, shredded cheese, your choice of dressing and a breadstick.

View Nutritional and Allergen Information
RUBIO’S

SUSTAINABLE SEAFOOD

By choosing responsibly sourced seafood whenever possible you help preserve ocean species and ensure a healthy ocean for future generations. Go the extra nautical mile and learn more about the seafood we prepare daily.

WILD ALASKA POLLOCK

Sourced from the icy ocean waters of Alaska, 100% of our genuine Wild Alaska Pollock is certified as responsibly managed in accordance with the FAO-Based Responsible Fisheries Management (RFM) Certification.

Our Alaska Pollock can be found in:

- The Original Fish Taco®
- Fish Taco Especial
- The Coastal Trio®
RUBIO’S

TUESDAYS ARE FOR TACOS

$1.75
ORIGINAL FISH TACO®

$2
FISH TACO ESPECIAL

$5
ORIGINAL FISH TACO + ANY BEER

STARTS AT 2:30 PM EVERY TUESDAY

TGIF
THANK GOODNESS IT’S FRIDAY!

$6 THE ORIGINAL FISH TACO®
TWO TACO PLATE
$3 ANY BEER

“CALIFORNIA’S BEST FISH TACO” – USA TODAY

STARTS AT 2:30 PM EVERY TUESDAY

$5.95 FISH TACO ESPECIAL

$2 BEER

STARTS AT 2:30 PM EVERY TUESDAY
THINGS ARE ABOUT TO GET GOOD.

For a limited time, try our
WILD-CAUGHT ALASKA COD
FISH & CHIPS
BASKET OR SANDWICH
For a limited time, try our WILD-CAUGHT ALASKA COD FISH & CHIPS BASKET OR SANDWICH
DISTRIBUTOR PROMOTIONS HIGHLIGHTS

• Sysco Corporate
• Gordon Food Service
RESULTS

- Marketing Associates: 10k
- Operating Companies: 60
- Pounds Sold: 1.8 million
GORDON FOOD SERVICE
RESULTS

- Sales Associates: 1000
- Operating Divisions: 13
- Pounds Sold: 650k
RETAIL
RETAIL TRADE PROMOTIONS HIGHLIGHTS

- Publix
- Pavilions
PUBLIX
“Alaska is the leader and early pioneer of sustainable fisheries. The unique thing about Alaska is the state looked at the impacts to the fisheries and kept the people and communities in mind when creating its sustainability programs.” - Guy Pizzuti, Seafood Director Publix and ASMI Customer Advisory Panel member
PAVILIONS
MORE RETAIL...
Flip2Fish for Lent
RESULTS

• 8 million impressions
• 27k page views
• 7 min 47 seconds average time spent on recipe page
• Top performing recipes: Alaska Sole Piccata and Wild Alaska Pollock Enchiladas
TRADESHOWS, CONFERENCES and ADVERTISING
TRADESHOWS and CONFERENCES

• Natural Products Expo West
• Food and Nutrition Expo and Conference
• Seafood Expo North America
• International Foodservice Editorial Council
• Culinary Institute of America
• International Corporate Chefs Association
• Global Culinary Innovators Association
• Mise
• NACUFS
• Marketing Executive Groups
• Feast
FOOD AND NUTRITION CONFERENCE AND EXPO (FNCE)
INTERNATIONAL CORPORATE CHEFS ASSOCIATION
WEST COAST CULINARY CONFERENCE
ADVERTISING

- Progressive Grocer
- Grocery Business
- Supermarket News
- Grocery Dive
- Plate
- Flavor in the Menu
- Chef & Restaurant
- Restaurant Dive
- CIA ProChef
EXCLUSIVE RESEARCH: PG’s Annual Retail Meat Review reveals changing habits

Progressive GROCER

SEAFOOD SUCCESS POWERED BY ALASKA

Wild Alaska Seafood
It’s all happening for consumers, especially SustainSavvy consumers, powering the supermarket aisles of the future.

Come see us at Expo West booth #7209 ACC Level 3 Ballrooms,
AskForAlaska

HARNESS THE POWER OF ALASKA

When you feature Alaska Seafood, SustainSavvy consumers

58%
are more likely to buy what they see the Alaska Seafood logo

56%
will recommend your store to others

54%
will return to your store in the next 90 days

alasksseafood.org
AskForAlaska
SustainSavvy 2023
WILDLY GOOD!

Give your customers what they want — healthy, delicious and sustainable food that makes them feel good. And there’s no end to what’s good about seafood from Alaska.

- Sustainably Harvested
- Wild-Caught
- Unsurpassed Flavor and Texture
- Superior Quality
- Rich in Nutrients for Good Mental and Physical Health
- Responsibly Managed

To learn more about this amazing seafood that supports a way of life for generations of families, visit alaskaseafood.org
WILD ALASKA SEAFOOD PAIRINGS

In general, sustainable seafood from Alaska is best paired with lighter styles of wine, including whites, rosés, and sours, and beers in a variety of styles. Aromatic and crisp wines and beers tend to better balance the flavors of wild Alaska seafood, more so than the weight of oak, fruity beverages. While there are really no wrong pairings, I usually recommend some suggestions to particularly well-savvied wine, beer, and even a few cocktail recipes that help seafood from Alaska show its best character.

ALASKA SALMON: pairs well with sparkling, light whites, rosé, light, fresh-tasting reds.

ALASKA WHITEFISH: pairs well with medium-bodied, aromatic whites.

ALASKA SHELLFISH: pairs well with medium-bodied, aromatic, slightly acidic white wines.

RECOMMENDATIONS:
- **WINE**:
  - **CHARDONNAY**: The wine's crispness and acidity complement the shellfish's umami and seafood flavors.
  - **SAUVIGNON BLANC**: Its bright acidity and citrus notes pair well with the seafood's subtle flavors.
  - **PINOT NOIR**: The wine's light body and fruitiness enhance the seafood's natural sweetness.

- **BEER**:
  - **Pilsner**: Its light, crisp profile complements the seafood's delicate flavors.
  - **Pale Ale**: Its citrus and pine notes harmonize with the seafood's delicate taste.
  - **Saison**: Its earthy, spicy character adds complexity to the seafood's delicate profile.

- **COCKTAILS**:
  - **Seafood Martini**: vodka, dry vermouth, and a touch of dry vermouth, shaken with lemon and lime zest.
  - **Seafood Boulevardier**: mezcal, vermouth, and orange bitters, balanced with the seafood's umami.

- **MORE RECOMMENDATIONS**:
  - For a more adventurous palate, consider pairing the seafood with a craft beer or a non-traditional wine variety.
UPCOMING...
The Case for Menuing More Seafood | RESTAURANT CONSUMER STATS 2016
WILD ALASKA POLLOCK RESTAURANT WEEK
THANK YOU!