DOMESTIC MARKETING UPDATE

ALL HANDS ON DECK

OCTOBER 8, 2019

THANK YOU!

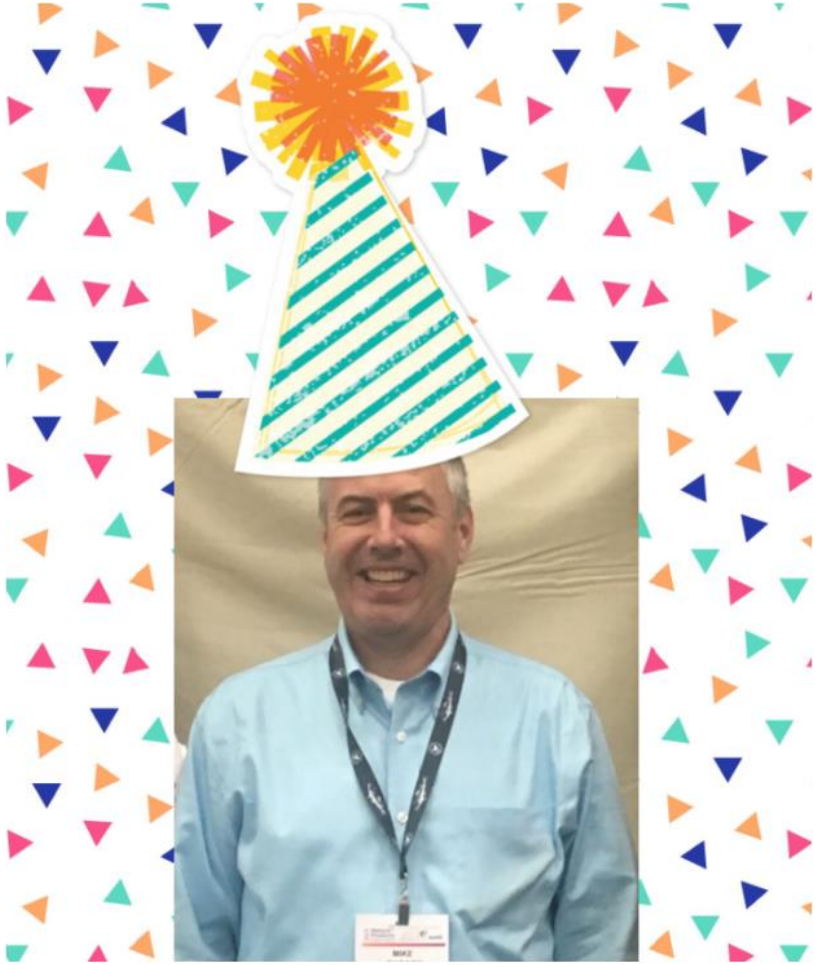
ASMI STAFF

CONTRACTORS

MR. CHAIRMAN and MADAME VICE CHAIR

DOMESTIC MARKETING COMMITTEE

HAPPY BIRTHDAY, MIKE!



BOARD LIAISONS

PROGRAM OBJECTIVES

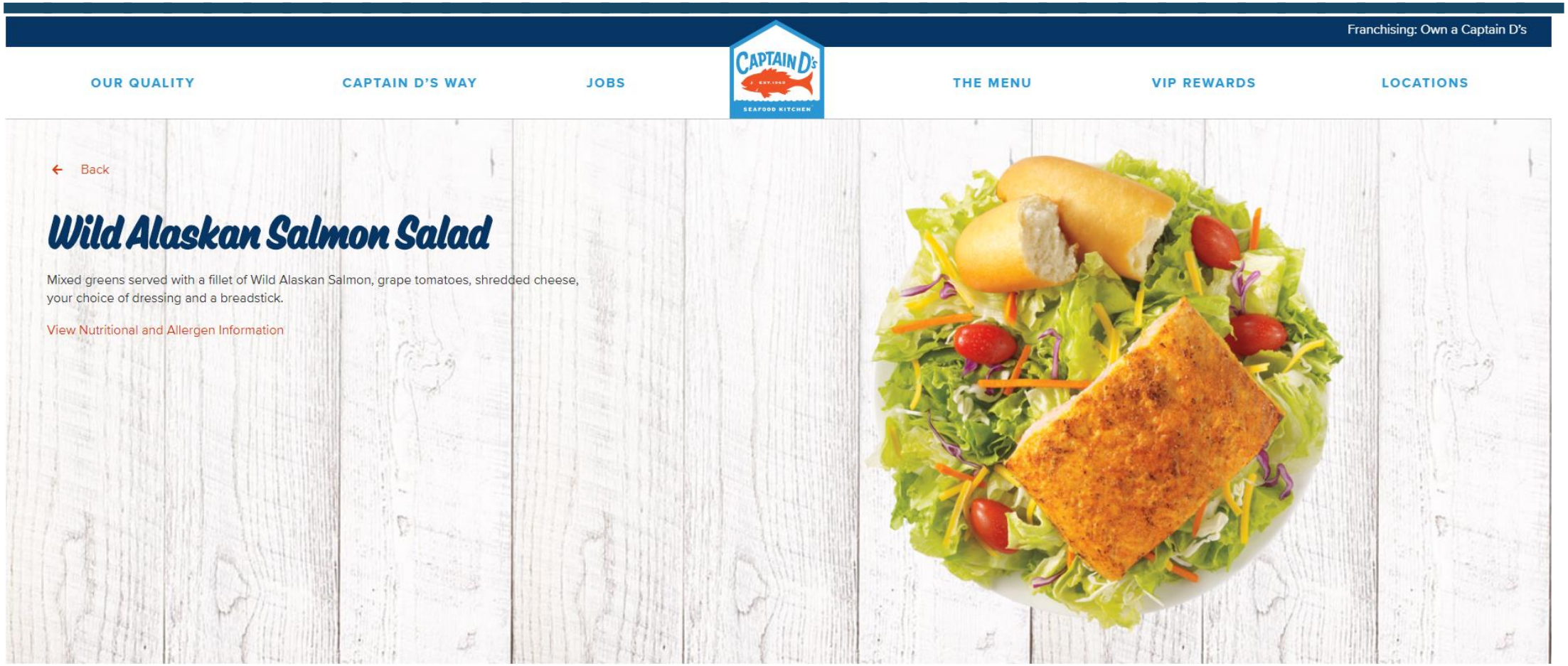
Increase positive awareness of Alaska seafood among foodservice and retail partners.

FOODSERVICE HIGHLIGHTS

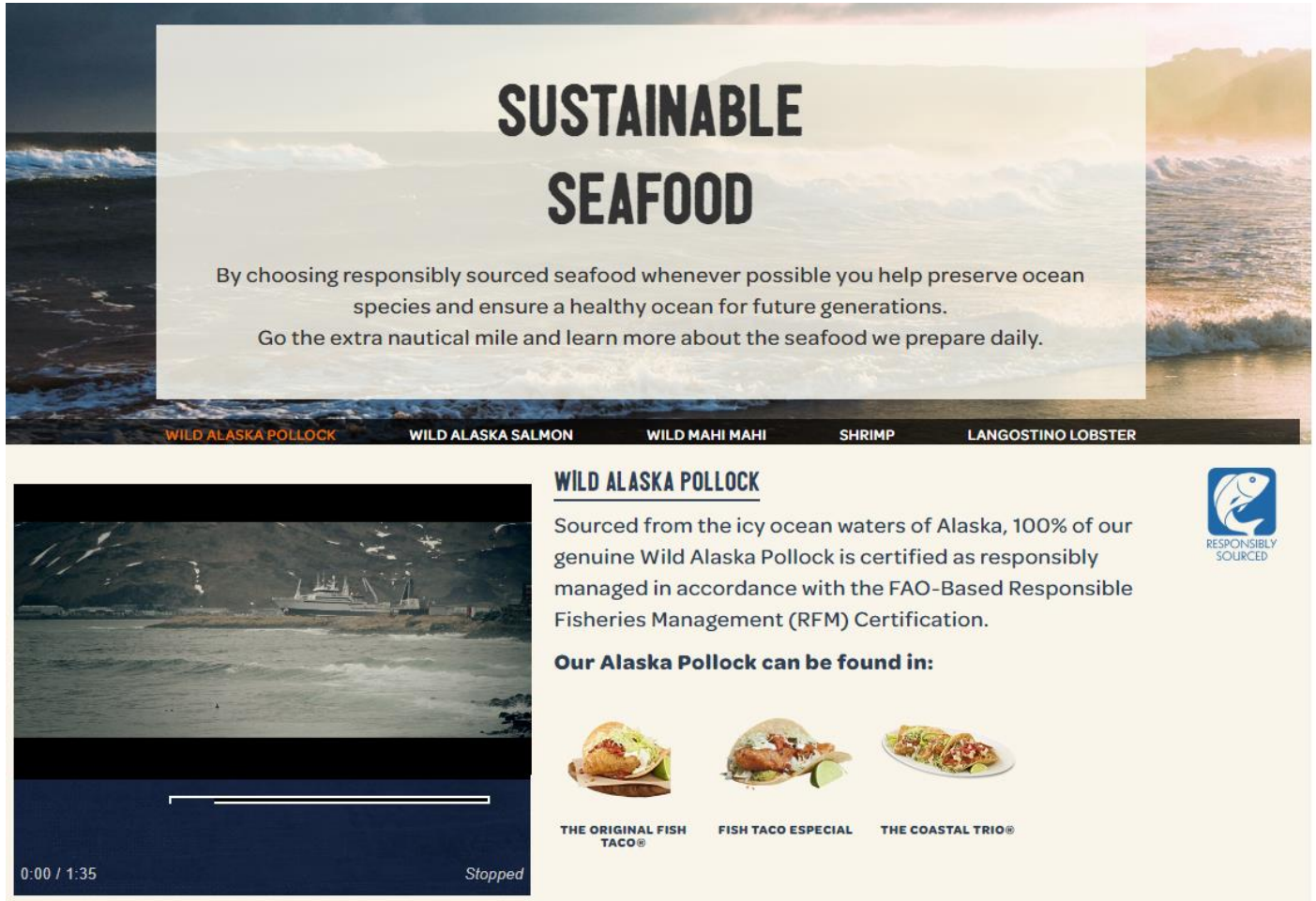
OPERATOR PROMOTIONS HIGHLIGHTS

- Captain D’s
- Rubio’s
- Freddy’s Frozen Custard and Steakburgers

CAPTAIN D'S


Franchising: Own a Captain D's
OUR QUALITY
CAPTAIN D'S WAY
JOBS
CAPTAIN D'S
SEAFOOD KITCHEN
THE MENU
VIP REWARDS
LOCATIONS
Back
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
WILD ALASKA SALMON
WILD MAHI MAHI
SHRIMP
LANGOSTINO LOBSTER
0:00 / 1:35
Stopped
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:
RESPONSIBLY SOURCED
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 2:30PM
EVERY TUESDAY
ALASKA SEAFOOD
Wild, Natural & Sustainable

TUESDAYS
ARE FOR TACOS
$1.75 ORIGINAL FISH TACO®
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ALASKA SEAFOOD
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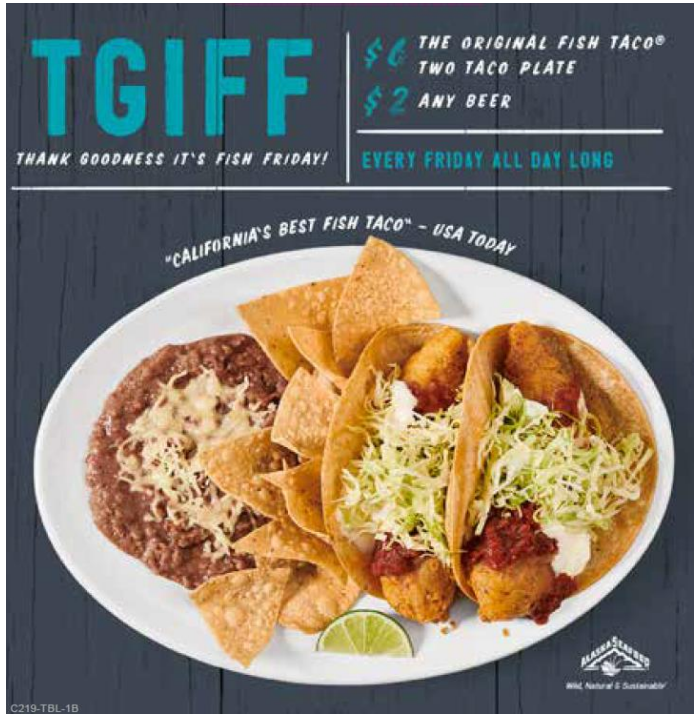

TGIFF
THANK GOODNESS IT'S FISH FRIDAY!
$6 THE ORIGINAL FISH TACO®
TWO TACO PLATE
$2 ANY BEER
EVERY FRIDAY ALL DAY LONG
"CALIFORNIA'S BEST FISH TACO" – USA TODAY
C219-TBL-1B

FREDDY'S FROZEN CUSTARD & STEAKBURGERS

For a limited time, try our
WILD-CAUGHT ALASKA COD
FISH & CHIPS
ALASKA SEAFOOD
Wild, Natural & Sustainable
BASKET OR SANDWICH

DISTRIBUTOR PROMOTIONS HIGHLIGHTS

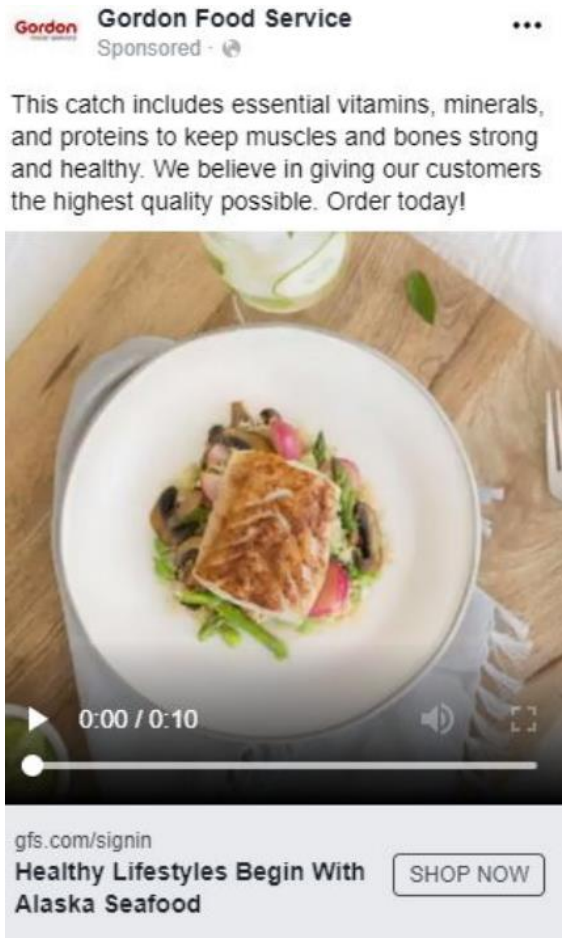
- Sysco Corporate
- Gordon Food Service

SYSCO CORPORATE

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

Publix

WILD FOR
ALASKAN
SALMON
CAUGHT BY ALASKAN FISHERMEN
AND IN SEASON NOW.
SUSTAINABLY SOURCED,
WILD, AND ALWAYS FRESH,
NEVER FROZEN.

“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

PAVILIONS
A WORLD OF DIFFERENCE
and
SANTA MONICA SEAFOOD
proudly offers SEAFOOD FROM ALASKA
Bristol Bay Sockeye Salmon Fillet
Previously frozen
11.99 lb
Club Price
Perfect Pairing
Educated Guess Cabernet Sauvignon
750 ml
Selected varietals
Simple Club Price $19.99
17.99 ea
Club Price Mix or Match
When you buy 2 or more
Fresh
Alaska Halibut Fillet
22.99 lb
Club Price
9.99 lb
Club Price
Whole Dungeness Crab
Previously frozen
8.99 lb
Club Price
Alaska Cod Fillet
Previously frozen
19.99 lb
Club Price
Alaska Large King Crab Legs
Previously frozen
9.99 lb
Club Price
Alaska Large Snow Crab Clusters
Previously frozen
Butcher BLOCK
U.S.D.A. CHOICE BEEF
6.99 lb
Club Price
Trimmed Tri-Tip Roast
Boneless
U.S.D.A. CHOICE BEEF
9.99 lb
Club Price
Signature SELECT Beef Flat Iron, Flank or Skirt Steak
Boneless
Signature Farms
2.99 lb
Club Price
Pork Loin Center Cut Chops
Bone-in, Value pack
FOSTER FARMS
1.19 lb
Club Price
Fresh Chicken Drumsticks, Thighs or Leg Quarters
Bone-in, Value pack
5.99 ea
Club Price
Farmer John Sliced Bacon
12-16 oz
Selected varieties
4.99 ea
Club Price
Johnsonville Grilling Sausage Links
19 oz
Selected varieties
2 for $6
Club Price
Oscar Mayer Beef Franks
15-16 oz
Selected varieties
Oscar Mayer Uploaded Lunchables
14.1-15.6 oz
Selected varieties
2 for $6
Club Price
U.S.D.A. CHOICE BEEF
Tomahawk or Ribeye Steak
Bone-in
Value pack
9.99 lb
Club Price

Wild Alaska Seafood

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
Ahead of What's Next
Progressive GROCER
EYES ON PRIVATE LABEL
Innovation rules in an evolving sector
REAPING ORGANIC PROFITS
Millennials help organic fruits and veggies flourish
BLOCKCHAIN'S SILVER BULLET?
Tech could one day enhance food safety along the supply chain
SEAFOOD SUCCESS
POWERED BY ALASKA
Wild Alaska Seafood.
It's a call to action for consumers, especially Seafood Spenders, powering the supermarkets who offer it.
Come see us at Expo West booth #7209 ACC Level 3 Ballrooms.
alaskaseafood.org
#AskForAlaska

HARNESS THE POWER OF ALASKA
Natural
Premium quality
Premium taste
Wild
Sustainable
When you feature Alaska Seafood, Seafood Spenders:
58%
are more likely to buy when they see the Alaska Seafood logo
56%
will recommend your store to others
54%
will return to your store in the near future
alaskaseafood.org
#AskForAlaska

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.

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

ALASKA SEAFOOD
Wild, Natural & Sustainable®

WILD ALASKA SEAFOOD PAIRINGS

Wild, Natural & Sustainable®

In general, sustainable seafood from Alaska is best paired with lighter styles of wine, including whites, rosés and reds, and beers in a variety of styles. Aromatic and crisp wines and beers tend to better flatter the flavors of wild Alaska seafood, more so than the weight of oaky, malty beverages. While there are really no wrong pairings (drink what you want, eat what you want!), the matrix here offers some suggestions as to particularly well-suited wines, beers, and even a few cocktails that help seafood from Alaska show its best character.

ALASKA SALMON: pairs well with sparkling, light whites, rosé, light low-tanin reds

KING:
Gamay/Beaujolais, California Sauvignon Blanc
Fruity acidity highlights the rustic and rich flavor of the salmon.

SOCKEYE:
White Bordeaux, Australian Chardonnay/ Sémillon blends, Golden or Blonde Ale
Apple, pear and stone-fruit flavors match the rich and wild flavor of the fish.

COHO:
Medium body Italian whites such as Soave, Sherry based cocktail
The herbal stone-fruit aromas pair particularly well with the balanced character of the fish.

KETA:
Pinot Grigio
Both fish and wine have understated but complex flavor and do not overpower each other.

PINK:
Rosé, especially those made with Garnacha/Grenache or Pinot Noir, Belgian style, especially those with Brettanomyces
Bright tart, fruity flavors in the wine accentuate the light and easy-going personality of pink salmon.

ALASKA WHITEFISH: pairs well with medium bodied aromatic whites

HALIBUT:
California Sauvignon Blanc, Medium body Italian whites such as Vermentino, Wheat/white beer
Playful acidity matches the subtle and nuanced flavors of halibut.

SABLEFISH:
Pinot Grigio, Albarino, Pilsner
The incredible richness of the fish is complemented by a counter-point of acidity and crispness.

ALASKA POLLOCK:
New Zealand Sauvignon Blanc, Kölsch
The soaring aromatics of the wine or beer brings the sweet brine flavor of the fish to the fore.

COD:
Sancerre, or Aromatic Italian Whites, such as Fiano di Avellino, Falanghina or Greco di Tuffo, Gose
Nutty, floral flavors in these wines and beer accentuate the sweetness of the fish.

SOLE/ FLOUNDER:
Unoaked Chardonnay
The lean character of the fish is flattered by the tart green apple flavor in a lighter style Chardonnay.

ROCKFISH:
Viogner, Rosé, especially those from Provence, Amber Ale
This broad category of fish compares well to the full flavored and aromatic vigonier or contrasts with the fruity acidity of a light rose or Amber beer.

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

KING CRAB:
New Zealand Sauvignon Blanc, Lambic
Sweet and salty brine in the crab finds equal match in the soaring aroma and crisp texture of these heavier styles of Sauvignon Blanc and fruit-forward beers.

SNOW CRAB:
New World Riesling, such as those from Washington State and Oregon Czech Pilsners
Floral fruity aromatics and racy acidity accentuate the mild sweetness of the crab.

DUNGENESS CRAB:
Pinot Gris
Cool aromatics and rich texture give the crab's sweet and complex flavor a stage upon which to truly shine.

SHRIMP/ SPOT PRAWN:
Pinot Grigio, Dry style Sherry, including Manzanilla and Fino, Gin & Tonic
Shrimp are so flavorful and sweet that they pair best with nutty or cool flavors such as the herbal personality of a gin and tonic.

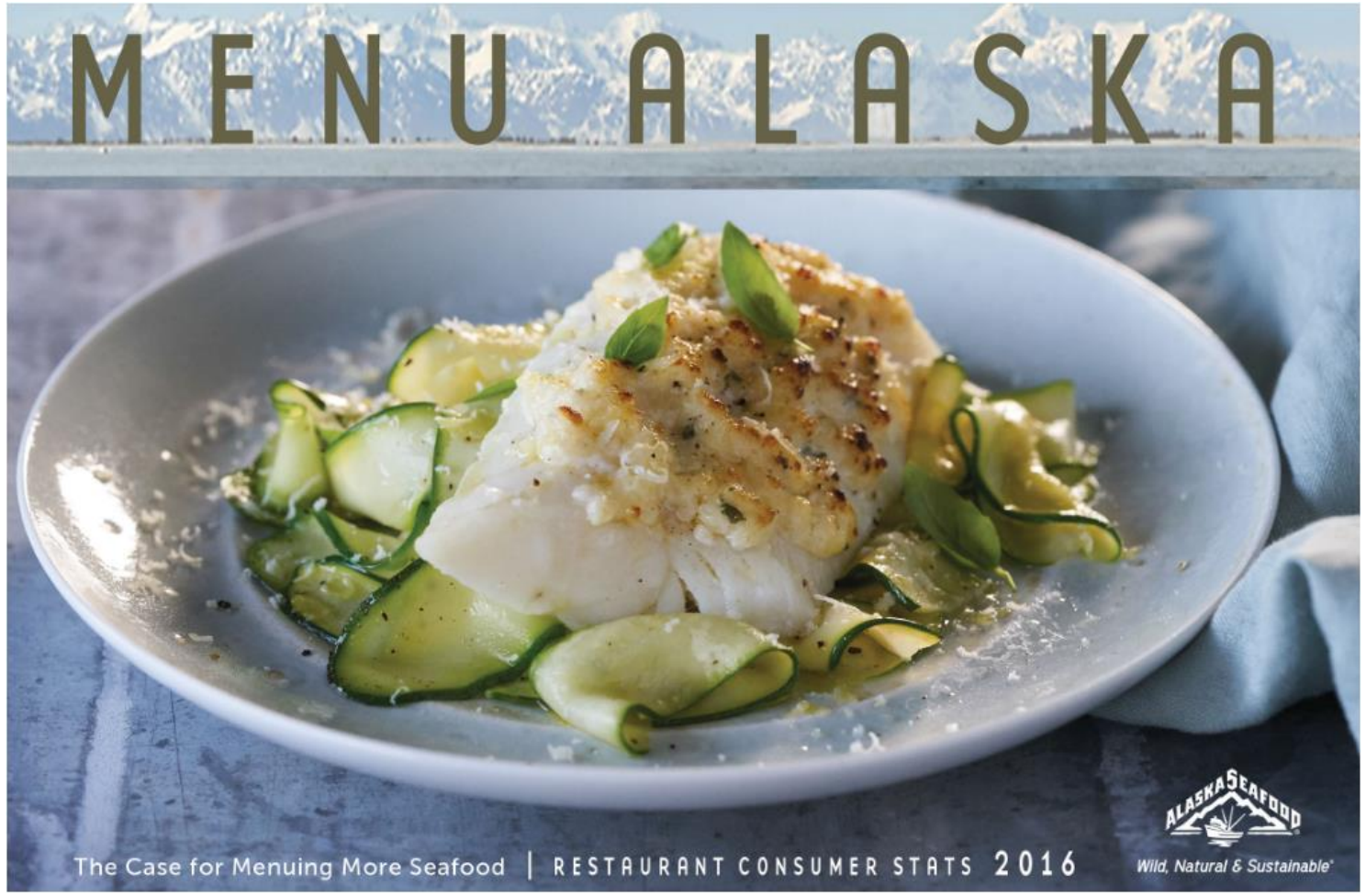
OYSTER:
Sparkling wines, especially Italian Prosecco or Spanish Cava, Tequila and lime juice spiked Bloody Mary, Stout
Classic, fun, and different: the slightly bitter smoky flavor of stout contrasts the sweet salinity of the oyster.

WEATHERVANE SCALLOPS:
Oaked Chardonnay, Wheat Beers
These two complement each other as they are buttery and rich in flavor and texture.

BARTON SEAVER is one of the world's leading sustainable seafood experts and educators. After an illustrious career as an award-winning chef and certified sommelier, he became an Explorer with the National Geographic Society. His expertise has garnered him positions with the United States Culinary Ambassador Corp, the New England Aquarium, and the Harvard School of Public Health leading initiatives to inform consumers and institutions about how food choices can promote healthier people, environment, and thriving communities.

UPCOMING...

DATASSENTIAL RESEARCH



ALASKAN BREWING COMPANY

WILD ALASKA POLLOCK RESTAURANT WEEK

THANK YOU!