

# FY21 Revised Proposed Budget

Alaska Seafood Marketing Institute

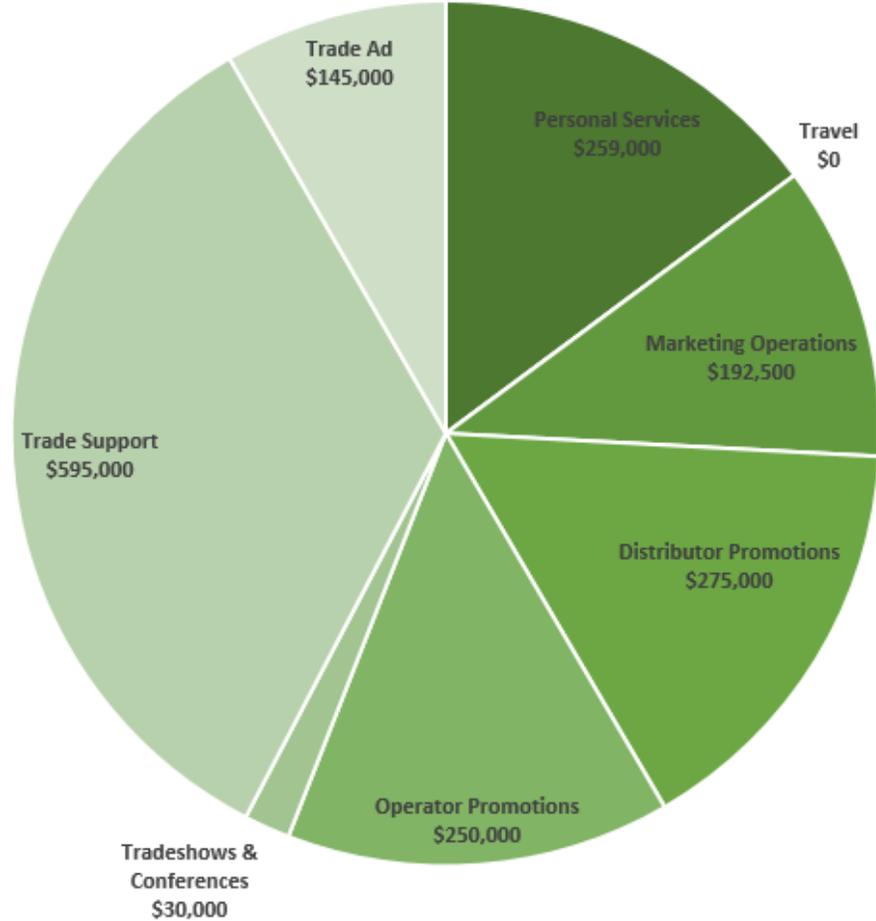
Domestic Marketing Team

September 3, 2020

# Foodservice

# Budget Breakdown

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- Personal Services
- Operator Promotions
- Trade Support
- Travel
- Distributor Promotions
- Trade Advertising
- Marketing Operations
- Trade Shows and Conferences



# Foodservice Program Operations

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Program Operations (Staff): \$259,000  
(↓\$17,500) *Salary and benefits funding determined by fiscal.*

## Salary, Benefits and Travel

50% Marketing Director (Megan Rider)  
100% Marketing Coordinator (Sarah Cannard)  
50% Marketing Coordinator (Leah Krafft)

*Decreased due to travel funds.*



# Foodservice Marketing Operations

Marketing Operations: \$192,500  
(↓\$22,500 recommended)

## Contract and Travel Expenses

100% Distributor Promotions/National Accounts  
(Jann Dickerson)

33% Marketing Consultant (Tricia Sanguinetti)

*Slight decrease due to travel funds.*

**LONG JOHN SILVER'S**  
**2\$6**  
**FOR**  
**MIX & MATCH**

5 SHRIMP  
2 CRAB CAKES  
2 FISH  
3 CHICKEN

**2 FOR \$4**  
TACOS  
GRILLED OR FRIED

**\$2 OFF**  
ANY VARIETY  
PLATTER  
Includes CHOICE OF 2 SIDES  
Grilled or Fried

**\$5.99**  
ANY  
GRILLED SALMON  
OR SHRIMP BOWL

OFFER EXPIRES 2/29/20  
Only at participating locations. One coupon per person per visit. Not valid with other discounts or promotional items. No substitutions allowed. Tax extra. Does not include cost. Drink not included. ©2020 Long John Silver's, LLC

**LONG JOHN SILVER'S**



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# Foodservice Operator Promotions

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Operator Promotions: \$275,000  
(no change recommended)

Custom promotions with  
16,000+ units  
across the country



# Distributor Promotions

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Distributor Promotions: \$250,000  
(no change recommended)

Domestic has been successful partnering with broadline and specialty distributors selling to chain accounts, foodservice management, and independent operators. Current estimate 5M pounds moved during ASMI promotions this fiscal year.



# Foodservice Tradeshows and Conferences

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Trade Shows and Conferences: \$30,000  
(↓ \$170,000 recommended)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning about new trends.

Decrease reflects cancellations of tradeshows and conferences, however, we plan to attend 1-2 valuable virtual shows such as MEG and Flavor Experience.



# Trade Support

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Trade Support: \$595,000  
(↑ \$210,500 recommended)

Recipe development, webinars, virtual opportunities, photography, website content, Seafood University, culinary training programs, research, sample seafood products, and all print collaterals.



# Foodservice Trade Advertising

Trade Advertising: \$145,000  
(no change recommended)

Domestic does a combination of print and digital advertising with Plate, Flavor in the Menu/Seafood in the Menu, CIA Smartbrief and Hotel Smartbrief.

CUSTOM CONTENT

**INNOVATIVE COMBINATIONS DELIVER OPTIMUM FLAVOR**

**SEAFOOD AND VEGGIES**  
*Restaurateurs have increasingly better access to an incredible variety of wild caught seafood and just harvested vegetables.*

**W**hile their nutritional benefits are valued, enterprising chefs are challenging the status quo, finding ways to showcase the best possible ingredients, exploring the ways in which their flavors, textures, and other naturally occurring qualities contribute to heightened culinary experiences.

Along with dishes that are engaging and nutritious, chefs and consumers alike are seeking out foods that are traceable and sustainably produced. It's no surprise that wild caught seafood species such as king crab, salmon and several varieties of whitefish from Alaska have become favorites. Similarly, locally grown and seasonally available vegetables, along with highly nutritious ancient grains and pulses, have become highly prized.

Chef Kevin Davis, recognized for his support of responsibly harvested fish, guides the culinary output of his Seattle-based restaurant—Bluesore Seafood. He prefers dishes that are pure and clean, allowing the natural colors, textures, and flavors of seafoods and vegetables to stand on their own merits.

He mentions seasonal cruciferous vegetables including golden and purple cauliflower, broccoli, and radishes. With careful roasting and caramelizing, they retain their color and texture while lending a hint of sweetness to the dishes they accompany. He also favors locally grown tomatoes, transforming them into an exquisite conserva. When used as a sauce on a bed of pasta, it lends flavorful contrast to simply prepared wild caught Alaska king salmon.

According to Ryan Pfeiffer, Executive Chef at Chicago's renowned Blackbird "We prefer to feature ingredients for their intrinsic qualities, as opposed to showcasing the ways in which they can be modified." This includes the use of contrasting flavors—apparent in the way he prepares Sablefish—marinating the fish overnight in the style of misoyaki using white miso, mirin, and sugar, adding a touch of sweetness. To offset this sweetness, he serves the fish with treviso and grapefruit in an emulsified sauce similar to a beurre blanc.

Of course, it's not just the creative approach applied to seafoods and vegetables that makes the dining experience special. While ingredients may be carefully sourced, prepared, and plated, the wines that accompany these dishes is equally important.

Restaurateurs are promoting wines that are as esoteric as the foods they serve, including varietals such as Sangiovese, Gewurztraminer, and Sancerre. This is certainly the case for Parke Ulrich, Executive Chef at Waterbar, a premier seafood restaurant situated on the water's edge in San Francisco. "We try to educate our guests, getting them to try both foods and wines that are different from their everyday," Ulrich continues. "We have found some remarkable varietals including Riesling and Grüner Veltliner that pair exceptionally well with many of our fish and shellfish dishes."

All of these chefs recognize that the success of a dish comes from more than just the protein at the center of the plate. What is abundantly clear is that the flavor and integrity associated with every ingredient, and the wines served, needs to be exceptional, allowing inherent qualities to be fully revealed and enjoyed.

For recipes and more visit [www.alaskaseafood.org/foodservice](http://www.alaskaseafood.org/foodservice)

Clockwise from left: Poached Alaska king crab with kabocha squash risotto, Kevin Davis, Bluesore, Seattle, Wash.; Halibut with plum, leeks, black lime, Sieger Bayer, The Publican, Chicago, IL; Alaska sockeye salmon with green garbanzo beans, roasted beer muhammara and sumac, Alec, Chicago, IL; and Golden ossetra caviar in salad with spinach and wilted chanterelles and matsutakes, Ryan Pfeiffer, Blackbird, Chicago, IL.

**WILDLY GOOD!**

Give your customers what they want — real food that's healthy, delicious, and sustainable. There's no end to what's good about wild-caught seafood from Alaska.

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable

For one-of-a-kind recipes or to learn more about this amazing seafood visit [alaskaseafood.org](http://alaskaseafood.org)

# Carryover Funds - \$271,615

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Reserve 100% for rainy day fund with the option of reassessing in January.

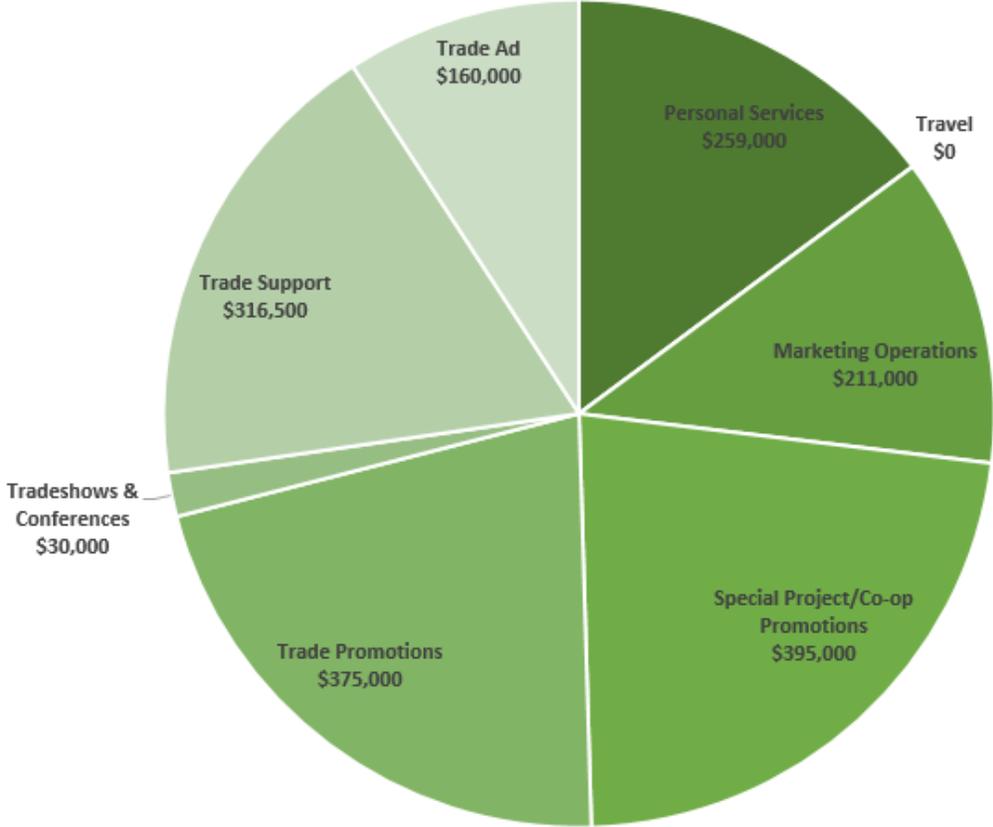


# Retail



# Budget Breakdown

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- Personal Services
- Travel
- Marketing Operations
- Special Projects/Co-op Promotions
- Trade Promotions
- Trade Shows and Conferences
- Trade Support
- Trade Advertising



# Retail Program Operations

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Program Operations: \$259,000  
(↓ \$17,500) (*Salary & benefits funding determined by fiscal*)

## Salary, Benefits and Travel

50% Domestic Marketing Director  
(Megan Rider)

100% Retail Marketing Coordinator  
(Emily Gisler)

50% Marketing Coordinator (Leah  
Krafft)

*Decrease due to travel funds.*



# Marketing Operations

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Marketing Operations: \$211,000  
(↓ \$15,000)

## Contract and Travel Expenses

100% Retail Marketing

Representative (Mark Jones)

33% Marketing Consultant (Tricia Sanguinetti)

Slight decrease is a result of travel funds.



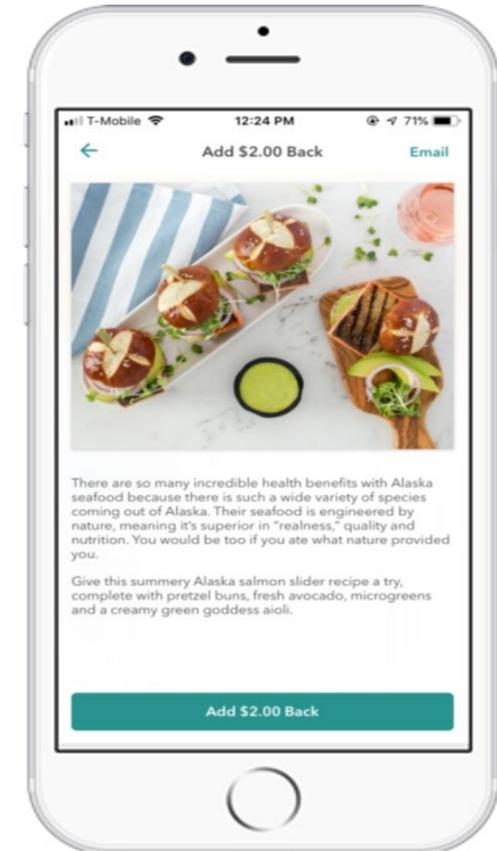
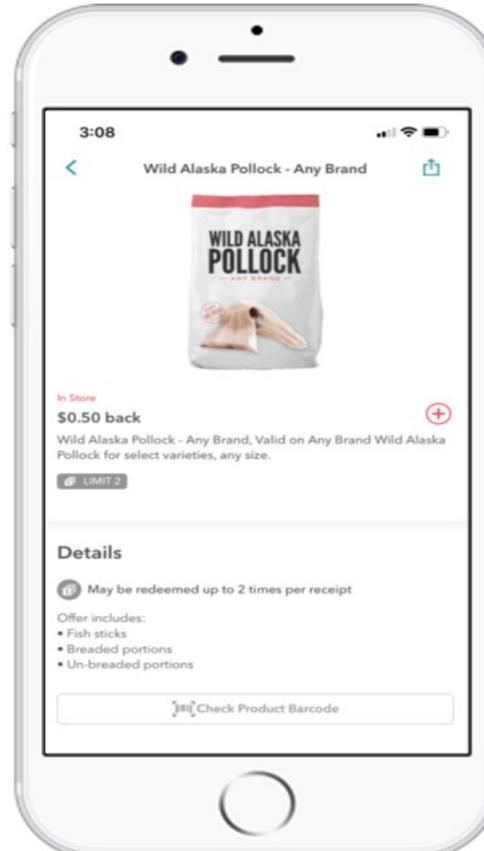
# Special Projects and Co-op Promotions

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Special Projects and Co-op Promotions: \$395,000  
(↑ \$126,000 recommended)

Alaska Seafood coupons and co-op coupon promotions are funded in this category, as well as ecommerce shoppable recipes.

*Increase reflects expansion into other consumer facing virtual opportunities such as Serious Eats, third party grocery delivery (Amazon Fresh, Shipt), Ibotta, and more.*



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# Retail Trade Promotions

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Retail Trade Promotions: \$375,000  
(no change recommended)

In-store promotions, demos, merchandising contests, and custom point-of-sale materials. We are enjoying increased participation from retailers in the United States and Canada.

GET  
*Hooked*

From sockeye salmon to halibut and cod, Alaska's rich fishing waters are bountiful with superb seafood varieties. The icy, pure waters of Alaska develop some of the most delicious and nutritious sea fish and shellfish in the world. Eating 2-3 servings of seafood a week may offer a host of health benefits, as the food contains nutrients such as omega-3 fatty acids, protein and vitamin D.

**13.99**  
LB  
Wild Alaska  
Sockeye Salmon

*Sustainability*  
MATTERS!

At Schnucks, we know seafood, from oven-ready meals to food sustainability. By teaming with the Global Sustainable Seafood Initiative, we're committing ourselves to seafood sourcing policies that are tenable across the board: environmentally, economically and socially.

ALASKA SEAFOOD  
Wild, Natural & Sustainable®



# Retail Trade Shows and Conferences

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Trade Shows and Conferences:  
\$30,000  
(↓ \$116,000)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning about new trends.

Decrease reflects cancellations of tradeshow and conferences, however, we plan to attend 1-2 valuable virtual shows such as the RDBA targeting retail dieticians.



# Trade Support

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Retail Trade Support \$316,500  
(↑\$18,000 recommended)

Funding for the digital asset library, recipe development, photography/video production, research, POS development and reprints, storage/fulfillment costs, website updates, and product for display and PR events.

*Increase for assets such as QR codes, Seafood University, Functional Nutrition recipes.*



# Retail Trade Advertising

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Retail Trade Advertising \$160,000  
(No change recommended)

Domestic will devote funds to both digital and print media to include Progressive Grocer, FMI Daily Lead, Smartbrief, Grocery Business, and others.

**WILDLY GOOD!**

Stop by booth #8005 ACC Level 3 Ballrooms to taste real food that's healthy, delicious, and sustainable.

#AskForAlaska  
alaskaseafood.org

ALASKA SEAFOOD  
Wild, Natural & Sustainable

The advertisement features a central image of a white plate with two pieces of salmon topped with a green herb and citrus dressing, a lemon slice, and fresh herbs. To the left, a blue fish is shown in mid-air, jumping out of the water. The background includes a scenic view of a mountain range and a forest. The text is in a clean, sans-serif font.



# Carryover Funds - \$298,071

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Allocate 70% in FY21 - \$208,649

Allocate 30% in FY22 - \$89,420



# Proposal for Carryover Funds:

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# WILD FOR ALASKAN SALMON

sustainably sourced

NOW IN SEASON!

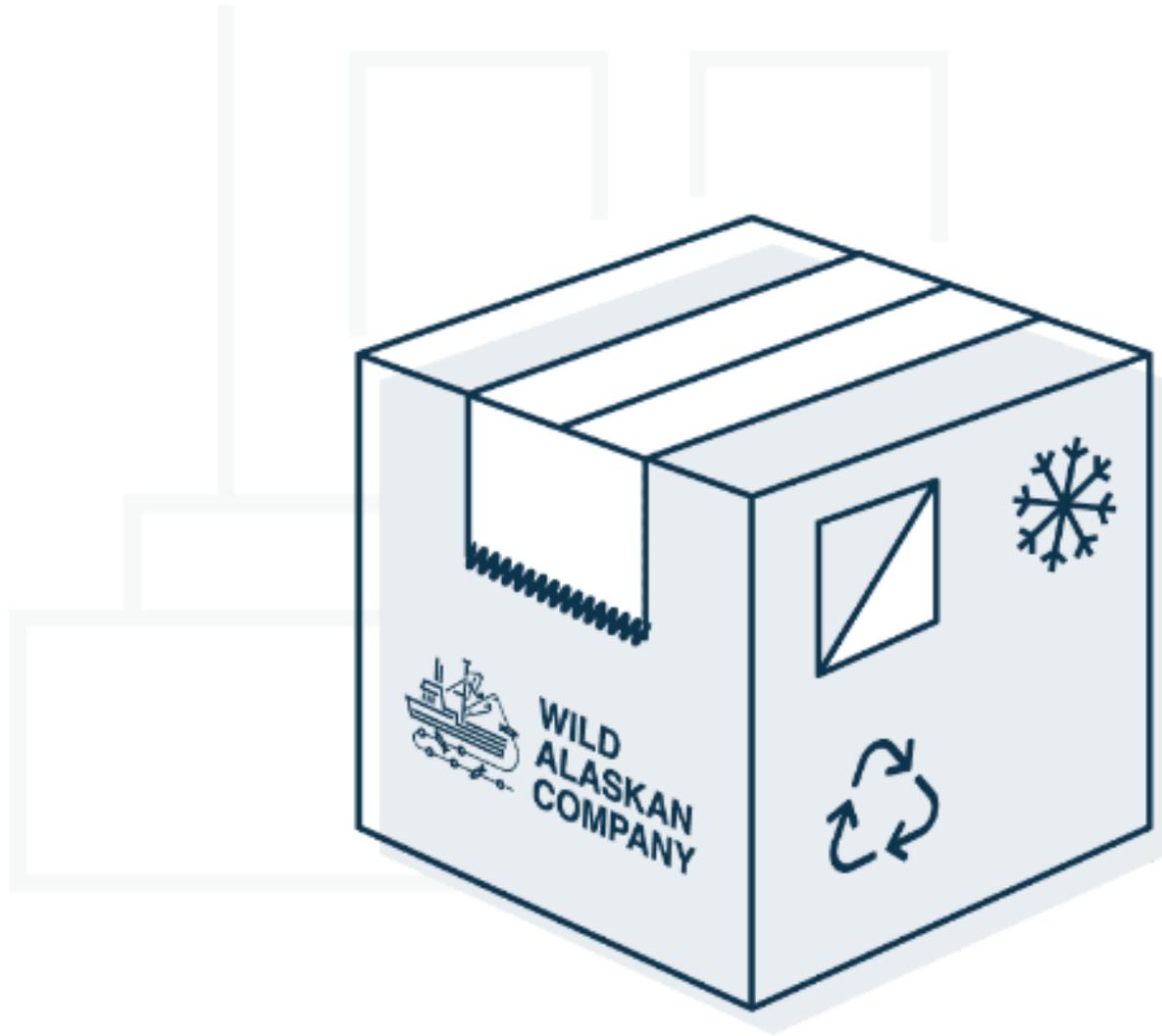


## CATCH OF THE DAY

 <p><b>5<sup>99</sup></b> oz Club Price</p>	 <p><b>9<sup>99</sup></b> lb Club Price</p>	 <p><b>14<sup>99</sup></b> lb Club Price</p>
 <p><b>7<sup>99</sup></b> lb Club Price</p>	 <p><b>9<sup>99</sup></b> lb Club Price</p>	
 <p><b>11<sup>99</sup></b> oz Club Price</p>	 <p><b>18<sup>99</sup></b> lb Club Price</p>	 <p><b>6<sup>99</sup></b> lb Club Price</p>
		<p>Live Oysters In the Shell <b>10\$10</b> for</p>



Wild, Natural & Sustainable®





alaska



FISH

SHELLFISH

OTHER SEAFOOD

SEAFOOD BUNDLES

GIFTS

MERCH

SUMMER GRILLING

HOME > SEARCH RESULTS FOR: 'ALASKA'

CATEGORY



- Cod 1
- Shop Seafood 1
- Smoked Fish 1
- Smoked Seafood 1

SOURCE



- Wild 4

PREPARATION



- Fresh 3
- Smoked 1

PRICE RANGE



4 Result(s) found for 'alaska'

1

Sort by: Relevance



Items per page: 15



Smoked Cod - Alaskan Black, Frozen, Wild, USA, 3oz

**\$10.56**



Salmon - Alaskan King, Copper River, Fresh, Wild, USA, 8oz Portion - NOT AVAILABLE

**\$37.67**

Out of Stock



Salmon - Alaskan King, Copper River, Fresh, Wild, USA, Head Off (14.5lb avg) - NOT AVAILABLE

**\$797.50**

Out of Stock



Salmon - Alaskan King, Copper River, Fresh, Wild, USA, Fillet (3lb avg) - NOT AVAILABLE

**\$226.03**

Out of Stock



PREMIUM

27 INGREDIENTS • 19 STEPS • 2HR

## Saffron Fennel Seafood Stew

5.0 ★★★★★

4 Ratings





Barton Seaver  
Chef, Educator, Author  
[SeafoodLiteracy.com](http://SeafoodLiteracy.com)

A row of fishing boats docked at a pier. The boats are white with blue accents and have names like 'MUD HEN' and 'RATOR' visible. A large white text overlay reads 'Thank You!'.

# Thank You!