ALASKA SEAFOOD

WILD, NATURAL & SUSTAINABLE
As Alaskans, we care about what goes into a great meal. That’s why we work so hard to protect the seas that give our grandparents, parents, and children the lives that we love and the seafood you love.

We fish for the greatest protein source in the world under the northern lights, in the pristine waters off the coast of America’s wild frontier. You preserve our way of life, and our sustainable fisheries with every serving.

VARIETIES OF ALASKA SEAFOOD
Five Species of Salmon:
King, Sockeye, Coho, Keta, Pink
Whitefish:
Halibut, Cod, Alaska Pollock, Sole/Flounder, Sablefish/Black Cod, Rockfish, Surimi Seafood
Shellfish:
King, Dungeness and Snow Crab, Scallops, Spot Prawns, Oysters

AVAILABLE RESOURCES
The Alaska Seafood Marketing Institute (ASMI) is a partnership between processors, fishermen, and state government whose goal is to promote Alaska’s fishing industry as the world’s most trusted source for sustainable, premium quality seafood.

With consumers showing greater interest in eating natural, healthy, and sustainable foods, this Sales Aids & Literature Catalog provides the tools and resources to help boost sales, and train your teams in all things Alaska seafood.

Foodservice – materials to help restaurants, chefs, educational institutions, hospitals, employee cafeterias and other sectors who handle, prepare, menu, and promote Alaska seafood.

Retail/Consumer – materials to assist retailers in displaying and promoting Alaska seafood, as well as materials to educate consumers, such as recipes and preparation tips.

Seafood Industry – including fishermen, processors, distributors and buyers - materials to assist the seafood trade in harvesting, processing, purchasing and promoting Alaska seafood under quality guidelines.
MEERCHANDISING MATERIALS

Coordinated sets of posters, table tents, server buttons and more combine to create an Alaska seafood theme.

1. Alaska Cod Series
Capture the delicious heritage of Alaska cod. Vintage inspired imagery highlighting Alaska's rich fishing heritage.
Poster 18” x 24” (29-001), Table Tent (29-002).

2. Alaska Salmon - Where Flavor Runs Wild
Vintage inspired Alaska salmon poster, table tent and waitstaff button!
Poster 18” x 24” (29-005), Table Tent (29-006), Waitstaff Button (29-008).

3. Alaska Seafood – Flavor As Big As All Outdoors
In classic vintage colors of deep reds and greens, this proud chef presents Alaska seafood against the Alaska landscape.
Poster 18” x 24” (42-001), Table Tent (42-003), Waitstaff Button (42-004).

4. Wild Alaska Seafood – Legendary Flavor
This point-of-sale pays homage to Alaska’s heritage and the chefs who serve Alaska seafood featuring a totem pole theme to further communicate the story of Alaska seafood’s legendary flavor.
Poster 27” x 18” (24-006), Table Tent (24-007), Waitstaff Button (24-009).

5. The Last Frontier In Flavor
Promote all-natural Alaska salmon any season of the year with the following promotional materials:
Poster 24” x 18” (24-002), Table Tent (24-001), Waitstaff Button (24-004).

6. Alaska Fisherman Series
This point-of-sale set helps promote the connection between the incredible flavor of Alaska seafood and the independent, hardworking fishermen.
Why We Fish” Poster 18” x 24” (27-002), Counter Card 8.5” x 11” (27-005), Table Tent (27-003), “Meet Our Fishermen” Poster 24” x 18” (20-001).

7. Grab A Fork Poster
…There’s a lot more out there! Measures 18” x 24”.

8. Crab Bib
Remind your customers that they are eating the best legs in the house while keeping them tidy in these clever bibs.

Go Online for more info...
For more information on foodservice training, waitstaff tips and education go to: www.alaskaseafood.org/foodservice
FOODSERVICE for students and campuses

YOUTH MATERIALS

**Go Fish!**
Keep the kids entertained with fact-filled posters, matching place mats with puzzles on the back (three different themes), menu sheets and washable tattoos. Kid-tested recipes contained in marketing brochure.

9. Last Frontier Place Mat  (40-001)
10. Last Frontier Poster Measures 20”x 15” .  (40-002)
11. Alaska Stories Place Mat  (40-003)
12. Alaska Stories Poster Measures 20”x 15” .  (40-004)
13. What’s the Big Deal Place Mat  (40-005)
14. What’s the Big Deal Poster Measures 20”x 15” .  (40-006)
15. Marketing Brochure  (40-009)
16. Tattoos  (40-008)

**Go Fish! Recipe Brochure**  (40-014)
With parents’ concern for the health of their children and the increasingly sophisticated tastes of young people, these recipes are indispensable for creating the best kid’s menu.

17. Alaska Pollock Wildly Delicious Recipes for Schools  (39-045)
Six Alaska pollock recipes for K-12 developed by Chef Garrett Berdan, RDN.

A guide to sourcing, plus 12 Alaska pollock K-12 recipes.

**Bookmarks**
Alaska fun facts (age appropriate).
21. Bookmarks Grades 6-12  (61-021)

**Extreme Supreme Alaska Pollock**
Exciting point-of-sale promoting the brave fishermen that fish the wild, pristine waters for Alaska pollock.
22. Static Cling Measures 7”x 5” .  (140-010)
23. Poster Measures 22”x 28” .  (8-104)

COLLEGE & UNIVERSITY MATERIALS

Turnkey promotional ideas, materials, and recipes for creating successful Alaska Seafood campus events.

24. C&U Events Brochure  (39-100)
25. C&U Event-in-a-Box Kit  (40-100)
26. #AskforAlaska Wristband  (40-020)
27. C&U Promotion Ideas Sheet  (130-024)
28. Alaska Pollock Wildly Delicious Recipes  (39-040)
Six Alaska pollock recipes for C&U developed in partnership with Partnership for a Healthier America (PHA) by Chef Garrett Berdan, RDN.
recipe booklets designed for foodservice operators

MENU PLANNING RECIPE BOOKLETS

Share the wonderful flavors of Alaska seafood with your customers by utilizing recipe booklets designed specifically for foodservice operators.

29. Alaska Seafood Poke Brochure (39-035)
Mix and Match ideas for this hot trend with Alaska salmon and surimi seafood.

30. Wild Alaska Canned Salmon: A World of Flavor (39-023)
Enter your customers with 10 wild Alaska canned salmon recipes; perfect for all dayparts.

31. Wild Alaska Pollock (39-011)
Enjoy a collection of 10 Alaska pollock recipes. Everything from soups to sandwiches, appetizers and entrees, can be found in this brochure.

32. It’s All Good (39-021)
This recipe book includes delicious, low calorie, healthy menu options with Alaska seafood; each with an accompanying side dish.

33. Northern Noshes (39-020)
These innovative recipes featuring wild Alaska seafood have a wealth of options for creative snacks and small plates that fit every budget.

34. Between the Bread and the Deep Blue Sea (39-018)
With eight classic sandwiches, plus two variations, each recipe provides 24 ways to incorporate Alaska seafood onto your menu.

35. Raise the Bar (39-029)
Celebrity Chef and Mixologist Kathy Casey has created 9 delicious bar bite recipes, each paired with a signature cocktail.

36. Beyond Fish ‘n Chips (38-006)
Take your takeout menu to the next level! This portfolio contains 14 flavorful recipes using value-added Alaska seafood products.

37. Wild and World Class (39-010)
A 16-recipe booklet featuring canned and pouched Alaska salmon. Find new and innovative ways to prepare red or pink salmon.

38. Wild @ Lunch (39-012)
Lunch menu recipes with new takes on traditional favorites to the next wave of ethnic delights using Alaska salmon, cod, halibut, Alaska pollock and surimi seafood.

39. Catering: The Elements of Style (39-004)
Recipes featuring classic preparations and ethnic-inspired applications. Find simple tips for handling and serving seafood.

40. Wild Alaska Sablefish (Black Cod) (39-013)
Join the nation’s top chefs in featuring Alaska sablefish (black cod). These eight recipes are sure to delight true seafood lovers.

41. Big Appeal of Smaller Portions (39-017)
Affordable ways to feature Alaska seafood. Included are common flavor/texture and preparation descriptions, as well as cooking tips.

42. Menu Essentials (39-015)
Focusing on smaller plates this book features salads, sandwiches, and appetizers pairing Alaska seafood with fruits, vegetables and whole grains.

43. SWAP Meat® (39-013)
Looking for an easy way to menu more Alaska seafood? This book featuring 10 recipes highlights the environmental, health, and menu benefits for operators making the decision to menu more Alaska seafood.
It’s easy to promote Alaska seafood by species – we have a wide assortment of posters, in-ice signs and recipes.

- Our posters measure 22”x28” and easily fit into theater signs.
- Multi-panel recipe leaflets feature 10 recipes and fit 3”x5” recipe racks.
- Bilingual is English/Spanish.
- In-ice signs have species information and cooking tips printed on the back, for counter personnel. Most measure 3.75”x4.75” with pick.
- Recipe on-packs are food safe, on rolls of 100; folded size measures 1.5”x2”.

**ALASKA SALMON**

44. Alaska Salmon Species Poster (8-103)
45. Wild Alaska Salmon Illustrated Poster (11-013)
46. Alaska Smoked Salmon Spread Recipe Card (8-048)
47. King Salmon In-Ice Sign (18-005)
48. Sockeye Salmon In-Ice Sign (18-006)
49. Coho Salmon In-Ice Sign (18-008)
50. Keta Salmon In-Ice Sign (18-009)
51. Pink Salmon In-Ice Sign (18-010)
52. Bronzed Alaska Salmon Recipe Card (8-035)
53. Alaska Smoked Salmon Recipe Leaflet (8-030)
54. Alaska Smoked Salmon Spread Recipe Leaflet (8-050)
55. Alaska Canned Salmon Multi-Panel Recipe Leaflet (8-016)
56. Alaska Canned Salmon Bilingual Recipe Card (17-059)

**ALASKA COD**

57. Alaska Cod Illustrated Poster (11-006)
58. Alaska Cod In-Ice Sign (18-002)
59. Oven-Roasted Alaska Cod Gremolata Recipe Card (8-036)
60. Multi-Panel Alaska Cod and Pollock Recipe Leaflet (8-031)

**ALASKA POLLOCK**

61. Alaska Pollock Illustrated Poster (11-015)
62. Alaska Pollock In-Ice Sign (18-016)
63. Recipe Card Spicy Chili-Lime Alaska Pollock Caesar Salad (8-049)

**ALASKA SOLE**

64. Alaska Sole In-Ice Sign (18-004)
65. Sautéed Alaska Sole Capri Recipe Card (8-059)

**ALASKA ROCKFISH**

66. Alaska Rockfish In-Ice Sign (18-024)
it's easy to promote Alaska seafood by species

ALASKA HALIBUT
67. Alaska Halibut Illustrated Poster (11-008)
68. Alaska Halibut In-Ice Sign (18-003)
69. Bilingual Halibut Recipe Leaflet (English/Spanish) (8-032)
70. On-Pack Recipe Leaflet Alaska Halibut w/ Lemon and Thyme Dressing (8-080)

ALASKA SABLEFISH (BLACK COD)
71. Recipe Card Thyme-Crusted Alaska Sablefish (8-055)
72. Recipe Card Teriyaki-Braised Alaska Sablefish (8-056)
73. Alaska Sablefish (Black Cod) In-Ice Sign (18-001)

ALASKA CRAB
Use with King, Snow or Dungeness Crab
74. Alaska Crab Illustrated Poster (11-007)
75. Alaska Crab Legs and Dipping Sauces Recipe Card (8-038)
76. Alaska Crab Multi-Panel Recipe Leaflet (8-052)
77. King Crab In-Ice Sign (18-011)
78. Snow Crab In-Ice Sign (18-012)
79. Dungeness Crab In-Ice Sign (18-013)
80. King Crab Recipe/Handling Brochure 3.75"x8.5" (8-028)
81. Snow Crab Recipe/Handling Brochure 3.75"x8.5" (8-027)
82. Dungeness Crab Recipe/Handling Brochure 3.75"x8.5" (8-026)

ALASKA SCALLOPS
83. Recipe Card Seared Alaska Scallops with Romesco on Potato Chips (8-042)
84. Alaska Scallops In-Ice Sign (18-014)

ALASKA SURIMI SEAFOOD
85. Alaska Surimi Seafood Recipes Leaflet (8-024)
86. On-Pack Recipe Leaflet (8-033)
87. Alaska Surimi Seafood In-Ice Sign (18-015)

RECIPE HOLDER
88. Pop-Up 3"x5" Recipe Holder (8-020)
Flexible plastic holder has a slot on the back that fits standard retail tag rails.
ALASKA SALMON POINT-OF-SALE
Elevate your seafood display in-store with Alaska salmon point-of-sale materials, created to attract customers and showcase the beautiful varieties of wild Alaska salmon. Bilingual.

89. Sustainable Seafood In-ice Sign
Measures 3.75”x 4.56” (with pick).
English (17-100) Spanish (17-101)

Salmon Rail Strips
Measure 8”x 1.8”.
90. Fisherman
English (122-010) Spanish (122-011)
91. Salmon Recipe
English (122-012) Spanish (122-013)

Salmon Danglers
Measure 4.75”x 9”.
92. Fisherman
English (122-030) Spanish (122-031)
93. Salmon Recipe
English (122-032) Spanish (122-033)

Salmon Static Clings
Measure 5”x 5”.
94. Fisherman
English (122-050) Spanish (122-051)
95. Salmon Recipe
English (122-052) Spanish (122-053)

96. Salmon Counter Card
Measures 9”x 10”.
English (122-070) Spanish (122-071)

Salmon Posters
Measure 22”x 28”.
97. Fisherman
English (11-020) Spanish (11-021)
98. Salmon Recipe
English (11-022) Spanish (11-023)

99. Salmon Dry Erase Poster
Measures 22”x 28”.
English (11-040) Spanish (11-041)
wow your seafood customers with the power of Alaska

ALASKA POLLOCK POINT-OF-SALE

Elevate your seafood display in-store with Alaska pollock point-of-sale materials, created to attract customers and showcase healthy, wild and sustainable Alaska pollock. Bilingual

100. Sustainable Alaska Pollock In-ice Sign
Measures 3.75”x 4.56” (with pick).
English (17-110) Spanish (17-111)

101. Alaska Pollock Rail Strips
Measure 8”x 1.8”.
101. Fishermen
English (122-020) Spanish (122-021)

102. Alaska Pollock Recipe
English (122-022) Spanish (122-023)

103. Alaska Pollock Danglers
Measure 4.75”x 9”.
103. Fishermen
English (122-040) Spanish (122-041)

104. Alaska Pollock Recipe
English (122-042) Spanish (122-43)

105. Alaska Pollock Static Clings
Measure 5”x 5”.
105. Fishermen
English (122-060) Spanish (122-061)

106. Alaska Pollock Recipe
English (122-062) Spanish (122-063)

107. Alaska Pollock Counter Card
Measures 8”x 10”.
English (122-080) Spanish (122-081)

108. Alaska Pollock Posters
Measure 22”x 28”.
108. Fishermen
English (11-050) Spanish (11-051)

109. Alaska Pollock Recipe
English (11-052) Spanish (11-053)

110. Alaska Pollock Dry Erase Poster
Measures 22”x 28”.
English (11-060) Spanish (11-061)

www.alaskaseafood.org/retail
100% WILD, 100% AMERICAN

Drive home the message that Alaska seafood is 100% Wild, 100% American and 100% Delicious!

111. Poster with Dry-Erase Area 22”x28”. (8-102)
112. Static Cling 5”x5”, no-tack. (8-101)

Case Dividers
14”x6” double-sided, set of 2. Free; please contact Retail staff to order: 1-800-478-2903.

113. Alaska Seafood (18-031)
114. Alaska Cod (18-034)
115. Alaska Keta Salmon (18-033)
116. Alaska Sockeye Salmon (18-032)

In-Ice Signs
Three-color, measure 3.75”x4.5” (with pick).

117. Alaska Seafood (17-066)
118. Alaska Cod (17-069)
119. Alaska Keta Salmon (17-068)
120. Alaska Sockeye Salmon (17-067)

Roll Labels
Full color, measure 2”x1.75”, 250 labels per roll.

121. Alaska Seafood (17-080)
122. Alaska Salmon (17-081)
123. Alaska Cod (17-082)

124. Recipe Box (17-047)
Holds 5”x5” or 3”x5” recipes. Please order recipe leaflets separately.

125. Recipe Leaflet (8-100)
Includes recipes for Alaska salmon, cod, halibut and crab. Measures 5”x5”.

FEED YOUR FITNESS®

Alaska seafood is among the best foods to support an athletic lifestyle, delivering great-tasting nutrition and one-of-a-kind health benefits.

126. Recipe Brochure (8-111) and ONLINE
This 52-page recipe book details the many health benefits of Alaska seafood, and includes recipes by elite runners Ryan and Sara Hall for Alaska salmon, halibut, cod, surimi seafoods and canned salmon. Measures 5”x5”.
Also available in a convenient downloadable PDF version at:  

127. Fast Facts (8-009)
A two-sided sheet with nutritional information from the recipe brochure.

Recipe Cards
Two-sided, full-color, measure 5”x3”.

128. Alaska Salmon Salad Sandwich Recipe Card (8-110)
129. Cedar Planked Grilled Alaska Salmon Recipe Card (8-113)
130. Pan-Seared Alaska Cod Recipe Card (8-112)

131. Static Cling (8-114)
Full color, 5”x5”, no-tack.
wow your seafood customers with colorful multi-species promotions...

**MULTI-SPECIES MATERIALS**

These point-of-sale materials can be used with any Alaska seafood species.

132. **Alaska Cod Parmesan Recipe Card** (8-115)
- Two-sided, full-color, measures 5"x 5".

133. **Alaska Salmon Marsala Recipe Card** (8-116)
- Two-sided, full-color, measures 5"x 5".

134. **SWAP Meat® Static Cling** (8-117)
- Full color, measures 10"x 5", no-tack.

135. **VIVA! The Alaska Kitchen**
- Discover south-of-the-border flavor with this multi-species recipe collection developed by renowned Chef Jake Rojas. This collection features eight recipes that are easy to prepare, but are packed with bright, bold, authentic flavor! Measures 5"x 5"; fits into 3"x 5" recipe racks.

136. **Alaska Seafood Grilling Recipes & Tips** (8-060)
- Grilling instructions and 22 recipes to complement all Alaska seafood species: marinades, rubs and compound butters plus how to grill crab, and a section on grilling frozen salmon sides. Measures 5"x 5"; fits into 3"x 5" recipe racks.

137. **Alaska Seafood Sauces & Dips** (8-064)
- Nine sauce/dip recipes are featured in this four-color leaflet. The sauces go together quickly — most without cooking — and complement all Alaska seafood species, including Alaska crab. Measures 5"x 5"; fits into 3"x 5" recipe racks.

138. **Alaska Seafood Rubs & Marinades** (8-068)
- Four-color brochure contains ten easy recipes for Alaska salmon and Alaska whitefish varieties. Measures 5"x 5"; fits into 3"x 5" recipe racks.

139. **Poached Alaska Seafood Recipes** (8-071)
- Four-color brochure features 10 recipes for Alaska salmon and Alaska whitefish varieties. Measures 5"x 5"; fits into 3"x 5" recipe racks.

140. **Catch Some Here Chalkboard-Style Poster** (D61-018)
- Write in your featured species and price! Multi-use version with dry-erase coating. Measures 22"x 28".

**SWAP MEAT® PROMOTION**

**SWAP Meat® for Alaska Seafood**
- Making smart food choices just got easier with SWAP Meat® for Alaska seafood. Simply replace the beef, chicken, pork or any other protein in your favorite meals with the goodness of seafood from Alaska.

135. **VIVA! The Alaska Kitchen**
- English (8-097) Spanish (8-098)

136. **Alaska Seafood Grilling Recipes & Tips** (8-060)
- Grilling instructions and 22 recipes to complement all Alaska seafood species: marinades, rubs and compound butters plus how to grill crab, and a section on grilling frozen salmon sides. Measures 5"x 5"; fits into 3"x 5" recipe racks.

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140. **Catch Some Here Chalkboard-Style Poster** (D61-018)
- Write in your featured species and price! Multi-use version with dry-erase coating. Measures 22"x 28".
IN-ICE SIGNS, TOPPERS AND LABELS

100% Sustainable, 100% Responsibly Sourced In-Ice Signs
In-ice signs have sustainability information and tips printed on the back for retail counter personnel. Two-color, measures 3.75” x 4.5” (with pick).
141. 100% Sustainable (17-061)
142. 100% Responsibly Sourced (17-062)

In-Ice Toppers
Emphasize Alaska’s commitment to sustainability with these in-ice sign toppers. Tab has double-sided tape to allow easy attachment to any in-ice sign. Two-color; measures 3.75” x 1.75”.
143. 100% Sustainable (17-063)
144. 100% Responsibly Sourced (17-064)

145. Country of Origin In-Ice Sign (17-051)
Measures 3.75” x 4.5” with pick.
146. Country of Origin Adhesive Label (17-052)
Individual stickers measure 1” x 1”; 250 stickers per roll.

147. Alaska Seafood 2x a Week In-Ice Topper (8-094)
This topper encourages consumers to enjoy at least two servings of wild Alaska seafood per week. Tab includes double-sided tape to allow easy attachment to any in-ice sign.
148. USDA Case Cling (101-115)
Two-color low-tack static cling is perfect for seafood case displays and freezer doors. Measures 3” x 5”.

COOK IT FROZEN®

149. COOK IT FROZEN® Tear-off Recipe Pad (61-012)
Teach your customers the easy steps for cooking frozen seafood portions without thawing. Includes three sauce recipes that complement any Alaska seafood species. Unique backing features clip (for tag rails) and adhesive. Four-color; 25 sheets per pad; measures 3” x 5”.

150. COOK IT FROZEN® Shelf Talker (61-022)
Let your customers know about the COOK IT FROZEN! techniques with this plastic shelf talker. Bend the dangler to a 90° angle and slide the shelf strip into a standard retail tag rail. Two-color; measures 11” x 2.5”.

151. COOK IT FROZEN® Static Cling (140-002)
Two-color static cling (no-tack) is perfect for freezer case doors. Measures 3.5” x 5”.

152. COOK IT FROZEN® Door Graphic Holder (61-023)
Draw attention to your frozen Alaska seafood section with this graphic holder. Suction cups hold the acrylic sign securely to upright freezer case doors. Two-color; measures 4.5” wide x 4” high; extends 2.5” from the case door.

153. COOK IT FROZEN® On-Pack Recipe Leaflet (61-004)
Food-safe, four-color on-pack features the five easy steps for sautéing frozen seafood portions without thawing, plus Chef John Ash’s Simple Pan Deglazing Sauce recipe, which complements any Alaska seafood species. The leaflet measures 1.5” x 2” (folded) and is available on rolls of 100.
EDUCATIONAL MATERIALS

FACT SHEETS
These single sheets contain detailed product form/specifications, as well as flavor/texture profiles, nutritional information and preparation tips.

154. Alaska Salmon (1-001)
155. Alaska Pollock (1-003)
156. Alaska Cod (1-004)
157. Alaska Sablefish (Black Cod) (1-005)
158. Alaska Sole (1-006)
159. Alaska Halibut (1-008)
160. Alaska King Crab (1-009)
161. Alaska Snow Crab (1-010)
162. Alaska Dungeness Crab (1-011)
163. Alaska Scallops (1-014)
164. Alaska Rockfish (1-033)

GUIDES & CHARTS

165. Seafood for All Seasons (6-028) and ONLINE
A guide to year-round availability of fresh and frozen Alaska salmon, whitefish varieties and shellfish. To print this item in PDF format: https://www.alaskaseafood.org/seafood-for-all-seasons/

166. Nutrition Wallet Card (6-008)
An on-the-go guide to omega-3 and other nutritional values for Alaska seafood. Four-color; folds to 3.25” x 2”.

167. Introduction to Alaska Seafood Brochure – Bilingual (1-050)
Four-color brochure provides an introduction to Alaska seafood: the many species available, harvesting seasons, health/nutritional overview plus information on fisheries management practices. (English/Spanish)

168. Alaska Seafood A to Z (6-014)
This six-page brochure is designed as an educational tool for purchasers and chefs on Alaska seafood species identification and common terminology used in sourcing seafood. Covers Alaska salmon, whitefish varieties and shellfish. Four-color; measures 8.5” x 11”.

www.alaskaseafood.org
NUTRITIONAL MATERIALS

Discover the health benefits of Alaska seafood! All of these brochures are also available online. https://www.alaskaseafood.org/health-nutrition/nutritional-whitepapers/

169. Alaska Seafood Healthy Lifestyles (22-050)
Alaska seafood is naturally high in vitamins and minerals and provides essential long chain omega 3 fats as well as a complete protein source. This 8.5”x 11” resource describes the nutritional health benefits of eating Alaska seafood.

170. The Benefits of Eating Wild Alaska Seafood (127-037)
Learn how omega-3 fatty acids protect our health, and how fish and plant-based omega-3s differ. Four-color, 24-page brochure measures 5.25”x 7.5”.

171. Seafood: Weighing the Benefits and the Risks (127-034)
Scientific evidence suggests that eating fish does much more for your health than against it. This whitepaper examines the benefits and risks of seafood consumption in detail. Bilingual whitepaper (English/Spanish); folds to 3.75”x 8.5”.

172. Omega-3s – Are Fish and Plant Omega-3s the Same? (127-033)
Bilingual whitepaper (English/Spanish); folds to 3.75”x 8.5”.

173. Type 2 Diabetes: A Dangerous Disease You Can Avoid (127-035)
Bilingual whitepaper (English/Spanish); folds to 3.75”x 8.5”.

TRAINING MATERIALS

174. Alaska Seafood U ONLINE ONLY
Interactive training for seafood counter staff covering Alaska seafood species, harvesting methods, nutrition and sustainability. Take the course, pass the section tests, and receive a diploma! http://seafoodu.alaskaseafood.org/

175. Alaska Seafood Species Quick Reference Guide (101-012)
A pocket reference with fast facts on Alaska’s species, harvest methodology and seasonal availability as well as nutrition and cooking tips. It’s got quick answers to consumer questions! The Reference Guide is also available as a Mobile APP: http://akfishinfo.alaskaseafood.org/howto_addhomescreen

176. Fishing Areas of Alaska Poster (11-012W)
Depicts Alaska’s primary fishing areas and river systems. Printed on water-proof paperstock, this four-color poster measures 28” x 22” (horizontal format).

Alaska Abundance Map
Communicates the health and abundance of Alaska’s oceans; all commercially harvested seafood of Alaska is depicted. Available in two sizes.

177. 36”x 24” (11-030) 178. Large 72”x 48” (11-030L)
Alaska’s seafood from deck to dish

GUIDES OF ALASKA’S SEAFOOD

179. Alaska Flatfish Brochure (23-027)
Exclusive to species of Alaska sole & flounder, including technical information, fishery details, catch methods and overview of responsible fishery management practices. 7 pages; 8.5” x 11”.

180. Alaska Salmon Buyer’s Technical Kit (23-016)
A complete technical resource on Alaska salmon including the Buyer’s Guide, with sections on color, quality, handling, species and fact sheets.

181. Alaska Salmon Buyer’s Guide (23-015)
Exclusive to Alaska salmon. Includes technical information on salmon products and general information about Alaska’s salmon management and the environment. 22 pages; 8.5” x 11”.

182. Alaska Shellfish Buyer’s Guide (23-026)
Devoted to species of Alaska shellfish, including technical information, fishery details, catch methods and overview of responsible fishery management practices. 16 pages; 8.5” x 11”.

183. Alaska Whitefish Buyer’s Guide (23-017)
A comprehensive guide on species of Alaska whitefish, including technical and general information about Alaska’s whitefish products, management and the environment. 23 pages; 8.5” x 11”.

184. Alaska Scallops Brochure (21-051)
A guide to Alaska scallops featuring resource and product information, evidence of sustainable fisheries management, a history of the fishery, and a review of the vessels and gear utilized for harvest. Measures 6.25” x 8.5”.

185. Alaska Salmon Roe Brochure (21-052)
A guide to Alaska salmon roe featuring roe from all five Alaska salmon species and information about product forms, grades, purchasing, storage, nutrition and sustainability. Measures 6.25” x 8.5”.

www.alaskaseafoodu.org
Millions upon millions of wild Alaska fish and shellfish are protected by one of the most stringent and sustainable fisheries management systems in the world. Use these items to let your customers know you source Wild, Natural & Sustainable® seafood from Alaska.

**GENERAL INFORMATION GUIDES**

186. **Poster: The Picture of Sustainable Seafood** (6-015)  
Measures 18”x 24”.

187. **Table Tent** (6-016)  
Measures 4” x 5.5”.

188. **Server Button** (6-018)  
Measures 2.75” x 1.75”.

189. **Alaska Seafood – A Model for Sustainability** (21-041)  
This 16-page brochure provides an overview of how Alaska's fisheries are managed, including resource management, fisheries management methods, stock assessment and quota establishment, bycatch reduction, collaboration with federal and international agencies, and regulatory enforcement. Measures 11”x 8.5”.

190. **Marine Protected Areas Brochure** (21-044)  
MPAs are a critical element of ecosystem-based fisheries management, and this 8-page brochure details the wide variety of Marine Protected Areas in waters off Alaska. Measures 11”x 8.5”.

191. **Sustainability in Plain English Brochure** (21-057)  
What does “sustainability” mean? This booklet provides straight forward information on why Alaska’s fisheries management is recognized as a model for sustainability around the world. These practices were established when Alaska became a state in 1959 and will continue into the future. Beautifully captured by famed Alaskan artist, Rie Muñoz, you will be convinced to “Ask for Alaska.” Measures 5.25”x 7.5”.

192. **Responsible Fisheries Management 101** (21-061)  
This brochure provides information about the Alaska Responsible Fisheries Management (RFM) Certification Program. RFM ensures that Alaska seafood is globally recognized as sustainable and responsibly sourced. For ordering details, please contact us at RFM@alaskaseafood.org

193. **Like Their Fathers Before Them Brochure** (6-026)  
Whole communities are supported by generations of fishing families dedicated to a livelihood integral to Alaska. Hear four generational stories about how supporting Alaska seafood is about more than just the fish.
SEAFOOD QUALITY GUIDES

Pacific Salmon Skin Color Evaluation Guides
Two guides to the physiological color change in sexually maturing Pacific salmon for reference by processors, reprocessors, wholesalers, distributors and buyers. Guide I depicts keta and coho salmon; Guide II depicts pink and sockeye salmon. 8.5” x 11” (folded) and 34” x 11” when opened.

194. Guide I - Keta & Coho (21-001)
195. Guide II - Pink & Sockeye (21-002)

196. Pacific Salmon Meat Color Guides
Four guides to the gradation in meat color of Pacific salmon for reference by processors, reprocessors, wholesalers, distributors and buyers. Guides are for keta, pink, coho and sockeye salmon. Measures 3.75” x 10”.

197. Recommended Statewide Quality Specifications and Grades for Alaska Fresh and Frozen Salmon (21-039)
Guide includes quality specifications and grades for wild Alaska salmon. Measures 4” x 10”.

198. Care and Handling of Salmon: The Key to Quality (23-011)
This book summarizes major quality problems and makes recommendations for the improvement of quality. Contains general facts and information applicable to all persons who handle or transport raw salmon. 66 pages; 5.5” x 8.5”.

199. Care of Halibut Aboard the Fishing Vessel (21-005)
This comprehensive publication describes step-by-step procedures on ways to land consistent high quality fish. Produced in cooperation with University of Alaska Sea Grant. 30 pages; 6” x 9”.

200. Halibut Handling Placard (21-034)
Onboard handling guidelines with tips to preserve and increase the value of your catch. Two-sided sheet on waterproof paper; 10” x 15”.

201. Roe Handling Placard ONLINE ONLY
Guidelines emphasize basic sanitation practices, which help to prevent product contamination. Available in English, Spanish, and Tagalog from the ASMI website in PDF format:
http://www.alaskaseafood.org/industry/qc/index.html

PRINTABLE GUIDES ONLINE ONLY
These guides are recommended statewide premium quality specifications. 5 pages; 8.5” x 11”. Available only as a downloadable brochure from the ASMI website in PDF format:
http://www.alaskaseafood.org/industry/qc/index.html

202. Alaska Whitefish Fillets
203. Alaska King Crab
204. Alaska Snow Crab
205. Alaska Dungeness Crab
SEAFood Quality Guides

Alaska Crab Specification Guides ONLINE ONLY
Components and definitions of Alaska king crab and Alaska snow crab are detailed in these downloadable brochures:
206. Alaska King Crab
207. Alaska Snow Crab

208. Alaska Halibut Cutting Brochure ONLINE ONLY
PDF includes pictorial instructions on how to cut dressed halibut into steaks and fillets.

209. Alaska Salmon Filleting Guide ONLINE ONLY
Downloadable PDF shows retail/foodservice personnel how to cut salmon for fillets.

210. Alaska Salmon Trim Guide (21-028) and ONLINE
Photos and descriptions of the various fillet trims using standard industry nomenclature (Trim A through E).

Find the five guides above online at:
https://www.alaskaseafood.org/foodservice/resources/training-education/
and
https://www.alaskaseafood.org/quality/recommended-quality-guidelines/

211. Handle with Care (Retailers) (23-003)
Draw in customers and keep them coming back. Covers receiving, storage, handling, thawing, display and sanitation. 19 pages; measures 5.5" x 8.5".

212. Handle with Care (Shippers) (21-008)
This booklet provides quality tips for shipping Alaska seafood products via air, land, sea and rail. 18 pages; 5.5" x 8.5".

213. Alaska Seafood Quality & Handling Training Program ONLINE
An interactive training program for fishermen, tender operators and plant workers. Online quiz available and, upon successful completion, a certificate can be printed. Available online only at:
http://www.alaskaseafood.org/industry/qc/index.html

Primer for retail counter employees. Handling and display guidelines are reviewed in detail. 15 minutes.

215. The Art of Filleting Salmon DVD (22-005B)
Step-by-step instructions for filleting Alaska salmon. 4.5 minutes.
harvesting and handling Alaska seafood for premier quality

**SEAFOOD QUALITY MATERIALS**

**Keep Frozen/Keep Cool Stickers**
These stickers will help ensure that your processed product is handled properly during shipping. Printed in bright green (Cool) and aqua blue (Frozen) so shippers can’t miss them! Measure 9”x 4.5”. Availability: 2 rolls per customer; 200/roll.
216. Keep Frozen  (21-010)  
217. Keep Cool  (21-011)

**218. Fragile: This Side Up Stickers  (21-013)**
Stickers measure 5.5”x 4.25”. Available on rolls of 200.

**219. Vessel Cleaning & Sanitation Guides**
These guides cover thorough cleaning and sanitizing procedures to remove bacteria and are critical for proper fishing/tender operation and management. Waterproof, single sheet, 8.5”x 14”.
For Commercial Fishermen  (21-021)
For Tender Operators  (21-022)

**220. Directory of Alaska Seafood Suppliers  (22-001)**
Designed to connect buyers and sellers of Alaska seafood products. Products are listed by species and available product form. Contact names, addresses and phone numbers are listed for most major Alaska companies. A comprehensive listing of Alaska fisheries organizations, international, federal and state agencies is also provided. Published annually; 5”x 8”.
Search the Suppliers Directory database on the ASMI website: https://suppliers.alaskaseafood.org/
If you would like a hard copy of the directory mailed to you, please email info@alaskaseafood.org, or call 1-800-478-2903.
HOW TO ORDER

INTERNET ORDERS:
Look for the “Sales Aids & Literature Catalog” link on our home page, or go to www.alaskaseafood.org/materials

SHIPPING CHARGES:
We will pay postage for materials shipping by ground services i.e. bulk materials and U.S. mail for small items. Please allow 2-3 weeks for delivery.

RUSH ORDERS:
If you would like to incur charges for express delivery, please indicate the carrier and provide an account number on the order form.

LARGE OR HEAVY ORDERS:
You will be requested to provide a carrier name and your account number for large or heavy orders.

MAIL ORDER:
Indicate the quantity of each item you wish to order in the column on the order form. Items are arranged in the order they appear in the catalog. Materials may be ordered every three months. Type or print the shipping address in the space provided on the order form.

TELEPHONE ORDERS:
Call 1-800-478-2903. Please order by part number (in parentheses) listed in the catalog and provide a complete mailing address.

STOP!
To preserve a blank Order Form for future use, please photocopy the following 2 pages before completing forms, and use the reproductions to indicate your order.
## FOODSERVICE
### MERCHANDISING MATERIALS
1. Alaska Cod Series
   - Poster (29-001)
   - Table Tent (29-002)
2. Alaska Salmon - Where Flavor Runs Wild
   - Poster (29-005)
   - Table Tent (29-006)
3. Alaska Seafood - Flavor As Big As All Outdoors
   - Poster (42-001)
   - Table Tent (42-003)
   - Waitstaff Button (42-004)
4. Wild Alaska Seafood - Legendary Flavor
   - Poster (24-006)
   - Table Tent (24-007)
   - Waitstaff Button (24-009)
5. The Last Frontier In Flavor
   - Poster (24-002)
   - Table Tent (24-001)
   - Waitstaff Button (24-004)
6. Alaska Fisherman Series
   - "Why We Fish” Poster (27-002)
   - Counter Card (27-005)
7. Table Tent (27-003)
8. "Meet Our Fishermen” Poster (28-001)
9. Grab A Fork Poster (7-015)
10. Crab Bib (7-008)
### YOUTH MATERIALS
- English
- Spanish

### COLLEGE & UNIVERSITY MATERIALS
- C&U Events Brochure (39-100)
- C&U Event-in-a-Box Kit (40-100)
- #AskForAlaska Wristband (40-020)
- C&U Promotion Ideas Sheet (130-024)
- Alaska Pollock Wildly Delicious Recipes (39-040)
- Alaska Pollock Wildly Delicious Recipes For Schools (39-045)
- Alaska Pollock School Program Manager’s Guide (39-025)
- Bookmarks Grades K-5 (61-020)
- Bookmarks Grades 6-8 (61-021)
- Extreme Supreme Alaska Pollock Static Cling (140-010)
- Extreme Supreme Alaska Pollock Poster (8-104)
### MENU PLANNING RECIPE BOOKLETS
1. Big Appeal of Smaller Portions (39-017)
2. Menu Essentials (39-015)
3. SWAP Meat* (39-033)
### RETAIL/CONSUMER - THEMED PROMOTIONS
### ALASKA SALMON POINT-OF-SALE
1. Sustainable Seafood In-ice Sign
   - English (17-100)
   - Spanish (17-101)
2. Rail Strips - Salmon Fisherman
   - English (122-010)
   - Spanish (122-011)
3. Danglers - Salmon Fisherman
   - English (122-030)
   - Spanish (122-033)
4. Static Clings - Salmon Fisherman
   - English (122-050)
   - Spanish (122-051)
5. Static Clings - Salmon Recipe
   - English (122-052)
   - Spanish (122-053)
6. Salmon Counter Card
   - English (122-070)
   - Spanish (122-071)
7. Posters - Salmon Fisherman
   - English (11-020)
   - Spanish (11-021)
8. Posters - Salmon Recipe
   - English (11-023)
9. Salmon Dry Erase Poster
   - English (11-040)
   - Spanish (11-041)
### ALASKA POLLOCK POINT-OF-SALE
100. Sustainable Alaska Pollock In-ice Sign
    - English (17-110)
    - Spanish (17-111)
101. Rail Strips - Alaska Pollock Fishermen
    - English (122-020)
    - Spanish (122-021)
102. Rail Strips - Alaska Pollock Recipe
    - English (122-023)
    - Spanish (122-024)
103. Danglers - Alaska Pollock Fisherman
    - English (122-041)
    - Spanish (122-043)
104. Danglers - Alaska Pollock Recipe
    - English (122-042)
    - Spanish (122-044)
105. Static Clings - Alaska Pollock Fishermen
    - English (122-060)
    - Spanish (122-061)
106. Static Clings - Alaska Pollock Recipe
    - English (122-062)
    - Spanish (122-063)
107. Alaska Pollock Counter Cards
    - English (122-080)
    - Spanish (122-081)
108. Posters - Alaska Pollock Fishermen
    - English (11-050)
    - Spanish (11-051)
ORDER FORM

RETAIL/CONSUMER - THEMED PROMOTIONS (CONT.)

ALASKA POLLOCK POINT-OF-SALE
109. Posters - Alaska Pollock Recipe
110. Alaska Pollock Dry Erase Poster

111. Poster with Dry-Erase Area (8-102)
112. Static Cling (8-101)

113. Alaska Pollock Case Dividers (18-031) Call 800-478-2903 to order
114. Alaska Cod Case Dividers (18-034) Call 800-478-2903 to order
115. Alaska Keta Salmon Case Dividers (18-033) Call 800-478-2903 to order
116. Alaska Sockeye Salmon Case Dividers (18-032) Call 800-478-2903 to order

117. Alaska Seafood In-Ice Signs (17-066)
118. Alaska Cod In-Ice Signs (17-069)
119. Alaska Keta Salmon In-Ice Signs (17-068)
120. Alaska Sockeye Salmon In-Ice Signs (17-067)
121. Alaska Seafood Roll Labels (17-080) 250/roll
122. Alaska Salmon Roll Labels (17-081) 250/roll
123. Alaska Cod Roll Labels (17-082) 250/roll
124. Recipe Box (17-079) Please order recipe leaflets separately
125. Recipe Leaflet (8-100)

FEED YOUR FITNESS*
126. Recipe Brochure (8-099) and ONLINE - see page 8
127. Fast Facts (8-099)
128. Alaska Salmon Salad Sandwich Recipe Card (8-110)
129. Cedar Planked Grilled Alaska Salmon Recipe Card (8-113)
130. Pan-Seared Alaska Cod Recipe Card (8-112)
131. Static Cling (8-114)

SWAP MEAT® PROMOTION
132. Alaska Cod Parmesan Recipe Card (8-115)
133. Alaska Salmon Marsala Recipe Card (8-116)
134. SWAP Meat® Static Cling (8-117)

MULTI-SPECIES MATERIALS
135. VIVA! The Alaska Kitchen
136. Alaska Seafood Grilling Recipes & Tips (8-060)
137. Alaska Seafood Sauces & Dips (8-064)
138. Alaska Seafood Rubs & Marinades (8-068)
139. Poached Alaska Seafood Recipes (8-071)
140. Catch Some Here Chalkboard-Style Poster (D61-018)

IN-ICE SIGNS, TOPPERS AND LABELS
141. 100% Sustainable In-Ice Sign (17-061)
142. 100% Responsibly Sourced In-Ice Sign (17-062)
143. 100% Sustainable In-Ice Topper (17-063)
144. 100% Responsibly Sourced In-Ice Topper (17-064)
145. Country of Origin In-Ice Sign (17-051)
146. Country of Origin Adhesive Label (17-052) 250/roll
147. Alaska Seafood 2x a Week In-Ice Topper (8-094)
148. USDA Case Cling (101-115)

COOK IT FROZEN!®
149. COOK IT FROZEN® Tear-off Recipe Pad (61-012)
150. COOK IT FROZEN® Shelf Talker (61-022)
151. COOK IT FROZEN® Static Cling (140-002)
152. COOK IT FROZEN® Door Graphic Holder (61-023)
153. COOK IT FROZEN® On-Pack Recipe Leaflet (61-004)

EDUCATIONAL MATERIALS

FACT SHEETS
154. Alaska Salmon (1-001)
155. Alaska Pollock (1-003)
156. Alaska Cod (1-004)
157. Alaska Sablefish (Black Cod) (1-005)
158. Alaska Sole (1-006)
159. Alaska Halibut (1-008)
160. Alaska King Crab (1-009)
161. Alaska Snow Crab (1-010)
162. Alaska Dungeness Crab (1-011)
163. Alaska Scallops (1-014)
164. Alaska Rockfish (1-033)

GUIDES & CHARTS
165. Seafood for All Seasons (6-028) and ONLINE - see page 11
166. Nutritional Chart (6-008)
167. Introduction to Alaska Seafood Brochure - Bilingual (1-050)
168. Alaska Seafood A to Z (6-014)

NUTRITIONAL MATERIALS
169. Alaska Seafood Healthy Lifestyles (22-050) and ONLINE - see page 12
170. The Benefits of Eating Wild Alaska Seafood (127-037) and ONLINE - see page 12
171. Seafood: Weighing the Benefits and the Risks (127-034) and ONLINE - see page 12
172. Omega-3’s Are Fish and Plant Omega-3’s the Same? (127-033) and ONLINE - see page 12
173. Type 2 Diabetes: A Dangerous Disease You Can Avoid (127-035) and ONLINE - see page 12

TRAINING MATERIALS
174. Alaska Seafood U ONLINE ONLY
   http://seafoodu.alaskaseafood.org/
175. Alaska Seafood Species Quick Reference Guide (101-012)
   Also available as a Mobile APP:
   http://alaskafishinfo.alaskaseafood.org/howto_addhomescreen
176. Fishing Areas of Alaska Poster (11-012W)
177. Alaska Abundance Map 36" x 24" (11-030)
178. Alaska Abundance Map 72" x 48" (11-030L)

GUIDES OF ALASKA’S SEAFOD
179. Alaska Flatfish Brochure (23-027)
180. Alaska Salmon Buyer’s Technical Kit (23-016)
181. Alaska Salmon Buyer’s Guide (23-015)
182. Alaska Shellfish Buyer’s Guide (23-026)
183. Alaska Whitefish Buyer’s Guide (23-017)
184. Alaska Scallops Brochure (21-051)
185. Alaska Salmon Roe Brochure (21-052)

SUSTAINABILITY

FOODSERVICE POINT-OF-SALE
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187. Table Tent (6-016)
188. Server Button (6-018)

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193. Like Their Fathers Before Them Brochure (21-066)

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   and Grades for Alaska Fresh and Frozen Salmon (21-039)
195. Care and Handling of Salmon: The Key to Quality (23-011)
196. Care of Halibut Aboard the Fishing Vessel (21-005)
200. Halibut Handling Placard (21-034)
201. Roe Handling Placard ONLINE ONLY - see page 15
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203. Alaska King Crab ONLINE ONLY - see page 15
204. Alaska Snow Crab ONLINE ONLY - see page 15
205. Alaska Dungeness Crab ONLINE ONLY - see page 15
207. Alaska Sea Crab Spec. Guide ONLINE ONLY - see page 15
208. Alaska Halibut Cutting Brochure ONLINE ONLY - see page 16
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SEAFood QUALITY MATERIALS
216. Keep Frozen Stickers (21-010) 200/roll
217. Keep Cool Stickers (21-011) 200/roll
218. Fragile: This Side Up Stickers (21-013) 200/roll
219. Vessel Cleaning & Sanitation Guides
   For Commercial Fishermen (21-021)
220. For Tender Operators (21-022)

DIRECTORY OF ALASKA SEAFOOD SUPPLIERS
221. Online Directory of Alaska Seafood Suppliers (22-001) and ONLINE
   https://suppliers.alaskaseafood.org/
   For a hard copy, email info@alaskaseafood.org or call 1-800-478-2903

reminder:
You can place your order online at http://www.alaskaseafood.org/materials

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ONLINE CONTENT

ONLINE ONL Y

2020 ASMI LITERATURE, 311 N. FRANKLIN STREET, SUITE 200, JUNEAU, AK 99801-1147
The Alaska Seafood Marketing Institute (ASMI) is a partnership between processors, fishermen, and state government whose goal is to promote Alaska’s fishing industry as the world’s most trusted source for sustainable, premium quality seafood.

With consumers showing greater interest in eating natural, healthy, and sustainable foods, this Sales Aids & Literature Catalog provides the tools and resources to help boost sales, and train your teams in all things Alaska seafood.

Foodservice - materials to help restaurants, chefs, educational institutions, hospitals, employee cafeterias and other sectors who handle, prepare, menu, and promote Alaska seafood.

Retail/Consumer - materials to assist retailers in displaying and promoting Alaska seafood, as well as materials to educate consumers, such as recipes and preparation tips.

Seafood Industry - including fishermen, processors, distributors and buyers - materials to assist the seafood trade in harvesting, processing, purchasing and promoting Alaska seafood under quality guidelines.

Wild, Natural & Sustainable

As Alaskans, we care about what goes into a great meal. That’s why we work so hard to protect the seas that give our grandparents, parents, and children the lives that we love and the seafood you love.

We fish for the greatest protein source in the world under the northern lights, in the pristine waters off the coast of America’s wild frontier. You preserve our way of life, and our sustainable fisheries with every serving.

Varieties of Alaska Seafood

Five Species of Salmon: King, Sockeye, Coho, Keta, Pink

Whitefish: Halibut, Cod, Alaska Pollock, Sole/Flounder, Sablefish/Black Cod, Rockfish, Surimi Seafood

Shellfish: King, Dungeness and Snow Crab, Scallops, Spot Prawns, Oysters

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