DOMESTIC MARKETING UPDATE

Megan Rider, Domestic Marketing Director
ASMI Board of Directors
February 24, 2021
RETAIL
CANNED ALASKA SOCKEYE SALMON CAMPAIGN

Many of us are spending more time at home, but that hasn’t exactly translated to more time for cooking elaborate meals. Work and school keep marching on, in whatever forms they take, and our responsibilities have only grown more complicated. If you’ve just looked up and noticed it’s nearly time for dinner but you haven’t begun to make plans, we’re here to help. 

Canned Wild Alaska Salmon Salad Baguettes With Tomato-Basil Mayo
A bountiful make-ahead meal for better at-home desk lunches.

Quick and Easy Canned Wild Alaska Salmon–Stuffed Piquillo Peppers
Simple, festive, and delicious.

Quinoa Niçoise Salad With Canned Wild Alaska Salmon
A satisfying salad for the cold months ahead.
CEDAR PLANK TERIYAKI SALMON RECIPE
POS MATERIALS

Real Food. Wildly Good.
Scan for Recipes

#AskForAlaska
Sock it to me, sockeye

Wild Alaskan smoked salmon makes a convenient meal in minutes

by CHRISTINA GUERRERO

Smoked Salmon Pomodoro Pasta

- ¼ cup extra-virgin olive oil, divided
- ½ cup yellow onion, sliced
- 1 (14.5-oz) can diced tomatoes
- ½ cup sliced black olives
- 2 Tbsp fresh basil, shredded
- 8 oz dried rotini or preferred pasta
- 1 (8-oz) package Kirkland Signature Wild Alaskan Smoked Sockeye Salmon, broken or sliced into 2-inch pieces

Boil a pot of salted water for the pasta.

Heat 2 Tbsp of olive oil in a large pan over medium heat. When oil shimmers and coats pan, add onion. Cook onion until softened, then pour in the tomatoes and their juice. Use a potato masher or large fork to break up the tomatoes. Bring to a simmer, then add the olives and the basil.

In a large saucepan, cook pasta according to package directions; remove saucepan from heat and drain pasta. Return the pasta to the saucepan, drizzle with remaining olive oil, then add the sauce and toss. Toss salmon with the pasta and serve immediately. Makes 4 servings.

Recipe courtesy of Melanie Brown.
The Big Catch
A Look at Today's Seafood Consumers
FOODSERVICE
LENTEN PROMOTIONS

FISH IS BACK AT JACK

Special Offer: Mix 5 for $5
Choose any 6 of the following sliders:
- Seafood Crab Cake Slider
- Panko Fish Slider
- Chicken Ring Slider
- Bacon Cheese Slider

Limited Time Only

Deluxe Fish Sandwich Combo

Alaska Seafood Marketing Institute
alaskaseafood.org | wildalaskaseafood.com
Limited Time Only

New!

BEER-BATTERED ALASKA COD COMBOS

Order Online
We've got the hookup

TRY THE PREMIUM FISH SANDWICH
OR THE SEAFOOD & CRAB SANDWICH

Served with creamy tartar sauce, chopped lettuce and crinkle-cut pickles

EACH MED. COMBO | EACH SANDWICH
0 0 0* | 0 0 0*
Wild Alaska Salmon
Wild-caught Alaska Salmon is prized around the world for its superior flavor and texture. With five different varieties, Sockeye, Coho, Keta (or Chum), King and Pink, wild Alaska Salmon allows you to easily cater your dish to the most suitable species. This versatile fish can be used in appetizers such as salmon poke, spinach and grilled salmon salad with lemon-dill dressing, casual grilled fish sandwiches or elegant poached salmon entrees.

Pacific Cod
Alaska Cod, more known as Pacific cod, is white, tender-firm, lean and flaky with a mild taste. Its moisture content is slightly higher than Atlantic Cod making it ideal for baking, sautéing or steaming. The possibilities are endless with our tender cod products. This fish can be topped, encrusted, lightly seasoned or battered to suit a variety of menu applications.

Alaska Pollock
 Mild, tender and firm, pollock is a popular choice for its versatility and adaptability. With its snow white filet that flakes beautifully, this fish is best used in value-added breaded options such as fish & chips and sandwiches.

Celebrate with Seafood
Seafood is the first choice for 43% of consumers when dining out for special occasions. Allow Sysco’s seafood selection to help you satisfy consumer’s wants, while exceeding their expectations. Capitalize on upcoming holidays such as Valentine’s Day and the Lenten Season.
THANK YOU!
International Update

Hannah Lindoff

February 24, 2021
RFM in Japan

Korea Promotions

KS Alaskan Cod
2.2LBS

Salted Yellowfin Sole 2kg

Discount promotion (LNY Coupon) at 16 whses

BLACK COD

KS Alaskan Cod
2LBS

EC sweats full 16 weeks
EC (c: whises) 16 weeks only - focus WHS
# Alaska Seafood Products - Retail Survey

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### Retail

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**Wilde Keta Zalm**
3 verschillende vis producten
22 maaltijden / 2,0 KG
Verfijnde smaak

**Wilde Keta Zalm Luxe**
4 verschillende vis producten
34 maaltijden / 3,8 KG
Met warmgerookte Zalm

- 4756
- 49/50 kokers
- 89,95 p/persoon p/maaltijd

- 4756
- 49/50 kokers
- 139,95 p/persoon p/maaltijd

[See package][1]

**Enjoy Lunch the Alaska Way**
Seabold from Alaska is wild, natural and sustainable. Just take a look at our Omega-3 for a healthy brain and heart.

Create quick, healthy and delicious lunches in minutes using fresh food from Alaska.

**Delivery box promo**

**Waitrose pollock promotion**
Promotions

• Delpierre: pollock, salmon, and cod items promoted at Super U, Auchan, Géant, Leclerc and Carrefour

• Labayrie: Smoked salmon at Carrefour, Auchan, or Leclerc were conducted in France and Belgium
Most universities have informational screens in their cafeterias, which share the latest information and updates on school activities, education agendas, eating menus and general news.

ASMI screened a short clip with scenery and fishing highlights as well as the wild, natural, sustainable message.

The ASMI clip was viewed on 108 university TVs and showed 14 times per hour for a period of four weeks, reaching an estimate of 3.4 million viewers.
New branded product launch

Alaska pollock recipes with three-step photography
Easy Fish
Yevhen Klopotenko
• ASMI, in partnership with Nutrilider group and nutritionist Andrea Esquivel, organized a technical seminar.

• The seminar, hosted for nutritionists and health professionals, included a tasting session featuring Wild Alaska keta salmon, Alaska cod and Alaska pollock.

• Attended by eight major hospitals in São Paulo (18 guests), aimed to present the nutritional benefits of including Alaska seafood in the patient’s diet.
ThaiFex-Anuga Asia, 25-29 May 2021

Food & Hotel Asia, Singapore, was rescheduled for March 2-5 2021, but postponed again to March 28-31, 2022.
THANK YOU
Communications & Consumer PR Program Updates

February 24, 2021

Board of Directors Meeting

Ashley Heimbigner – Communications Director
Communications:

Building tools for the long term; supporting other programs

Website Overhaul:
- Research, discovery, strategy phase underway
  - Industry Survey Link

Direct Marketer Resources:
- Creating research driven tools and support

**Brand Guide** (link):
- Building brand consistency across channels

COVID Impacts Survey + **Impact Reports** (link)
- Fishermen + Processor Surveys launching

Content Support Across Programs
- RFM Webinar, 50 Best videos, etc.
COVID-19 IMPACT REPORTS

Impact Reports of the COVID-19 Pandemic on the Alaska Seafood Industry are produced for ASMI by the McDowell Group.

Alaska Seafood COVID-19 Briefing Paper
January 2021 Edition

Prepared on behalf of the Alaska Seafood Marketing Institute by McKinley Research Group (formerly McDowell Group), this series of briefing papers is intended to provide information on the depth and breadth of the pandemic’s effects on Alaska’s seafood industry.

Second COVID Relief Bill Provides Additional Aid

Alaska communities received more than $569 million in emergency COVID relief payments from the March 2020 CARES Act to offset tax revenue declines and pay for COVID-related expenses. The COVID-19 omnibus economic relief bill passed by the U.S. Congress in December 2020 did not include additional assistance to local governments to account for income losses in 2020, but did include support for local public health departments.
Crisis Communications Manual + Playbook
• To be finalized in March with industry input

Wellness/Nutrition Satellite Media Tour, Mar. 12
• Celebrity RD, Highlighting DGA guidelines, easy and accessibly nutrition for families
  • 1000 media airings and 500mm reach guaranteed; Example SMT

Celebrity Chef Partnership – Tyler Florence
• Earth month; discuss why/how to purchase wild, sustainable Alaska seafood; share recipes
NYC Virtual Media Event – March 4

To tell Alaska’s sustainability, quality and origin story, ASMI is hosting a virtual culinary event for top-tier consumer media featuring three-Michelin star chef and sustainable seafood advocate Masa Takayama and an Alaska fisherman.

• Meals and gift boxes are delivered to 12 top-tier editors/producers
  Including: Bon Appetit, Food Network, Food & Wine, Hearst, Today Show, GMA, more

• Chef Masa hosts a hands-on cooking demonstration
  • Menu includes rockfish, sockeye salmon, ikura, pollock roe and king crab.

• Alaska fisherman discusses Alaska seafood sustainability.
  • Fisherman Hannah Heimbuch to share personal connection to Alaska seafood, Alaska’s sustainability practices, what it means to #AskForAlaska.
Thank you.
Charting the Next Course

- Natural Inflection Point
- Examining of Program Goals/Objectives
- Analysis of Program Scope
Projects, Deliverables, and Actions
Thank You!