The Power of ALASKA WHITEFISH VARIETIES

With five different species to choose from, Alaska Whitefish Varieties satisfy consumer demand at every price point.

Consumer Motivation:
• 73% of consumers surveyed feel it is important to know the source or origin of the fish & seafood they purchase.
  - 73% feel it is important the fish they purchase is environmentally sustainable.
  - 66% feel it is important that the fish they purchase is naturally caught or wild.
• Nearly half of consumers prefer wild-caught seafood.
  - Only one in ten prefer farm-raised seafood.

Preference for Alaska:
• Branding with either the Alaska Seafood logo or the name “Alaska” are both positive influencers of purchase behavior and create a positive impression of retailers:
  - Use of the word “Alaska” on packaging increases likelihood to purchase among 72% of consumers surveyed.
  - 80% of consumers surveyed say that seeing the Alaska Seafood logo would increase their likelihood to purchase.

Consumers love the selection of whitefish varieties in your seafood case—indeed, 64% of seafood-case volume* is generated by whitefish varieties. To meet such high demand, Alaska has many whitefish varieties, each with a different flavor profile and price point. With Alaska fishermen sustainably harvesting 2.8 billion pounds of Alaska Whitefish Varieties last year, year-round supply is assured. Lean and mild Alaska Pollock, Cod, Sole/Flounder and Halibut and rich, velvety Black Cod are perfect for any meal, from on-trend tacos to an elegant entrée.
• Alaska Pollock - lean, mild and extremely versatile
• Alaska Cod - moist, firm fillets with a distinctive large flake
• Alaska Black Cod - succulent, rich flavor and velvety texture
• Alaska Sole/Flounder - mild flavor with a delicate texture
• Alaska Halibut - firm, flaky texture with sweet flavor

*Pensables Group, Finfish Study 2010
Build on consumer preference for wild, natural and sustainable seafood by promoting Alaska Whitefish Varieties in both your fresh and frozen seafood cases. We'll provide everything you need to educate and inspire customers: POS posters, recipe leaflets and other merchandising materials that deliver on the Alaska brand promise - seafood that's wild, natural and sustainable. We can also help you create your own ads and point-of-sale material by providing logos, recipes, plated food and scenic photography, and copy assistance. Bottom line: We can make it easy to increase sales and customer loyalty by promoting Alaska Pollock, Cod, Sole/Flounder, Halibut and Black Cod by name.

**POS MATERIALS**
- Poster Series 22" x 28"
- Halibut Recipe Leaflet 5" x 3" (In-Pack)
- Whitefish Varieties In-Ice Signs
- Whitefish Varieties Recipe Cards 5" x 3" (On-Pack)
- Halibut On-Pack Recipe Leaflet 1.5" x 2"
- Cod & Pollock Recipe Leaflet 5" x 3"

**TRAINING SUPPORT**
- Alaska Seafood Species Quick Reference Pocket Guide
- Alaska Seafood U Training Program on Disc
- Alaska Seafood Brand Toolkit
- Go to www.alaskaseafoodu.org to enroll in our free interactive online training program.

**ADDITIONAL SUPPORT**
- Tear Pad 5" x 3"
- Static Cling 5" x 3.5"
- iPhone App Cling 5" x 5"
- On-Pack Recipe Leaflet 1.5" x 2"
- Nutrition Wallet Card
- Seafood Pesters 22" x 28" (Fits Theater/Iron Man Stands)
- Recipe Leaflets 5" x 5"

Did you know that 68% of consumers surveyed get their information about the seafood they purchase from the seafood person at their store? That means your counter staff needs to be educated - they're your front line in the battle to provide superior service and build customer loyalty. Give them the tools they need with Alaska Seafood U, an interactive web-based training program that provides facts and tips on each of the Alaska seafood species, plus fisheries management, harvesting methods, health/nutrition and cooking techniques. It's all free at www.alaskaseafoodu.org

For more information and promotional materials, contact us at retail@alaskaseafood.org

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