



# *Menu* **A L A S K A**

*Wild Alaska Seafood*

THE OPPORTUNITY

THE PROOF

THE SUPPORT



# Your Opportunity PROVED

## CONSUMER THINKING.

Look at the facts, and you have more than just reasons, trends and statistics to support adding a greater variety of seafood to your menu.

You have proof — powerful evidence, from independent sources, that the time to menu more wild Alaska Seafood is now.

## WHAT IT ALL BOILS DOWN TO IS THIS:

*Research among chain restaurant customers shows they want more seafood on the menu, and they want it to be WILD seafood.*

The numbers paint a picture of incredible opportunity. Consider three simple facts:

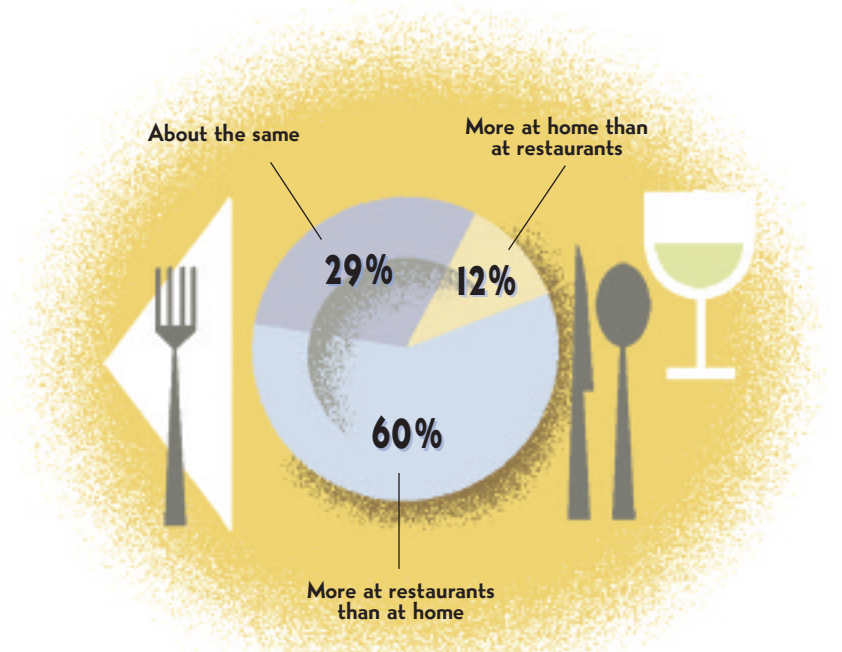
- consumers want greater seafood variety;
- they want to reduce consumption of beef, poultry and pork;
- and they want healthier seafood menu items.

## WHAT'S DRIVING THIS TREND?

Americans are paying attention. They know the obesity problem is fast reaching crisis proportions. And they're concerned about their health in general. Especially baby boomers.

What's more, the 2005 Dietary Guidelines for Americans encourages consumers to vary their protein choices — with more fish, dry beans, peas, nuts and seeds.

Which means the seafood category can expect continued growth for years to come.

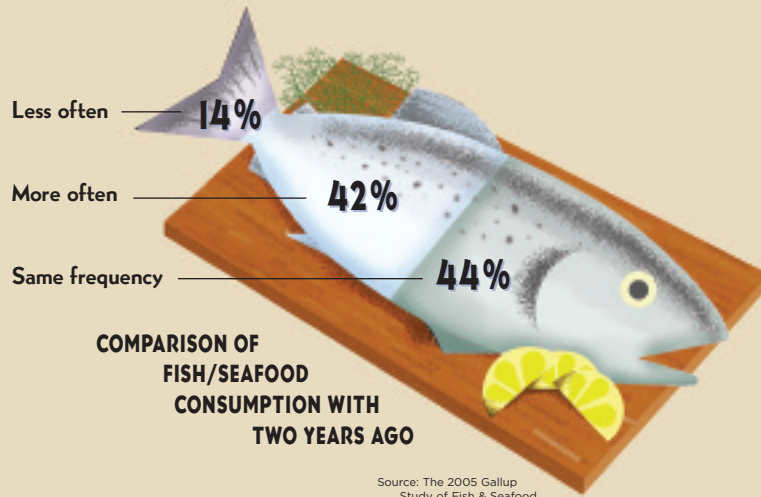


HOW OFTEN DO YOU EAT FISH/SEAFOOD AT HOME  
COMPARED TO EATING IT AT RESTAURANTS?

Source: The Hale Group 2005

## *In Seafood,* RESTAURANTS RULE

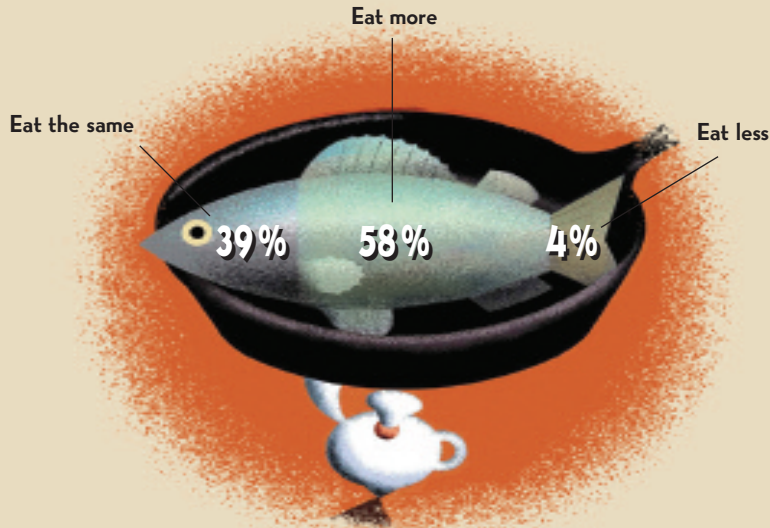
A significant majority are more likely to eat fish and seafood at restaurants than at home. A good reason to have a healthy variety on your menu.



Source: The 2005 Gallup Study of Fish & Seafood

*Week-in, Week-out*  
**SEAFOOD'S A WINNER**

66% of adults partake in fish and seafood one or more nights per week.



**AT CHAIN RESTAURANTS, DO YOU EAT MORE, LESS, OR THE SAME FISH/SEAFOOD VS. TWO YEARS AGO?**

Source: The Hale Group 2005

*Seafood Consumption*

**A GROWING TREND**

Nearly half of consumers are eating more seafood than two years ago. With growth like that, what story will your numbers tell in the years ahead?

**NUMBER OF NIGHTS PER WEEK CONSUMERS EAT FISH/SEAFOOD**

- Three or more 4%
- Two 19%
- One 43%
- Never 32%
- Don't know 2%

Source: The 2005 Gallup Study of Fish & Seafood



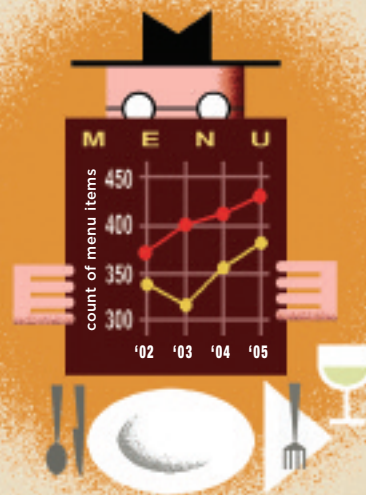
*More is Better*  
**ESPECIALLY FOR RESTAURANTS**

58% of adults eat more fish and seafood at chain restaurants than they did two years ago—and only a scant 4% eat less. It all adds up to mean more opportunity for your restaurant.

**GROWTH OF SEAFOOD ENTRÉES AT TOP 200 CHAINS**

- Shellfish entrées +14%
- Fish entrées +12%

Source: The Food Beat, Inc. 2005



*The Top 200 Chains:*  
**MORE FISH ON THE MENU**

The top 200 chains added 12% more fish entrées to their menus from 2002 to 2005. In that same period, the number of shellfish items grew 14%.

*Follow This Healthy*  
**AND TASTY TREND**

64% are eating more fish and seafood at chain restaurants than they did two years ago — for health reasons. 60% are doing so because more chains now serve good tasting fish and seafood. And 52% say a greater variety of fish and seafood offered plays a key role in their decision.

**WHY CONSUMERS ARE EATING MORE FISH/SEAFOOD AT CHAIN RESTAURANTS THAN THEY DID TWO YEARS AGO.**

RESPONSE	%
Health reasons	64
More chains serve good tasting fish/seafood	60
There's more variety of fish/seafood offered	52
Try to eat less beef, chicken, pork	50
Fish/seafood tastes better/fresher than it used to	42
More people in my family eat it now	15
Other	5

Source: The Hale Group 2005

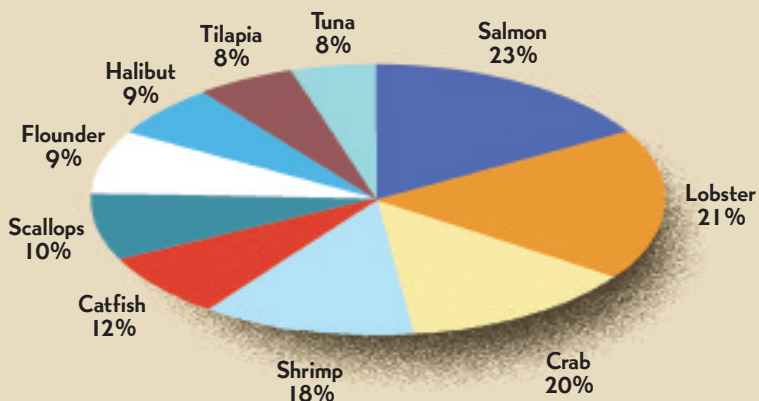
**OVERALL, HOW SATISFIED ARE YOU WITH THE SELECTION OF FISH/SEAFOOD AT THE FOLLOWING TYPE OF CHAIN RESTAURANT?**

RESPONSE	QSR %	CASUAL %
Extremely satisfied	10	27
Very satisfied	19	49
Somewhat satisfied	33	21
Not very satisfied	22	2
Not at all satisfied	16	0

Source: The Hale Group 2005

*QSR: Opportunity Calls*  
**CASUAL DINING: ROOM TO GROW**

Consumers would like to see Quick Service Restaurants improve their selection of fish and seafood. Casual Dining establishments have a proven history of offering seafood menu variety, but consumer response still shows room for improvement.



**CONSUMER TOP 10 RESPONSES.**

Source: The Hale Group 2005

### Go Wild:

## CONSUMERS LOVE IT

Consumers appreciate the value of wild, ocean-caught seafood in such overwhelming numbers that, well, you can imagine the value of putting it on your menu. Not-so-incidentally, all seafood from Alaska is caught wild and is sustainable.

### CONSUMERS ASSOCIATE THE FOLLOWING DESCRIPTORS WITH "ALASKA" AND "WILD".

"ALASKA"	"WILD"
Fresh Seafood	Higher Quality
Good Tasting	More Natural
Very Good/Excellent	Better Tasting
High Quality	

Source: The Hale Group 2005

## More Alaska! MORE ALASKA!

Salmon, crab, scallops and halibut. All Alaska species and all popular answers when researchers asked consumers to *select one or two types of seafood you would you like to see more of on casual chain restaurant menus.*

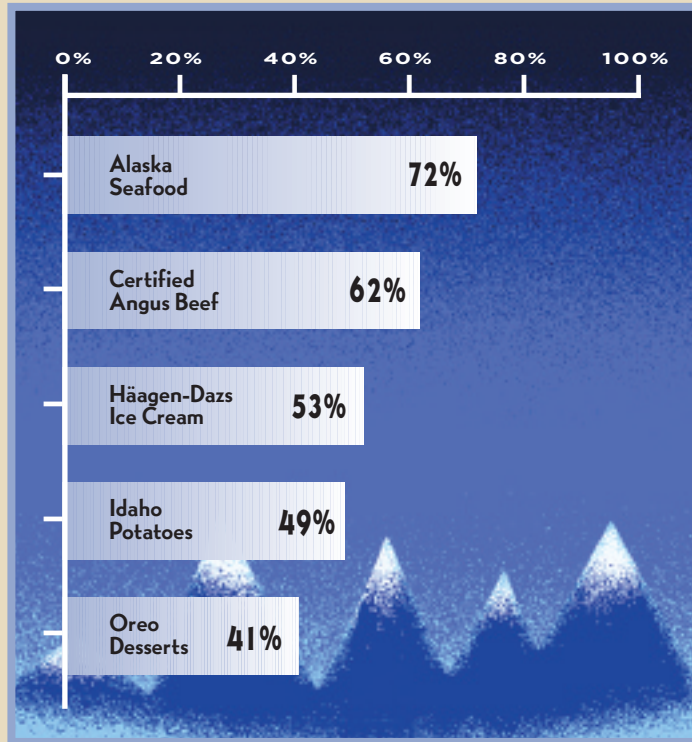


Source: The Hale Group 2005

## When Your Menu Says Alaska, CUSTOMERS SAY "YES"

"Alaska" and "Wild." In the world of word association, they bring to mind only positive attributes. And when "Alaska" is on your menu customers see your restaurant as a step above. Sounds delicious, doesn't it?

**HOW LIKELY WOULD SEEING THESE BRANDS ON THE MENU INFLUENCE YOUR SELECTION AT A CHAIN RESTAURANT?**



Source: The Hale Group 2005

*Alaska Always*

**MOTIVATES A SALE**

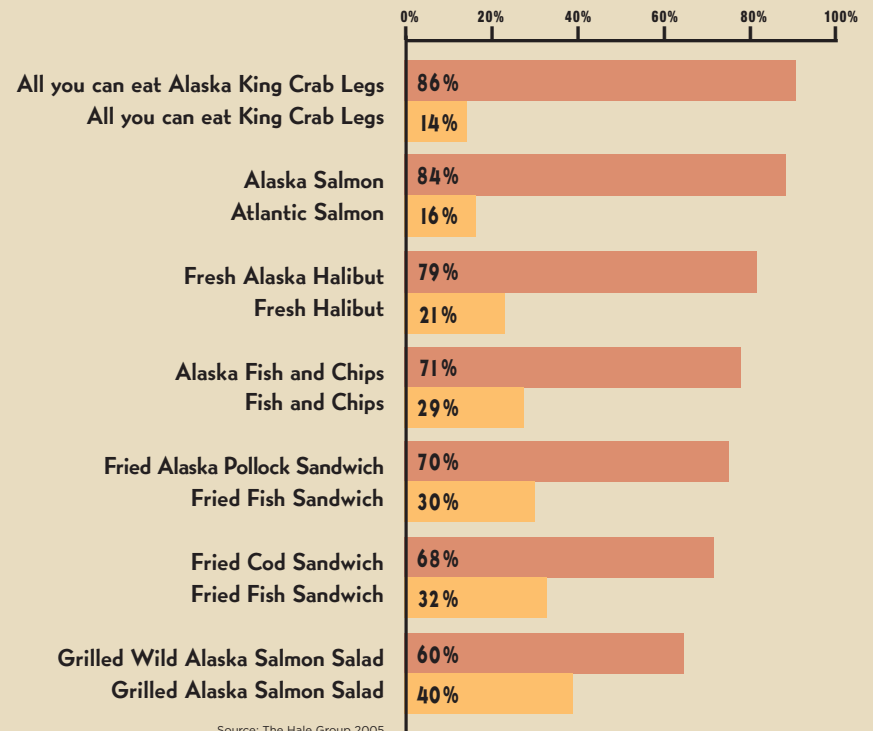
The advantage is overwhelming: Add the word Alaska to your menu, and you add more customer appeal.

*Alaska Hooks*

**MORE APPETITES**

Alaska Seafood is a powerful draw on a menu. Why? Because customers like what it stands for. A lot. And featuring it on your menu can have a significant impact on their dining experience.

**FOR EACH OF THE FOLLOWING PAIRS OF MENU ITEMS, PLEASE INDICATE WHICH ONE YOU WOULD BE MORE LIKELY TO ORDER IN A CHAIN RESTAURANT.**



Source: The Hale Group 2005

**2ND PLACE —  
THIS IS UP FROM  
3RD PLACE IN 2001!**

Source: Datassential  
Research 2004



*The Alaska Brand:*  
**LIKE THE STATE,  
IT'S HUGE**

Seafood items branded "Alaska" or "Alaskan" rank second among branded food items on menus of the top 500 restaurant chains in the United States.

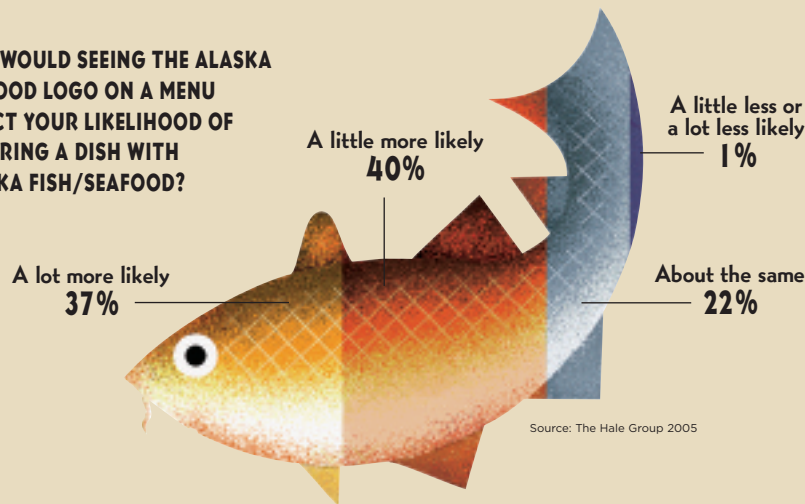
*"Show Me  
THE LOGO"*

A whopping 77% of those surveyed said that seeing the Alaska Seafood logo on a menu had a positive effect. That one simple addition, that one logo, increases the likelihood of ordering a seafood dish and gives a positive impression about a restaurant.

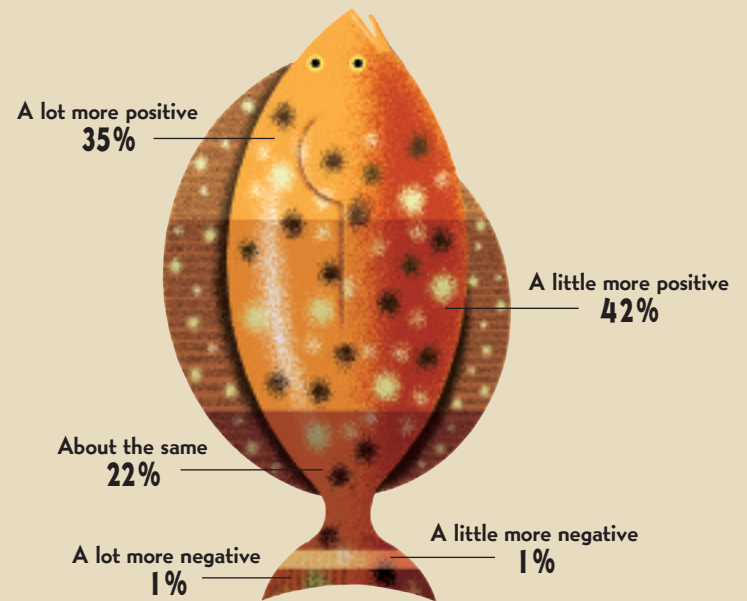


**HOW WOULD SEEING THE ALASKA SEAFOOD  
LOGO ON A MENU AFFECT YOUR FEELINGS ABOUT  
ALASKA FISH/SEAFOOD?**

**HOW WOULD SEEING THE ALASKA  
SEAFOOD LOGO ON A MENU  
AFFECT YOUR LIKELIHOOD OF  
ORDERING A DISH WITH  
ALASKA FISH/SEAFOOD?**



Source: The Hale Group 2005



Source: The Hale Group 2005

## *Their Research Proves The Opportunity*

### **OUR SUPPORT DELIVERS IT**

The trends expressed in these pages are certainly positive. And the research came from some remarkably credible sources: The Hale Group, The Food Beat, Datassential Research, and The Gallup Organization.

To make the opportunity even more tempting, consider what the Alaska Seafood Marketing Institute offers beyond the numbers.

- Chef training
- Education materials
- Recipes
- Menu concept development
- National and regional consumer trends data
- Training in the selection, handling and uses of all varieties of wild Alaska Seafood
- Turnkey promotions
- Photographs and artwork to customize to your needs
- Ready access to seafood marketing consultants
- Directory of Alaska Seafood Suppliers

In short, the research shows the opportunity, and our support makes it easy to promote.

To further explore adding wild Alaska Seafood to your menu, contact us at **800-806-2497**.

Or visit **[www.alaskaseafood.org](http://www.alaskaseafood.org)**



### *About the* **ALASKA SEAFOOD MARKETING INSTITUTE**

The Alaska Seafood Marketing Institute (ASMI) is a commodity marketing board funded by the Alaska Seafood industry, the State of Alaska and the Federal Government. The Institute works to promote Alaska Seafood as an entire industry, not as individual brands. The objective of ASMI is to increase consumption and awareness of wild Alaska Seafood's superior quality and taste.

**Marketing Office:** 150 Nickerson Street, Suite 310, Seattle, WA 98109  
**Administrative Office:** 311 N. Franklin St., Suite 200, Juneau, AK 99801

