

October 11, 2016

TO: ASMI Board of Directors & Committee Members

FROM: Karl Johan Uri, Foodservice Manager

RE: Foodservice Program FY16 Recap

This report is a recap of the foodservice program activities for FY16 (July 1, 2015 – June 30, 2016). In addition to the foodservice program, in FY16 staff was responsible for co-managing the consumer public relations (Edelman) and advertising programs, which are covered under separate reports.

**FOODSERVICE PROGRAM OBJECTIVES:**

- Generate increased foodservice awareness and usage via Alaska seafood brand-oriented marketing programs.
- Achieve differentiation between wild Alaska, farmed seafood (including specialty farms) and other seafood sources and proteins.
- Maintain the highest-value perception in targeted foodservice segments.

**FOODSERVICE STRATEGIES:**

- Build awareness among foodservice operators and their patrons for Alaska seafood's unique features: Alaska, Wild, Sustainable, Pure, and Flavor/Texture.
- Position Alaska seafood as a healthy and environmentally friendly alternative to other proteins.
- Expand usage and menu branding of wild Alaska seafood (including value-added products) with target operator accounts.
- Build on established leadership position for ASMI in the areas of seafood education, training and menu development.
- Maximize Alaska seafood's position and penetration with high-volume broadline and seafood specialty distributors.
- In collaboration with other ASMI marketing programs – develop leadership position for teaching kids to eat more seafood.
- Heighten Alaska seafood industry awareness and involvement in the foodservice program and continue to educate so that the industry can meet the needs of the marketplace.

## **OPERATOR PROMOTIONS:**

National account promotions have been very effective in expanding the usage and menu branding of Alaska seafood with target operator accounts. **The latest research from *Datassential* shows that among proteins, Alaska seafood is now the #1 brand featured on U.S. menus.** Working with key decision makers within these accounts, ASMI develops customized promotional programs that may include the following components: merchandising materials, menu branding allowances, advertising, research, waitstaff incentives, training seminars, social media, and website/email initiatives. In addition, ASMI has a number of themed, species-specific promotional materials that are available to all foodservice operators year-round. These include posters, table tents, menu sheets, waitstaff tips, buttons, etc. ASMI also has materials designed especially for kids.

There continues to be a strong interest in promoting seafood from Alaska and most of these promotions are backed with significant financial support from the chains themselves. **The following national operator accounts have partnered with ASMI this past fiscal year to promote the Alaska brand and logo with customized point-of-sale materials, menus, consumer advertising and social media initiatives.**

- **AM/PM** – Alaska pollock
- **Bud's Chicken & Seafood** – Alaska cod
- **Captain D's** – Alaska salmon
- **Checkers** - Alaska pollock
- **Denny's Restaurants** – Alaska salmon
- **Duffy's Sports Grill** – Alaska cod & salmon
- **Dine Around Seattle** – All species
- **First Watch** – Alaska smoked salmon
- **Fish City Grill & Half Shells** – Alaska salmon
- **Jack in the Box** – Alaska pollock
- **Landry's: Oceanaire Seafood Room** – Alaska halibut, king crab & salmon
- **McGuire Management Group** – Alaska salmon, king & snow crab
- **Macy's Department Stores** – Alaska cod, halibut, salmon & snow crab
- **Market Broiler** – Alaska cod, halibut & snow crab
- **Ocean Prime** – Alaska halibut, king crab, & salmon
- **Red Lobster** – Alaska Bairdi crab & salmon
- **Rockfish Seafood Grill** – Alaska pollock, rockfish, salmon & sole
- **Rubio's** – Alaska pollock
- **Season's 52 (Darden)** – Alaska halibut & salmon
- **Shari's Restaurants** – Alaska cod & salmon

- **Sharky's Woodfired Mexican Grill** – Alaska cod & salmon
- **Sodexo** – Alaska pollock (K-12)
- **Sonic Drive-In** – Alaska pollock
- **Stillwater Grill** – Alaska halibut, salmon & sole
- **The Fresh Fish Co.** – All species
- **University of Massachusetts Amherst** – All species
- **White Castle** – Alaska pollock
- **Yale University** – All species

#### **Overall Operator Results:**

- 26 custom, national restaurant chain promotions in 10,818 units across the U.S.
- 2 promotions with college and university foodservice.
- On average, for every dollar ASMI spends toward a promotion the partnering chain spends \$11.00
- ASMI promotions helped almost all of the chains introduce new Alaska seafood menu items.
- All chains have expressed interest in promoting Alaska seafood again in FY17.

#### **K-12 Education & Promotions:**

**Sodexo K-12:** ASMI continues to work in partnership with the Genuine Alaska Pollock Producers (GAPP) and Sodexo's K-12 management division to increase fish on school menus. After completing a successful test in 2013 among elementary, middle and high schools in Gig Harbor, WA, ASMI moved forward to develop a training video and a printed manager's guide for school foodservice professionals.

This past September, a national Alaska pollock K-12 school promotion kicked off with Sodexo. In preparation, ASMI conducted two webinars for district managers about how Alaska pollock fits into school lunch menus. The webinar focused on Alaska pollock key points of difference – affordable, healthy, sustainable, kids like it, all American and marketing support for the promotion.

As of the result of this partnership, USDA commodity sales were up 14% in 2015 (half can be attributed to the Sodexo promotion according to GAPP).

**Culinary Institute of America (CIA) Healthy Kids Collaborative:** The CIA Healthy Kids initiative focuses on culinary insights and training for K-12 school foodservice operations. In December, ASMI joined the Collaborative which includes key school districts from across the country to discuss and debate best practices across a wide range of issues affecting the flavor and quality

of foods offered in our nation's schools. ASMI participated as sponsor and Alaska seafood products and materials were showcased. Pat Shanahan from the Genuine Alaska Pollock Producers (GAPP) also participated in the event.

#### **DISTRIBUTOR PROMOTIONS:**

Distributors are a critical link in the foodservice sales path because they sell to chain accounts, foodservice management companies and independent operators on a daily basis. While independent and seafood specialty distributors play a vital role in supplying fresh products to certain segments of the industry, broadline distributors are an important force, especially in terms of frozen seafood products and their penetration of all foodservice segments. In addition, broadline distributors are also putting increased focus on fresh seafood sales.

Historically, ASMI broadline distributor promotions have been heavily involved with individual operating companies and divisions. Within the past few years, the landscape has shifted towards a corporate controlled environment also known as Category Management. Category Management now controls the entire process from purchasing, brand development, quality control and marketing (training and promotional activities at the division level). ASMI has a unique opportunity to partner with top broadline distributors at the corporate level to facilitate the growth of the Alaska seafood brand and build sales.

**The following distributors have partnered with ASMI this fiscal year on all-species sales incentive and brand awareness promotions:**

- **Black River Produce – Vermont**
- **Cash-Wa Distributing**
- **Del Monte Meat Company**
- **Foodservices of America Corporate**
- **Foodservices of America Western Washington**
- **Gordon Foodservice Corporate – U.S.**
- **Martin Brothers Distributing**
- **Performance Food Group Corporate**
- **Reinhart Foodservice Corporate**
- **Samuels & Son Seafood Company**
- **Sysco Corporate – U.S.**
- **US Foods Corporate**
- **US Foods Seattle**

**Overall Distributor Results:**

- 13 foodservice distributor promotions (including 6 corporate) reaching over 1 million foodservice customers across the U.S.
- Over 6.2 million pounds of Alaska seafood items were sold during the promotional periods.
- Average cost per pound to promote: \$ .035/lb.

**TRADE SHOWS, CONFERENCES & EVENTS:**

**National Association of College & University Foodservice (NACUFS):** In July, ASMI participated as a sponsor at the NACUFS conference in Indianapolis. Over 1,500 food and beverage decision makers attend this conference from colleges and universities around the country. ASMI's distributed literature and sampled Alaska sockeye salmon prepared by Chef Andrew Horstman from the Oceanaire Seafood Room in Baltimore.

The foodservice program continues to collaborate with schools around the country to menu and promote Alaska seafood. Seafood sustainability is a top priority for most schools and provides a great opportunity for ASMI to educate the next generation of seafood consumers.

**Les Dames d 'Escoffier National Conference (LDEI):** ASMI sponsored and attended the LDEI national conference in Charleston NC, from October 29-31. LDEI is the premier organization of influential professional women who are committed to the advancement of education and philanthropy in food, beverage and hospitality. With 26 chapters around the country, LDEI represents the most influential women in the food industry.

At the conference, staff networked and sampled various Alaska seafood species in a variety of menu applications.

**StarChef's International Chefs Congress:** ASMI Foodservice was a co-sponsor of the Seafood Pavilion at the 10<sup>th</sup> annual StarChef's International Chefs Congress in Brooklyn, NY October 25-27, 2015. This culinary symposium is where the world's most influential and innovative chefs present the latest techniques and culinary concepts to 2,000 of their chef and other industry peers. The target audience is high-end, influential chefs from the fine-dining segment. The purpose of the Seafood Pavilion was to position U.S. seafood as sustainable, making it easy for chefs to make informed purchasing decisions when considering seafood from the U.S. Other participants in the Seafood Pavilion included – Wild American Shrimp, Louisiana Seafood, NOAA, Seafood Nutrition Partnership, Seafood Harvesters of America, and Audubon Nature Institute (G.U.L.F.)

On behalf of ASMI, Barton Seaver conducted a main-stage demo using frozen Black Cod/Sablefish and spoke in great detail to the benefits of using frozen fish from Alaska. Chef Shola Oluloyo of *StudioKitchen* in Philadelphia conducted a sousvide demonstration using Alaska sockeye salmon. ASMI had a sponsor table where Chef Dan Enos from Landry's and Tricia Sanguinetti offered samples of sockeye salmon, scallops and snow crab and discussed the many benefits of seafood from Alaska. Also, as part of our sponsorship, we received an ad in the conference book and magazine.

**Newport Food & Wine Festival:** The 10<sup>th</sup> Annual Newport Food & Wine Festival was held September 25-27<sup>th</sup> in Newport, Rhode Island. This event sponsored by the Preservation Society of Newport County and *Food & Wine* magazine draws consumers from across the country. Alaska Seafood sponsored the event and provided Alaska seafood products to multiple restaurants who exhibit during the Grand Tasting and surrounding events. Notable chefs attending this year included: Martha Stewart, Jacques & Claudine Pepin and Ben Pollinger. Chef Ben Pollinger, Executive Chef at Oceana in New York and a member of the ASMI Chef Alliance presented wild Alaska coho salmon on the culinary demonstration stage.

**International Corporate Chefs Association (ICCA):** The ICCA is the only chefs association designed exclusively for corporate chefs from the nation's largest chains and multi-unit operations. As one of the founding sponsors, ASMI has the opportunity to network, educate and develop relationships with key corporate executive chefs throughout the year at a number of ICCA events.

**Global Culinary Innovators Association (GCIA):** This new organization focuses on individuals involved with R&D, marketing and purchasing at leading growth chains. As a founding sponsor, ASMI can build long-term relationships with top research and development chefs at foodservice chains 200-400 in sales rank through a variety of educational and networking events throughout the U.S.

This fall at the annual summit in New Orleans, ASMI was selected to give a presentation and speak on a marketing panel titled: *Commodity Boards - Your Key to Free Creative Resources and New Menu Ideas*. This was followed by a unique roundtable discussion where ASMI had the opportunity to meet one-on-one with restaurant chain R&D executives and present information and materials about why partnering with Alaska Seafood is good for restaurant chain business.

**Culinary Institute of America (CIA)/Worlds of Healthy Flavors Conference:** With continued emphasis on health, ASMI sponsored the World of Healthy Flavors Conference in January which brings together leading experts from Harvard University in nutrition research. The goal of this retreat is to assist corporate chefs and senior managers from top national accounts in expanding options for healthy meal choices. As a key sponsor, ASMI is in a unique position to

help educate chefs on how they can incorporate Alaska seafood onto the menus of America's top chains. Alaska seafood was featured in multiple demonstrations and menu planning activities for attendees to work with.

**Seafood Expo North America (SENA):** ASMI exhibited again this year at Seafood Expo North America. Large format food photography was the backdrop for showcasing mouth-watering plate shots from ASMI's recipe collections. This is a shared project with the retail, technical and international programs. Attendance at the show was up this year as was the number of exhibitors.

In addition, ASMI's foodservice staff helped coordinate the industry sponsored "Go Wild Alaska Style" reception at the Seaport hotel. This event continues to be "the party" everyone at the show wants to attend. This year's theme **SWAP Meat®** was executed beautifully by the hotel's culinary team creating recipes using Alaska seafood where normally one would find beef, chicken or pork.

**National Restaurant Association – Marketing Executive Group (MEG):** ASMI is a sponsor of the spring MEG meeting which targets marketing directors from the top national and regional chains in the U.S. MEG has become a regular event for ASMI and a number of promotions have resulted from association with this group over the years.

**Samuels & Son SWAP Meat® Recipe Contest:** Specialty seafood distributor Samuels & Son, based in Philadelphia, held a **SWAP Meat®** chef recipe contest for their customers. Karl Johan Uri, ASMI Foodservice Manager, served as a judge.

The three finalists were:

- Chef Leo Forneas from Twisted Tail, Philadelphia, PA
- Chef Vince from Disalvo's Restaurant, Williamsport, PA
- Chef Jerome Grand from National Museum of the American Indian, Washington, D.C.

Chef Vince Disalvo took home the prize with: Bacon fat seared Korean BBQ Alaska Black Cod with Carolina wild rice stir fry, barley miso, and blanched baby bok choy.

**US Foods/Food Fanatics Live (Los Angeles & Seattle):** US Foods hosted a series of vendor shows across the western United States. ASMI Foodservice staff provided literature and spoke with attendees on the resources available to help them menu Alaska seafood. An Alaska salmon demonstration was conducted by US Foods Chef Charles Ramseyer and culinarian John Rowley at the Seattle event.

**UMass Chef Culinary Conference:** The UMass Chef Culinary Conference draws leading chef and culinary trendsetters from around the country to meet with college and university foodservice

operators. In its 22<sup>nd</sup> year, this annual conference took place at the UMass Amherst campus June 5-10, 2016. This year's featured Chef/Presenter was Alice Waters of Chez Panisse in Berkeley, CA. Jann Dickerson, National Accounts, represented ASMI and spoke to the audience about the variety of Alaska seafood species and sustainability.

**Culinary Institute of America (CIA) – Menus of Change Conference:** The Menus of Change leadership initiative is a partnership of the CIA and Harvard School of Public Health that is working to create a long-term, practical vision for the integration of nutrition, environmental stewardship, the culinary arts and innovation within the business of American foodservice. ASMI is one of the founding sponsors and also has a seat on the Sustainable Business Leadership Council. In June, the fourth annual summit took place at the CIA campus in Hyde Park and was attended by 350 foodservice executives including company CEO's, executive chefs, VP's of corporate & social responsibility, scientific leaders and the media.

ASMI Foodservice Program negotiated to have representation of Alaska RFM Certification on the seafood certification panel. As a result, Jeff Regnart from the RFM team, conducted a RFM presentation at Menus of Change. Additionally, Alaska seafood was showcased throughout the conference and ASMI had the opportunity to network with key decision makers to tell our sustainability story.

#### **TRADE SUPPORT:**

**Foodservice Research:** The foodservice program relies heavily on consumer research to help develop overall program strategies and to educate operators and distributors about consumer attitudes and preferences toward seafood in general. Utilizing the firm *Datassential*, ASMI recently completed new research to investigate what new trends and changes have emerged with consumers over the past two years. The research also looked at issues such as health, flavor, sustainability and overall consumer satisfaction with seafood offerings at QSR, fast casual and casual restaurants. A new brochure highlighting this research was developed as a sales tool to help demonstrate consumer preference for Alaska seafood.

**Alaska Salmon Point of Sale (POS):** New wild Alaska salmon POS materials were produced in FY16. The poster, table tent, menu sheet and button were illustrated by artist Jeff Foster who also designed the Alaska cod POS. Examples are available on the resource table.

**SWAP Meat® Initiative:** ASMI foodservice continues to expand the **SWAP Meat®** initiative in support of healthier menus across the country. Through **SWAP Meat®**, chefs can learn how to bring classic, meat-based favorites to life with a sustainable twist – Alaska seafood as the protein. For example, chicken picatta becomes Alaska cod picatta, beef sliders become Alaska

salmon sliders, chicken kabobs become pistachio-crusted Alaska halibut kabobs and chicken tortilla soup becomes Alaska snow crab tortilla soup.

Response has been tremendous and ASMI will be executing national distributor promotions this spring showcasing this menu concept. In addition, we have engaged ASMI's Chef Alliance to assist with new recipe development and foodservice PR outreach. The **SWAP Meat®** strategy has also been launched at the consumer level via national advertising and PR.

**CIA/ProChef:** The Culinary Institute of America (CIA) offers a media educational venue through their on-line site, *ProChef.com* and ASMI has partnered with them to create an ASMI micro-site. This custom program includes streaming videos, interactive web pages, photography and informative text highlighting Alaska seafood. Recently, a social media component has also been added to increase traffic to the site and encourage dialogue about Alaska seafood. The goal is to better educate the foodservice community about Alaska seafood and its use in today's menu applications suitable for a range of foodservice operations and segments. The Culinary Institute of America is the largest and one of the most prestigious culinary schools in the U.S.

**Alaskaseafood.org:** The entire .org site was redesigned and reconfigured. ASMI Foodservice simplified and updated all content and resources in the foodservice section.

#### **ADVERTISING:**

The foodservice program continues to advertise in a variety of foodservice trade publications. Consumer research confirms that taste is the leading driver of increased seafood consumption at restaurants. ASMI developed a new campaign that positions Alaska seafood as the place for great tasting, craveable seafood with beautiful food photography. There are three versions of the ad with interchangeable plate shots for salmon, whitefish and crab. Ads have been running in the following print and online foodservice trade publications this fiscal year:

- ***Plate***
- ***Restaurant Business***
- ***QSR (Quick Service Restaurants)***
- ***Catersource***
- ***Fastcasual.com***
- ***Foodservice Director***
- ***Flavor & The Menu***
- ***On-Campus Hospitality***
- ***Foodable TV***

**FoodableTV:** *FoodableTV* is a foodservice media platform intersecting operator education video content with high-volume targeted foodservice distribution, and massive social media driven traffic. They have the largest dataset in foodservice -the RSMI (Restaurant Social Media Index), giving them the ability to deliver hundreds of thousands of foodservice professionals our message. ASMI Foodservice developed a custom video in partnership with Chef Tom Douglas about sustainable Alaska seafood. The video began running in mid-January in time for Lent on their Table 42 channel targeting Fine Dining and Casual Dining restaurants and has amassed over 888,368 impressions and 57,713 video views by foodservice professionals across iTunes, Facebook, Twitter, Email, and [Foodabletv.com](http://www.foodabletv.com). This means over 50,000 foodservice professionals actually clicked on and viewed our pre-roll spot, then went on to watch Tom Douglas explain why he uses Alaska seafood. To date, it is FoodableTV's most viewed episode.

[http://www.foodabletv.com/blog/2016/1/8/table-42-how-seattle-restaurateur-tom-douglas-is-making-sustainable-seafood-more-affordable-for-diners?mc\\_cid=d53cf3cbff&mc\\_eid=bf025a7fec](http://www.foodabletv.com/blog/2016/1/8/table-42-how-seattle-restaurateur-tom-douglas-is-making-sustainable-seafood-more-affordable-for-diners?mc_cid=d53cf3cbff&mc_eid=bf025a7fec)

FoodableTV produced a data-driven report on seafood trends in the foodservice industry that received widespread distribution among operators when it was released at the end of March/early April, delivering 250 foodservice leads. In addition, there have been over 1,167,170 custom report impressions.

**Target Audiences:** Fine Dining, Quick Service Restaurants (QSR), Fast-Casual Restaurants, Casual Dining, College & University

**Overall Results:**

- Print Impressions: 1,294,949
- Digital Impressions: 3,953,943
- Average click-thru rates ranged between: .21 to .48%
- Ad creative scored extremely well in readership surveys:
  - Plate magazine: Ranked #1 for "Believability"
  - Flavor & the Menu: Ranked #1 for "Highest Attention-Getting" and for Lead Generation

**FOODSERVICE (TRADE) PUBLIC RELATIONS:**

Foodservice public relations is targeted to the foodservice trade which includes chefs, distributors, marketing and purchasing executives, culinary schools and anyone associated with the foodservice industry. Working with influential food editors, these activities include editorials, product releases and news articles in foodservice publications and online media.

Since FY15, ASMI has been working with the Revelry Agency to provide foodservice PR coverage.

**Results for FY16:**

- 7.7m media impressions (4.2M Increase)
- 47 unique placements (62% Increase)
- 30 quotes from key spokespeople
- 77 Image and recipe placements
- 32 operators featured

**Alaska seafood received coverage in the following publications:**

- **QSR**
- **NRN**
- **Food Management**
- **Flavor & The Menu**
- **FSR**
- **Chef Magazine**
- **Catersource**
- **Catering**
- **Restaurant Business**
- **Restaurant Hospitality**
- **Plate**
- **Food Fanatics**
- **Café's Gold Medal Classroom**
- **Foodservice Director**
- **C&RB's Chef to Chef**
- **On-Campus Hospitality**

**Coverage Highlights:**

- Kathy Casey Cocktail and Alaska Seafood Pairings were covered in five separate articles
- **SWAP Meat®** was covered in ten articles and winner Adam Hegsted was featured in six placements.
- Coverage including operator/ASMI interviews include:
  - *Catersource Magazine* (July) - Sun Valley Seafood with Chef Ken Pratt
  - *QSR* (July) Gone Fishin' Seafood Gives Operators a Versatile Protein that has a Sustainable Healthy Halo – Interview with Claudia Hogue and David Goldstein of Sharky's
  - *Flavor & The Menu* (July) – Menu Ready Partnerships with Season's 52
  - *On-Campus Hospitality* (July) Sustainable Seafood – Interview with Gettysburg College
  - *Plate* online (July) Alaska Chefs Revel in their Remote Terroir – Waterfall Resort, The Rookery Café – Interviews with the chefs

- *Chef* (Jul/Aug) – Across the Board – interview with Claudia Hogue and Chef Ben Pollinger
- *FSR* online (December) Looking Beyond Fish Sticks and Casseroles During Lent – The Oceanaire Seafood Room, Maria Hines, CP Louisville, Elliott’s Oyster House and Duke’s Chowder House
- *FSR* (December) Kathy Casey Cocktail and Alaska Seafood pairings and Winter Root Vegetables featuring chef Robert Spaulding of Elliott’s Oyster House
- *Plate* (January/February) Small Plates – Waste not, want not – featured Beau Schooler
- *QSR* online (January) Covered new labeling law for Alaska pollock – featured in three separate articles – included an interview with Pat Shanahan of GAPP
- *Café’s Gold Medal Classroom* newsletter (January) - Swap Meat Moves Seafood to the Forefront
- *Chef* (Mar/Apr) – A Tale of Two Seas – Interview with Chef Robert Wiedmaier
- *Flavor & The Menu* (Mar/Apr) – New School Steakhouse – Interview with Chef Wade Wiestling and featured his recipe/image of Alaska Halibut T-Bone Steak
- *Plate* – Filipino Focus on Finger Food – Alaska Dungeness crab lumpia with Chef Adam Hegsted
- *Restaurant Hospitality* (March) - Crunchy Appetizers – Kathy Casey Cocktail and Alaska seafood pairings
- *Nation’s Restaurant News* – Chefs Find Uses for Off Cuts of Wild Salmon – Chef Gabe Godell, The Kitchen

**International Foodservice Editorial Conference (IFEC):** In October, ASMI participated in the annual IFEC conference in Portland, Maine. IFEC provides a face-to-face forum for ASMI to pitch story ideas to foodservice editors and communication professionals. Over 300 individuals are involved in this organization and offer ASMI a great opportunity to network and educate participants about Alaska seafood.

During the conference, ASMI’s activation station featured new recipes from the Kathy Casey recipe book “Bar Bites”. Editors enjoyed Corn and Alaska Surimi Seafood Fritters paired with a Cilantro Chili Margarita as well as Alaska Salmon Sliders with a Rosemary Tuscan Meyer Lemon Collins. This was a new and exciting opportunity for the editors to taste Alaska Surimi seafood in a new application which was very well received.

Please let me know if you have any questions. Thank you.