



Wild, Natural & Sustainable®

DATE: October 11, 2016
TO: ASMI Board of Directors and Committee Members
FROM: Linda Driscoll, Retail Marketing Manager
SUBJECT: **FY2016 ANNUAL RETAIL PROGRAM REPORT**

This report is a recap of Retail Program activities for FY2016. In addition to these activities, in FY2016 the Retail Program staff was responsible for co-managing the Consumer Public Relations (Edelman) and Consumer Advertising programs.

RETAIL PROGRAM OBJECTIVES:

- Generate increased retail merchandising and understanding of the importance of Alaska seafood through training and communication targeted directly to retailers.
- Achieve differentiation between wild Alaska seafood, farmed seafood (including specialty farms), other seafood sources and other proteins.
- Increase consumer preference for wild Alaska seafood.

RETAIL PROGRAM STRATEGIES:

- Build awareness among retailers and their customers for Alaska seafood's unique features: Alaska, Wild, American, Sustainable, Pure, Flavor/Texture.
- Develop partnerships and promotions with retailers in order to identify Alaska seafood products at the point-of-purchase.
- Expand usage and branding of wild Alaska seafood (including value-added products) with target retail accounts.
- Build on established leadership position for ASMI in the areas of seafood education and training.
- Position Alaska Seafood as a natural protein with unique health benefits.

The core of the Retail program is retail outreach at the headquarter/division level offering promotion assistance, training and point-of-sale material.

The promotions can be seasonal (such as our summer co-op promotions), or they can be customized with each retailer and involve in-store demonstrations, the development of co-branded point-of-sale material, or tactics that have worked for the retailer such as targeted emails, in-store merchandising contests, frequent shopper/reward card offers, etc.

The goal is Alaska branding at the point-of-purchase.

Headquarter/Division Calls:

- A & P, Corporate (280 stores)
- Ahold USA
 - ⇒ Giant Food (167 stores)
 - ⇒ Stop & Shop (398 stores)
- Albertsons/Safeway Corp. (2,262 stores)
 - ⇒ Intermountain (80 stores)
 - ⇒ Northern California (277 stores)
 - ⇒ Portland Division (141 stores)
 - ⇒ Southern Division TX (109 stores)
 - ⇒ Southern California (350 stores)
 - ⇒ Southwest Division AZ (219 stores)
 - ⇒ ACME Stores (106 stores)
 - ⇒ Jewel Osco (185 stores)
 - ⇒ Shaw's (156 stores)
 - ⇒ United TX (76 stores)
 - ⇒ Vons (121 stores)
- Aldi USA (1,394 stores)
- Amazon Fresh (online)
- Associated Wholesale Grocers (1948 stores)
 - ⇒ Kansas City (292 stores)
 - ⇒ Springfield (335 stores)
 - ⇒ Homeland Stores (84 stores)
- BJ's Wholesale Club (207 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (120 stores)
- Big Y (65 stores)
- Clark's Markets (8 stores)
- Costco Wholesale (542 stores)
- Crosby's Markets (7 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
 - ⇒ Food Lion (1,108 stores)
 - ⇒ Hannaford (188 stores)
- DeMoulas Supermarkets (75 stores)
- Dorothy Lane (3 stores)
- Earth Fare (37 stores)
- Fiesta Mart (61 stores)
- Food City, ME (9 stores)
- Foodland, HI (38 stores)
- Fred Meyer (132 stores)
- Fresh & Easy (175 stores)
- Fry's Food & Drug (119 stores)
- Gelson's Markets (CA, 18 stores)
- Giant Eagle (421 stores)
- H.E.B./Central Market (312 stores)
- Harmon's Markets (17 stores)
- Harris-Teeter (231 stores)
- Heinen's (22 stores)
- Hugo's Family Mkts (ND, 8 stores)
- Hy-Vee (374 stores)
- Ingle's Markets (202 stores)
- King Kullen (41 stores)
- King Soopers/City Mkt. (147 stores)
- Kroger, Corporate (3,430 stores)
 - ⇒ Atlanta (186 stores)
 - ⇒ Central (Indianapolis, 137 stores)
 - ⇒ Cincinnati (110 stores)
 - ⇒ Columbus (125 stores)
 - ⇒ Delta (Memphis, 110 stores)
 - ⇒ Michigan (128 stores)
 - ⇒ Mid-Atlantic (Roanoke, 120 stores)
 - ⇒ Mid-South (Louisville, 100 stores)
 - ⇒ Southwest (Houston, 216 stores)
- Lowes Food Stores (95 stores)
- Lunds/Byerly's (28 stores)
- Marsh Supermarkets (83 stores)
- Meijer (383 stores)
- Met Foods (NY, 3 stores)
- Price Chopper/Golub Corp. (135 stores)
- Publix Supermarkets (1,106 stores)
- QFC (65 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (334 stores)
- Reasor's, OK (22 stores)
- Rosauers Supermarkets (22 stores)
- Roundy's Supermarkets (153 stores)
- Rouses Enterprises (45 stores)
- SAM's Club (647 stores)
- Schnuck Markets (104 stores)
- Smith's Food & Drug (139 stores)
- Southeastern Grocers (800 stores)
 - ⇒ Bi-Lo/Winn-Dixie
- Stew Leonard's, CT (4 stores)
- Sunflower/Sprouts, CO (48 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (3,904 stores)
 - ⇒ Dan's Supermarkets
 - ⇒ Dierbergs
 - ⇒ Festival Foods
 - ⇒ Piggly Wiggly
 - ⇒ Shop 'n Save
 - ⇒ Zinke's Market
- Target (249 SuperTargets)
- The Fresh Market (177 stores)
- Tops Markets, NY (167 stores)
- Unified Grocers
 - ⇒ Pacific NW (163 stores)
 - ⇒ Seattle (144 stores)
- Wakefern/ShopRite (360 stores)
- WalMart (4,927 stores)
- Wegmans Food Markets (86 stores)
- Whole Foods, Corporate (406 stores)
 - ⇒ Florida (25 stores)
 - ⇒ Mid-Atlantic (43 stores)
 - ⇒ South (32 stores)
- WinCo Foods (101 stores)

- Kowalski's Market (10 stores)
- Woodman's/Certco (124 stores)

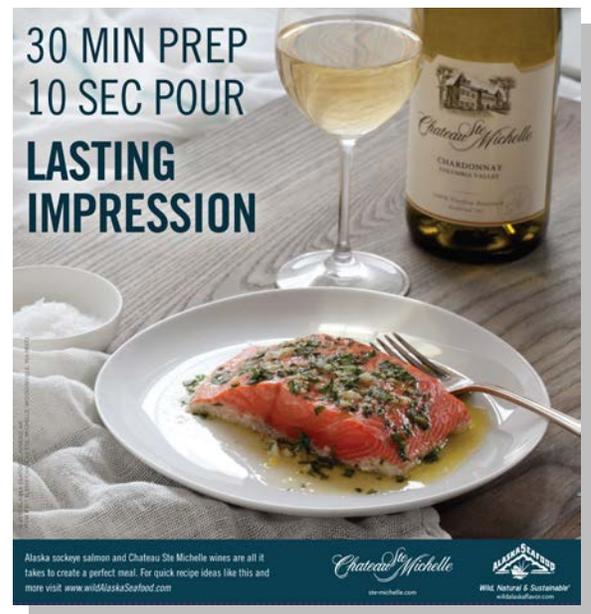
A. Seasonal Promotions

Over the past four years ASMI's Retail program has conducted a national co-op promotion with Ste. Michelle Wine Estates (SMWE) stretching from June through September. The promotion features all Alaska seafood species, although the hero graphic is usually Alaska salmon (Sockeye and Keta). The promotion involves:

- Wine displays located in/near the seafood department, including counter cards for seafood cases.
- Coupons off Alaska salmon/seafood: \$2 Instant Redeem Coupon (IRC), \$1 IRC and a \$4 Mail in Rebate (MIR). Note: coupon offer will vary based on state liquor laws.
- SMWE has primary responsibility for sell-in at the retail level; ASMI pays only for coupon redemption.
- The promotion also involves coordinated social media postings to strengthen the promotion at the consumer level.

Participating Retailers, SMWE Summer 2015:

- ⇒ Ahold USA
 - Giant Food (167 stores)
- ⇒ Albertsons/Safeway Corp. (2,262 stores)
 - Intermountain (80 stores)
 - Northern California (277 stores)
 - Portland Division (141 stores)
 - Southern Division TX (109 stores)
 - Southern California (350 stores)
 - Southwest Division AZ (219 stores)
 - Jewel Osco (185 stores)
 - Shaw's (156 stores)
 - United TX (76 stores)
 - Vons (121 stores)
- ⇒ Basha's/AJ's Fine Foods (120 stores)
- ⇒ Delhaize America
 - Food Lion (1,108 stores)
 - Hannaford Bros. (188 stores)
- ⇒ DeMoulas Supermarkets (75 stores)
- ⇒ Haggen/TOP Foods (155 stores)
- ⇒ Hy-Vee (374 stores)
- ⇒ Kroger, Corporate (3,430 stores)
 - Fred Meyer (132 stores)
 - Fry's Food Stores (119 stores)
 - Harris-Teeter (231 stores)
 - QFC (65 stores)
 - Ralphs Grocery (334 stores)
 - Smith's Food & Drug (139 stores)
- ⇒ Lowes Food Stores (95 stores)
- ⇒ Meijer (383 stores)
- ⇒ Publix Supermarkets (1,106 stores)
- ⇒ Raley's Supermarkets (137 stores)
- ⇒ Roundy's Supermarkets (153 stores)
- ⇒ Save Mart/Lucky Supermarkets (217 stores)
- ⇒ Schnuck Markets (104 stores)
- ⇒ Southeastern Grocers (800 stores)
 - Bi-Lo/Winn-Dixie



- ⇒ Sprouts Farmers Markets (208 stores)
- ⇒ Stater Bros (168 stores)
- ⇒ SuperValu, Corporate (3,904 stores)
 - Dierbergs
 - Festival Foods
 - Piggly Wiggly
 - Save A Lot
 - Sentry
 - Shop 'n Save
 - Zinke's Market
- ⇒ Target Southeast (246 stores)
- ⇒ The Fresh Market (177 stores)
- ⇒ WalMart Southeast (670 stores)
- ⇒ Wegman's (86 stores)
- ⇒ WinCo Foods, Corporate (101 stores)
- ⇒ Woodman's/Certco (124 stores)



Summer 2015 Co-op Participation:
25 retailers, representing 16,558 stores

Total coupon redemption:

\$2 IRC = 6,896 coupons redeemed = 4.6%
\$1 IRC = 1,723 coupons redeemed = 2.3%
\$4 Mail in rebate = 70 redeemed = <1%

By partnering with SMWE on social media, ASMI gained exposure to a qualified audience passionate about food and wine, and grew ASMI's social following by 3%!

Summer 2016 Co-op Participation:
25 retailers, representing 19,343 stores

Coupon redemption through 10/10/2016:

\$2 IRC = 27,164 coupons redeemed = 10%
\$1 IRC = 236 coupons redeemed = <1%
\$4 Mail in rebate = 1,129 redeemed = 1%

Coupon quantities were increased 40% overall from 2015 to 2016. Redemption is up significantly more than that yet remains within the allocated co-op budget.

SMWE and ASMI partnered on social media again this year, and grew ASMI's social following by an additional 2%!

Participating Retailers, SMWE Summer 2016:

- ⇒ Albertsons/Safeway Corp. (2,262 stores)
 - Eastern (126 stores)
 - Intermountain (80 stores)
 - Northern California (277 stores)
 - Southern Division TX (109 stores)
 - Southern California (350 stores)
 - Southwest Division AZ (219 stores)
- ⇒ Basha's/AJ's Fine Foods (120 stores)
- ⇒ Brookshire Grocery Co. (179 stores)
- ⇒ Coburns, Inc. (87 stores)
- ⇒ Delhaize America
 - Food Lion (1,108 stores)
 - Hannaford Bros. (188 stores)
- ⇒ DeMoulas Supermarkets (75 stores)
- ⇒ H.E.B./Central Market (312 stores)
- ⇒ Hy-Vee (374 stores)
- ⇒ Keil's Food Stores (12 stores)
- ⇒ Kroger, Corporate (3,430 stores)
 - Fry's Food Stores (119 stores)
 - Harris-Teeter (231 stores)
 - King Soopers (147 stores)
- ⇒ Publix Supermarkets (1,106 stores)
- ⇒ Raley's Supermarkets (137 stores)
- ⇒ Roundy's Supermarkets (153 stores)
- ⇒ Save Mart Supermarkets (217 stores)
- ⇒ Schnuck Markets (104 stores)
- ⇒ Shaw's Supermarkets (154 stores)
- ⇒ Southeastern Grocers (800 stores)
 - Bi-Lo/Winn-Dixie
- ⇒ Stater Bros (168 stores)
- ⇒ SuperValu, Corporate (3,904 stores)
 - Dierbergs
 - Festival Foods
 - Piggly Wiggly
 - Save A Lot
- ⇒ Target (249 SuperTargets)
- ⇒ The Fresh Market (177 stores)
- ⇒ WalMart (3,777 Supercenters)
- ⇒ Whole Foods, Florida (25 stores)
- ⇒ WinCo Foods, Corporate (101 stores)
- ⇒ Woodman's/Certco (124 stores)



Other Co-op Opportunities: We are also pursuing co-op opportunities with Alaskan Brewing Company, Kingsford Charcoal, Cajuns Choice, Bennett's, Reese, Allegro, Chef Paul, B&G Foods, Rachael Ray, Fischer and Wieser, Cross and Blackwell, Morton and Bassett, Walden Farms, Raging Cajun, and others.

B. Custom Promotions

- **Free assets at www.alaskaseafoodassets.com.** Custom promotions start by providing assets that retailers can use to build their Alaska seafood promotions, and ASMI's digital asset library has been a tremendous resource for retailers and restaurateurs alike, providing instant access to photography, recipes, videos – even an Alaska fish taco website template.

This year the asset site was upgraded to a responsive format, allowing easy access on a tablet or smart phone. The new site is keyword search based, and an area on the homepage showcases new promotions/assets. Users can build a library of favorite materials and easily share assets with their team. More importantly, ASMI staff can upload new materials themselves, eliminating the sometimes lengthy delay before assets were published in the older system.

⇒ Regional Seafood Development Associations are encouraged to load/manage their assets in a designated area of the site.

# of user accounts to date:	
Creator Select (old, inactive site)	220
Brand Center (new site)	237
# of assets in the system:	
	800+

The screenshot displays the Alaska Seafood website interface. At the top left is the logo with the tagline "Wild, Natural & Sustainable". On the top right, there are navigation links for "home", "administer", "my library", and "I Driscoll", along with a "logged in as" indicator. A prominent red-bordered search bar contains the text "Keyword search based". Below the search bar are filters for "Preparation" and "Promotion", and a "Sort" dropdown. The main content area features a large banner for "ALASKA SEAFOOD" with the text "It's what your customers are looking for." and a list of assets: Logos and Brandmarks, Photography, Recipes, Videos, and Website Template & more!. A secondary banner offers training and support, including a link to "AlaskaSeafoodU.org". Below this is a "What's New" section with a red arrow pointing to the left, titled "Ability to feature seasonal promotions". This section displays four promotional cards: "Bronzed Alaska Salmon in a Butter-Wine Sauce", "Pan Steamed Alaska Seafood Marseilles", "FROZEN TO FORK Alaska Salmon", and "Frozen to Fork Alaska Seafood Marseilles".

- **Free point-of-sale materials.** The Retail program currently offers nearly 100 different POS items to retailers, and shares printing/budget responsibility for another 14 items (fact sheets, availability guide, map of Alaska). To help quantify the budget required to maintain this literature library, here are the orders ASMI staff placed for retailers this fiscal year:

	<u>POS Pieces in Order</u>
⇒ Albertsons/Safeway Corp. (2,262 stores)	195,760
○ Albertsons LLC	154,220
⇒ Associated Wholesale Grocers (1,948 stores)	
○ Gulf Coast (239 stores)	83
○ Kansas City (292 stores)	45,943
○ Oklahoma City (211 stores)	16,275
○ Tennessee (414 stores)	7,875
⇒ Direct marketers	204,964
⇒ Earth Fare (37 stores)	32,568
⇒ Fiesta Mart (61 stores)	22,203
⇒ Giant Eagle (421 stores)	7,914
⇒ H.E.B./Central Market (312 stores)	56,011
⇒ Heinen's Fine Foods (22 stores)	4,918
⇒ Hy-Vee (374 stores)	74,027
⇒ Ingles Markets (202 stores)	261
⇒ Kroger, Corporate (3,430 stores)	183,573
○ Fred Meyer (132 stores)	1,211
○ Harris-Teeter (231 stores)	20,000
○ Mid-Atlantic Division (Roanoke, 120 stores)	5,200
○ QFC (65 stores)	18,248
○ Southwest Division (Houston, 216 stores)	7,500
⇒ Loblaw Companies (2,305 stores, Canada)	559
⇒ Lunds/Byerly's (28 stores)	22,710
⇒ Marsh Supermarkets (83 stores)	16,446
⇒ Meijer (383 stores)	4,700
⇒ Price Chopper/Golub Corp. (135 stores)	13,635
⇒ Publix Supermarkets (1,106 stores)	144,732
⇒ Rosauers Supermarkets (22 stores)	746
⇒ Rouses Enterprises (45 stores)	21,060
⇒ SAM's Clubs (647 stores)	85,023
⇒ Save Mart (217 stores)	529
⇒ Schnuck Markets (104 stores)	7,023
⇒ Shaw's Supermarkets (155 stores)	19,203
⇒ Southeastern Grocers (800 stores)	
○ Bi-Lo/Winn-Dixie	41
⇒ SuperValu, Corporate (3,904 stores)	
○ Cub Foods	896
○ Piggly Wiggly	20,200
○ Shop 'n Save	560
⇒ The Fresh Market (177 stores)	26,400
⇒ Tops Markets, NY (167 stores)	15,122
⇒ United Supermarkets, TX (76 stores)	8,200
⇒ Wakefern/ShopRite (360 stores)	4,330
⇒ WalMart Stores (4,927 stores)	3,021
⇒ Wegman's (86 stores)	1,641
⇒ Whole Foods, Corporate (406 stores)	20,104
⇒ WinCo Foods (101 stores)	29,490
⇒ Other small retailers	<u>156,525</u>
Total POS Placed in FY2016:	1,681,650

C. COOK IT FROZEN! In-store Demonstrations:

In FY2015 ASMI's Board made a special allocation to the Retail program for post-Lenten season COOK IT FROZEN! in-store demonstrations featuring Alaska Sockeye salmon. Based on the success of those demonstrations (4,964 demos at an average cost per demo of \$54.31; 29% average price reduction; 56.2% average total YTD sales lift), retail funds were shifted in FY2016 (retail trade advertising was eliminated) in order to fund additional COOK IT FROZEN! demos in October 2015:

Fall 2015 demos:

Retailer	Demo Details	Results
Earth Fare	33 demos featuring frozen Sockeye salmon <u>Pricing:</u> \$7.99 - \$8.99/lb -- regular price of \$14.99	40% - 47% reduction in price
Giant Eagle	30 demos featuring frozen Alaska cod <u>Pricing:</u> \$7.99/lb -- regular price \$10.99	27% reduction in price
Harris-Teeter	50 demos featuring frozen Sockeye sides/portions and Alaska cod portions <u>Pricing:</u> Cod \$7.99/lb - regular price \$9.99 Sockeye: \$9.99/lb -- regular price \$12.99	20% reduction in price 23% reduction in price
Kroger Corporate	125 demos nationwide featuring frozen Alaska cod <u>Pricing:</u> \$6.99/lb (some divisions at \$3.99 - \$5.19) -- regular price \$9.99	30% - 60% reduction in price
Rouse's	23 demos featuring frozen Sockeye sides <u>Pricing:</u> \$9.99/lb -- regular price \$14.99	Executed another Sockeye sale in December 33% reduction in price
SAM's Club	300 demos nationwide featuring frozen Sockeye portions <u>Pricing:</u> \$9.99/lb	no discounting at SAM's Club
Schnuck's	35 demos featuring frozen Sockeye sides and Alaska cod portions <u>Pricing:</u> Cod \$6.99/lb -- regular price \$9.99 <u>Pricing:</u> Sockeye \$9.99/lb -- regular price \$12.99	30% reduction in price 23% reduction in price
SuperValu	50 demos featuring frozen Sockeye sides in 5 divisions: Shoppers Foods, Shop N Save, Farm Fresh, Cub Foods and Horbachers <u>Pricing:</u> \$9.99/lb -- regular price \$12.99	23% reduction in price

Summary: 646 COOK IT FROZEN! demos in 15 retail chains across the US, October 2015

\$197.68 average cost per demo

25% average price reduction

23.5% average total lift for all stores

The October demos utilized about half of the available COOK IT FROZEN! demo budget, so another round of demos was conducted in the spring of 2016, stretching from February through early June:

Lent 2016 demos:

Retailer	Demo Details	Remarks
Earth Fare	36 demos featuring frozen Coho salmon; Lent <u>Pricing:</u> Coho \$9.99/lb -- regular price \$14.99	33% reduction in price
	36 demos featuring frozen Alaska cod; June <u>Pricing:</u> \$7.99/lb -- regular price \$11.99	33% reduction in price
H.E.B.	610 demos featuring frozen Alaska cod; Lent <u>Pricing:</u> \$6.99/lb -- regular price \$9.99	30% reduction in price
Hy-Vee	370 demos featuring frozen Alaska cod, Sockeye salmon and Snow crab; Lent <u>Pricing:</u> Cod \$6.98/lb -- regular price \$9.98	30% reduction in price
	<u>Pricing:</u> Sockeye \$11.98/lb -- regular price \$14.98	20% reduction in price
	<u>Pricing:</u> Snow crab \$8.98/lb -- regular price \$11.98	25% reduction in price
Kroger Corporate	131 demos nationwide featuring frozen Sockeye or cod; Lent; 7 divisions: Atlanta, Mid-Atlantic, Texas, Harris-Teeter, King Soopers, QFC, Fry's and Fred Meyer <u>Pricing:</u> Cod: \$6.99/lb (some divisions at \$3.99 - \$5.19)	30% reduction in price
	<u>Pricing:</u> Sockeye portions \$1.99/5 oz. or \$9.99/lb	
	117 demos featuring frozen cod and Sockeye portions; May; 3 divisions: Atlanta, Mid-Atlantic and Texas <u>Pricing:</u> Cod \$6.99/lb -- regular price \$9.99 <u>Pricing:</u> Sockeye \$9.99/lb -- regular price \$12.99	co-op with wine 30% reduction in price 23% reduction in price
Lunds/Byerly's	28 demos featuring frozen cod and Sockeye; Lent <u>Pricing:</u> Sockeye \$9.99/lb -- regular price 14.99 <u>Pricing:</u> Cod \$7.99/lb -- regular price \$11.99	33% reduction in price 33% reduction in price
Publix	3700 demos featuring frozen Sockeye portions; June <u>Pricing:</u> \$10.99/12 oz. pkg -- regular price \$13.99	925 demos for 4 days @ 6/hours per day 21.5% reduction in price
Rouse's	29 demos featuring frozen Alaska cod; Lent <u>Pricing:</u> \$5.99/lb -- regular price \$7.99	25% reduction in price
SAM's Club	173 demos featuring fresh Sockeye salmon, Summer <u>Pricing:</u> \$8.98/lb - \$10.98/lb	no discounting
The Fresh Market	145 demos featuring frozen Alaska cod; June <u>Pricing:</u> \$6.99/lb -- regular price \$9.99	30% reduction in price
Giant Eagle	In-store promotion for frozen Alaska cod involving custom signage and 850,000 targeted emails (two mailings during Lent) <u>Pricing:</u> \$5.99/lb -- regular price \$7.99	25% reduction in price

Summary: 5,375 demos in 16 retail chains across the US, February through June 2016

\$35.89 average cost per demo

28% average price reduction

40.1% average total lift for all stores

Retail Training and Communication

A. Tradeshows:

- Seafood Expo North America (Boston), 3/6/2016 – 3/8/2016

B. Retail Training:

- The diploma for the Alaska Seafood U web-based interactive training program was updated to reflect staff changes within ASMI (Executive, Retail and Foodservice Directors). A customized diploma is issued to students at the successful completion of the program.

Consumer Communications

ASMI's Retail program also conducts consumer advertising and sampling in order to support key initiatives such as COOK IT FROZEN!® techniques, SWAP MEAT® for Alaska Seafood and FEED YOUR FITNESS® with Alaska Seafood.

A. Uber-Athlete/FEED YOUR FITNESS Program:

The Consumer Advertising program funded the media portion of the FEED YOUR FITNESS promotion; the Retail program funded the annual sponsorship of athletes Ryan and Sara Hall and Kikkan Randall (video usage only) as well as the development of all creative and point-of-sale material for the program, which includes:

- A 52-page nutrition/cookbook featuring recipes developed by Ryan and Sara Hall. Alaska canned salmon is featured in nearly half of the recipes; Alaska salmon, cod, halibut and surimi seafoods are also featured.
- Print and digital advertisements, with corresponding landing page: <http://feedyourfitness.wildalaskaseafood.com/>
- Retractable banners, coupons for a FREE can of Alaska pink salmon, and a recipe card for use at consumer sampling events.
- A static cling and recipe cards for use in-store.
- Two videos (athlete endorsements):
 - Ryan and Sara Hall, two of America's premier distance runners
 - Kikkan Randall, 3x Overall World Cup Sprint Champion and 4x Olympian

RYAN & SARA INVITE YOU TO TRY THEIR ORIGINAL ALASKA SEAFOOD RECIPES AT HOME.

All entrées were created by the Halls with a focus on nutritional value, athletic performance and, of course, unforgettable Alaska flavor.

RYAN HALL
Former NCAA champion Ryan Hall is the current U.S. record holder for the half marathon and the first American to complete it in under an hour. He is a two-time Olympian, participating in both the 2008 Olympic games in Beijing and the 2012 Olympic games in London. In 2008, Ryan was named male Road Runner of the Year by the Road Runners Club of America.

He and his wife Sara rely on the unique nutrient profile found in Alaska seafood to recover and recharge their muscles throughout training. The fact that it's so delicious and easy to prepare is an added bonus.

ALASKA HALIBUT OR COD STEW WITH FENNEL AND ORANGE
PREP: 10 MINUTES COOK: 20 MINUTES SERVES: 4 TO 6

INGREDIENTS	DIRECTIONS
1 lb 2 Seafood steaks or 1 pound white cod and fennel	Lightly coat the bottom of the Dutch oven or stockpot with olive oil. Heat over to medium-high. Add and sauté the onion, fennel and garlic with olive oil until about 5 minutes. Stir in sliced tomatoes, salt and parmesan cheese. Cook covered for an additional 5 minutes over low heat.
1 frozen fish fillet about 10 ounces	
1 tablespoon chopped fresh garlic	
1 can (20 oz.) dried tomatoes, undrained	
1 to 2 tablespoons each of minced fennel and orange zest	
1 tablespoon parmesan cheese	
4 Alaska Halibut or Cod Steaks 10 to 12 oz. each, fresh, thawed or frozen	
2 medium oranges, peeled and segmented	
1 tablespoon chopped fresh basil	
1 small French baguette, sliced, if desired	

NUTRITION BY SERVING
Calories: 300 Total Fat: 10g Total Carbohydrate: 20g Protein: 30g Sodium: 100mg

FEED YOUR FITNESS
ALASKA SEAFOOD

Nutrition/recipe cookbook



Ready to sample Alaska Salmon Salad Sandwiches at the Rock 'n' Roll Health and Fitness Expo in Las Vegas

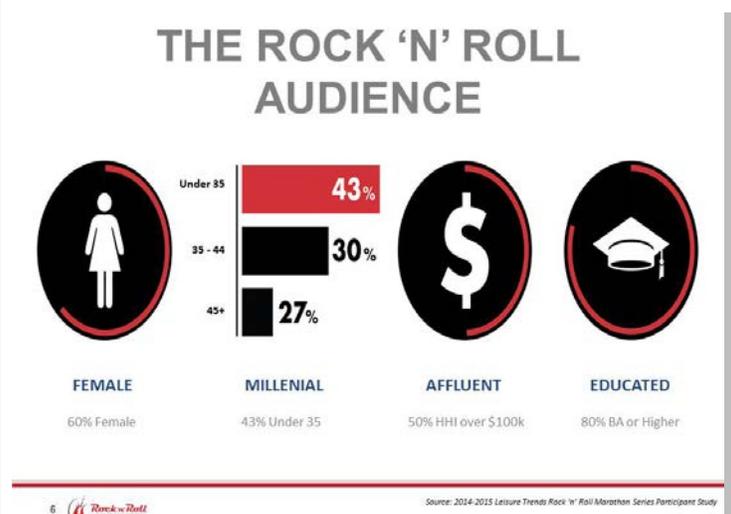
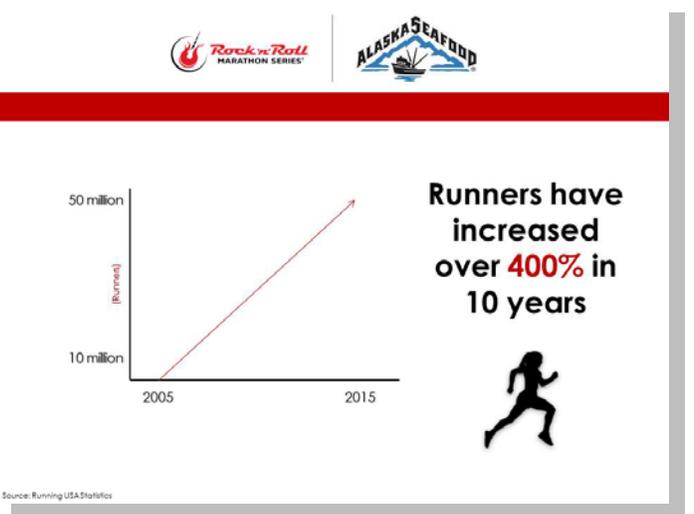
B. Consumer Events/Sampling

The number of consumer sampling events was reduced this year: two events for the FEED YOUR FITNESS program, and only one event negotiated as part of the Consumer Advertising buy with *Food & Wine* magazine. Note: FEED YOUR FITNESS sampling was funded by the Retail program; all costs associated with the *Food & Wine* event were funded by the Consumer Advertising program.

- Las Vegas Rock 'n' Roll Marathon: 11/12/2015 – 11/15/2015
 - ⇒ Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo
 - 3,600 samples served
 - ⇒ A new themed recipe card (Alaska Salmon Salad Sandwich) was distributed to attendees, along with additional recipe leaflets, recipe cards and educational literature
 - ⇒ 47,900 expo attendees – an increase of 16% over the prior year
- Phoenix Rock 'n' Roll Marathon: 1/16/2016 – 1/17/2016
 - ⇒ Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo
 - 4,350 samples served
 - ⇒ 1,200 coupons for a FREE can of Alaska canned pink salmon and hundreds of recipe leaflets, recipe cards and educational literature were distributed
 - Coupon redemption = 182 or 12.6%
 - ⇒ 34,800 expo attendees
- San Diego Rock 'n' Roll Marathon: 6/3/2016 – 6/4/2016
 - ⇒ ASMI participation cancelled due to State of Alaska travel restrictions

- Newport Mansions Food & Wine Festival, Newport, Rhode Island: 9/25/20145 – 9/27/2015
 - ⇒ Alaska Snow Crab Cocktail Claws with Roasted Red Pepper Dipping Sauce and Miso Dipping Sauce were sampled to over 4,400 attendees
 - ⇒ The VIVA COCINA ALASKA recipe booklet featuring recipes from Chef Jake Rojas (Tallulah on Thames restaurant) was distributed
- Aspen Food & Wine Classic, 6/17/2016 – 6/19/2016
 - ⇒ ASMI participation cancelled due to State of Alaska travel restrictions

ASMI's Retail Marketing Committee recently asked about the size of the uber-athlete population; data indicates sizable growth since 2000:



Additionally, it should be noted that the Retail program has operated for several years without an advertising agency, *saving hundreds of thousands of dollars in agency retainer fees.*

- The Retail program agency retainer in FY2013 was \$158,000
- The Retail program agency retainer in FY2014 was \$88,000

Staff has worked with freelance copywriters, art directors and media planner Carol Merry (who charges 5% commission vs. an ad agency's 15% - 20% commission) on program implementation, the execution of the Consumer Advertising program and the special Canned Salmon campaign in FY2014. In FY2016 we had a small contract with Edelman (\$50,000) for the design of the FEED YOUR FITNESS print ad and nutrition/cookbook.

End Report