Announcements

ASMI News and Updates Facebook Page

ASMI invites you to like and share our new industry-focused Facebook page @ASMINewsAndUpdates for relevant news, videos, resources, and communication.
Meetings and Events

Bristol Bay Fish Expo

ASMI attended the Bristol Bay Fish Expo June 9-10 in Naknek. At their booth, ASMI dispersed quality handling materials, recipes and display promotion examples to the hundreds of fishermen and industry members in attendance. On June 9, communications specialist Arianna Elnes gave a Global Marketing Update presentation during the Bristol Bay Economic Development Council's "Business of Fish" workshop. The expo is a great way for ASMI to connect with the Bristol Bay fleet as they head into the season.

Publications

New Fact Sheet: King Salmon

ASMI produced a new technical fact sheet on wild Alaska king salmon (*Oncorhynchus tshawytscha*, also called Chinook salmon) to educate and inform the industry, market, trade, and consumers on the technical aspects of Alaska's seafood products. The sheet is a part of a series covering multiple species and products, meant to highlight the nutrition, sustainability, harvest methods, utilization, biology, and culinary features of wild Alaska seafood. The fact sheet is available online.
Partnerships and Promotions

Rosauers Supermarket Showcases Alaska Seafood During Lent

Rosauers promoted Alaska salmon, cod, halibut, crab, rockfish, sablefish and sole in 22 stores in the Pacific Northwest and Rockies during the 2019 Lenten season. Stores were outfitted with a designated Alaska section in their seafood cases. The promotion saw a 25 percent year-over-year increase in Alaska seafood sales.

Successful Lenten Promotion at Gordon Food Stores
Gordon Food Stores executed a Lenten promotion showcasing Alaska sockeye, keta and pink salmon as well as Alaska pollock in 175 stores in the Midwest and Florida. The retailer utilized an endcap bunker freezer to emphasize Alaska species and saw a 191 percent year-over-year increase in total sales.

Harris Teeter Promotes Alaska Sockeye During Lent Season

Frozen and refreshed Alaska sockeye was the focus of a Lenten promotion at 235 Harris Teeter supermarkets in March and April. Additionally, ASMI partnered with Chefs USA who executed 120 in-store demos, providing an opportunity for shoppers to taste Alaska sockeye.

Alaska Seafood Featured at National Restaurant Association Reception

The annual Bubble Party at NRA was held in Chicago on May 20th where wild Alaska salmon and Alaska pollock provided by ASMI were served. Hosted by the International Foodservice Editorial Council (IFEC), attendees included foodservice and trade publication industry members. Featured recipes included Wild Alaska pollock tartine with Frites, part of a series of recipes recently developed by ASMI in collaboration with expert chefs from across the country.
PCC Markets Conclude May Promotion of Alaska Sablefish

ASMI partnered with Seattle retailer PCC Markets to feature wild Alaska sablefish during a sales event that ran from May 8-19. Results showed a 488 percent increase in units sold throughout the 11 participating stores. A newsletter announcing the event was sent to 28K recipients and had an open rate of 21 percent. The promotion was amplified with paid social media promotions on Instagram and Pinterest. Additionally, the PCC Markets team included two “chef-inspired” marinated sablefish options – sesame miso and red curry – which were both very popular with consumers.

Annual Ibotta Lenten Campaign Wraps Up

ASMI ran its annual digital Ibotta offer featuring 50 cents off wild Alaska pollock during Lent. The recipe engagement (offer unlock) featured a new Wild Alaska Pollock Coconut Curry recipe, touting the health benefits and versatility of the dish. The campaign resulted in over 19K impressions, 112K offer unlocks and 15K redemptions (packages sold) at a 13.5 percent redemption rate.
Alaska Seafood Showcased at Marketing Executives Group

The Marketing Executives Group is a community of restaurant marketing professionals who come together every May in Chicago preceding the National Restaurant Association Show. Attendees include restaurant operators and those who work for restaurant or hospitality companies. At this year’s conference ASMI showcased wild Alaska pollock and salmon as the launch point for discussions around the power of the Alaska Seafood brand on menus.

Alaska Seafood Featured at ICCA/GCIA Annual Networking Event at NRA

The Annual International Corporate Chefs Association/Global Culinary Innovators Association Networking Reception was held at the Peninsula Hotel during the National Restaurant Association Show in Chicago on May 18. ASMI provided several varieties of wild Alaska flatfish including Alaska flathead sole, arrowtooth, plaice, yellowfin sole and rocksole which were pan-seared to order with subtle seasoning to showcase the different flavors of the fish. The
International

Pure, Natural, Sustainable Alaska Seafood Shines at HOFEX 2019 in Hong Kong

ASMI China participated in HOFEX, one of the leading food and hospitality trade shows in Asia, May 7-10 in Hong Kong. The ASMI booth housed two freezer displays, showcasing whole Alaska king, sockeye and coho salmon, as well as Alaska halibut, sablefish, king, snow and Dungeness crab, yellowfin sole, cod, and Alaska pollock fillets. Sea cucumber and geoducks were also displayed. POS materials decorated the booth and sales literature were available for interested parties. To attract visitors, ASMI offered food samples including Alaska snow crab legs, smoked Alaska sockeye salmon, and pasta with wild Alaska pollock roe.

On the second day of the show, a U.S. Food Day promotion was held that featured various products from the U.S. ASMI participated in the event by providing a brief introduction of Alaska seafood and supplying sablefish and snow crab for a cooking demonstration and samples. The show saw an increase in interest and quality buyers compared to previous years and a total of around 70 trade leads were collected with 15 qualified direct sales requests.

ASMI Japan Celebrates Golden Week, Welcomes New Era with Third-Annual Herring Roe Day Activities

The end of April thru early May saw a 10-day celebration of several national holidays, the coronation of the new emperor and start of the new “Reiwa” or
as a major consumer event at the Chitose-Sapporo airport. More than 22 million passengers passed through the Herring Roe day celebrations at the airport, enjoying samples, cooking demonstrations and singing songs about Kazunoko.

From May 3-5, Sushi Tsune sushi restaurants also offered a special promotion on Kazunoko Nigiri Sushi and Kazunoko Tempura at their 20 locations in the greater Tokyo area, with sales of over 12,000 servings.

ASMI Trade Mission to Gdańsk, Poland

ASMI hosted a trade mission in Gdańsk, Poland on May 13 and 14. The delegation included nine participants from seven Alaska seafood companies and three ASMI representatives. The first day comprised of one-on-one meetings with the Alaska companies and ten qualified buyers from Poland.

The second day the group toured seafood processing facilities including the Almar processing plant close to Gdańsk, the GADUS processing plant in Gdynia, and the Mowi/Morpol plant in Duninowo.
ASMI Northern Europe Kicks Off Summer with Sea-BQ Campaign

ASMI UK launched a Sea-BQ campaign over the weekend, designed to establish a place for seafood on consumer’s shopping lists during this year’s barbeque season. Competing in a meat-centric space, the campaign inspires consumers to incorporate Alaska seafood into their summer menu with creative, adventurous recipes as well as education on how to cook Alaska seafood to perfection al fresco style. This campaign is in partnership with Broil King who is providing equipment, film production during the event along with social media buzz and a continued partnership with LEAP Wild Salmon.

ASMI China Chef Competition Draws 40 Chefs from Top Shanghai Hotels

On May 24, ASMI China conducted a widely successful chef competition with 40 chefs from 20 Simao Group hotels, including Hyatt Regency, DoubleTree, Conrad and Hilton. Each hotel was represented by a two-person team, who created two recipes, one featuring Alaska sablefish, and the other featuring Alaska yellowfin sole and/or snow crab legs. Wild Alaska pollock roe was also available for chef use. A behind-the-scenes video of the chefs in action is available online.

A panel of three master chef judges awarded first, second and third place during a post-competition award ceremony with culinary and lifestyle media. The first-place winners represented the Hyatt on the Bund (Shanghai) and were commended on the light seasoning which allowed the natural flavors of the products to shine through. In addition to solidifying relationships with top hotel chains, the event gained significant traditional and social media coverage from 20 platforms including Shanghai Daily, TimeOut, InStyle and Travel + Leisure China, for initial media exposure of over 17 million readers.
Participation Opportunities

Seeking Ideas for Northern Lights

ASMI submits a monthly article to be published in the Northern Lights section of National Fisherman Magazine. This is a great way to highlight helpful and interesting organizations, ideas, developments, resources, etc. in the Alaska seafood industry. If you have an idea of something ASMI can showcase, please contact Arianna Elnes.

News and Upcoming Events

Wild Salmon With Chive Oil and Lime Crème Fraîche, New York Times, June 9, 2019

Grilled Salmon Burgers, MindBodyGreen, June 11, 2019

How to Get the Best Salmon, Dr. Oz, June 7, 2019

International Food Blogger Conference - Juneau, June 20-23, 2019

U.S. Media and Int'l Culinary Retreat - Naknek, June 23-27, 2019

Customer Advisory Panel, August 6, 2019 – Sitka, AK

All Hands On Deck, October 8 – 10, 2019 – Anchorage, AK