Wild, Natural & Sustainable®

The Power of the ALASKA SEAFOOD Brand

"67% of seafood consumers would pay more for seafood from Alaska when seeing the Alaska Seafood logo."

Consumer Motivation:

- Taste and health are top two reasons consumers eat seafood.
- 68% of consumers surveyed feel it is important to know the source or origin of the fish they purchase.
  - » 67% feel it is important that the fish they purchase is naturally caught or wild.
  - » 64% feel it is important the fish they purchase is environmentally sustainable.
- 81% of consumers would eat seafood from Alaska more often if they new they were reducing their environmental impact by doing so
- Over 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 68% of consumers surveyed.
  - » 72% of consumers surveyed say that seeing the Alaska Seafood logo would increase their likelihood to purchase.
  - » 78% of consumers equate retailers that display the Alaska seafood logo with caring about offering high quality seafood.

** Datassential 2017*

Merchandising Alaska seafood by name is a powerful way to build sales and customer loyalty.

Wild Alaska **SEAFOOD**

RETAIL SUPPORT

Build on consumer preference for wild, natural and sustainable seafood by promoting the Alaska Seafood brand in both your fresh *and* frozen seafood cases. The Alaska Seafood Marketing Institute will provide everything you need to educate and inspire customers. We can also help you create your own ads by providing logos, recipes, plated food and scenic photography, and copy assistance.

POS MATERIALS

Case Dividers

In-Ice Signs

On-Pack Stickers

Recipe Leaflets 5" x 5" and 5" x 3"

TRAINING SUPPORT

Alaska Seafood Species
Quick Reference
Pocket Guide
101-012

The Reference Guide is also available as a Mobile APP:
http://www.akfishinfo.alaskaseafood.org/howto_addhomescreen

Go to **www.alaskaseafoodu.org** to enroll in our free interactive online training program.

Alaska Seafood U is also available on a flash drive. (No internet connection required)

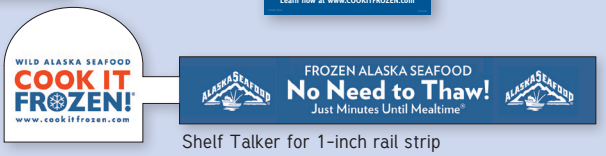
ADDITIONAL SUPPORT

Door Graphic Holder 61-023

On-Pack Recipe
Leaflet 1.5" x 2"
61-004

Tear Pad 5" x 3"
61-012

Static Cling 5" x 3.5"
140-002



Shelf Talker for 1-inch rail strip
61-022

55% of consumers 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
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1-030 © 2010 ASMI Rev2017