



Wild, Natural & Sustainable®

The Power of the ALASKA SEAFOOD Brand

Consumer Motivation:

- 73% of consumers surveyed feel it is important to know the source or origin of the fish they purchase.
 - 73% feel it is important the fish they purchase is environmentally sustainable.
 - 66% feel it is important that the fish they purchase is naturally caught or wild.
- Nearly 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 72% of consumers surveyed.
 - 80% of consumers surveyed say that seeing the Alaska Seafood logo would increase their likelihood to purchase.
- Alaska salmon is preferred by 51% of consumers; no other type of salmon even comes close to this type of preference.

* Illuminate Market Research and Planning 2011 survey of upper income grocery shoppers.

"80% of consumers surveyed say that seeing the Alaska Seafood logo would increase their likelihood to purchase."

Alaska seafood: It's what your customers are looking for.

Consumers want healthy, delicious and sustainably managed wild seafood, and that's exactly what Alaska seafood delivers. The very word *Alaska* promises the rugged beauty of the nation's last frontier: majestic mountains, nature vast and unspoiled, and icy blue waters teeming with salmon and several varieties of whitefish and shellfish. The clean, unspoiled environment makes Alaska seafood taste more delicious too, with the naturally rich flavor and firm texture that consumers crave.

And, with every aspect of Alaska's fisheries strictly regulated, closely monitored and rigidly enforced for over five decades, the state's successful, science-based management practices have become a model of sustainability for the world.

That means that merchandising Alaska seafood by name is a powerful way to build sales and customer loyalty. Like the state of Alaska itself, the Alaska Seafood brand is huge.

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. We'll provide everything you need to educate and inspire customers: POS posters, recipe leaflets and other merchandising materials that deliver on the Alaska brand promise of seafood that's wild, natural and sustainable. We can also help you create your own ads by providing logos, recipes, plated food and scenic photography, and copy assistance.

POS MATERIALS



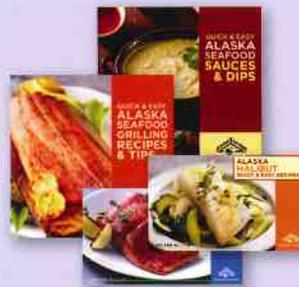
Posters 22" x 28" (Fits Theater/Iron Man Stands)



Static Cling



Case Dividers



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



Nutrition Wallet Card

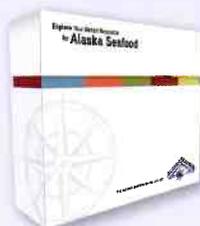


In-Ice Signs

TRAINING SUPPORT



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



Alaska Seafood Brand Toolkit



Alaska Seafood Species Quick Reference Pocket Guide



Alaska Seafood U Training Program on Disc

ADDITIONAL SUPPORT



Salmon Poster 22" x 28" 61-006



Cod Poster 22" x 28" 61-014



Tear Pad 5" x 3" 61-012



Static Cling 5" x 3.5" 140-002



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



iPhone App Cling 5" x 5"



How to Conduct a COOK IT FROZEN! In-Store Demo
DVD: 140-005
CD-ROM: 140-006

Did you know that 68% of consumers surveyed 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 retail@alaskaseafood.org

Marketing Office:
150 Nickerson Street, Suite 310 Seattle, WA 98109
Phone: (206) 352-8920 or (800) 806-2497
Fax: (206) 352-8930



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