

WILD ALASKA SEAFOOD

**COOK IT
FROZEN!**[®]

www.cookitfrozen.com

Wild Alaska **SEAFOOD**

“Frozen is chosen! 84% of consumers surveyed are likely to purchase frozen fish.”

The Frozen Seafood Opportunity:

- 50% of consumers surveyed prefer frozen wild seafood over (never frozen) farm-raised seafood.
- 58% of consumers are aware that seafood could be cooked while still frozen, and nearly half (47%) have already tried cooking fish or seafood while still frozen.
- 82% of consumers say preparation tips and recipes for cooking fish while still frozen would increase their likelihood of trying this cooking method.

Preference for Alaska:

- Branding with either the Alaska Seafood logo or the name “Alaska” are both positive influencers of purchase behavior and create positive impressions of retailers:
 - Use of the word “Alaska” on packaging increases purchase interest among 72% of consumers surveyed.
 - Use of the the Alaska Seafood logo increases purchase interest among 80% of consumers surveyed.
- 73% of consumers surveyed feel it is important to know the source or origin of the fish they purchase.
- 66% of those surveyed feel it is important that the fish they purchase is naturally caught or wild.

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



Wild, Natural & Sustainable[®]

Need a recipe for sales growth? Now you have it, with the COOK IT FROZEN![®] techniques from Alaska Seafood.

Today's time-starved consumers are hungry for mealtime solutions that are healthy, delicious and convenient. The COOK IT FROZEN! techniques provide easy-to-follow instructions and lots of great recipes for cooking frozen wild Alaska seafood portions quickly and conveniently, without thawing.

Frozen seafood is one of the fastest-growing retail seafood categories, and with high-quality, portion-controlled frozen seafood from Alaska, there's no waste, no shrink, and no need to slack product in order to sell it. And that's a sure recipe for profits.

The Alaska Seafood logo affirms your support for SUSTAINABLE FISHERIES.

RETAIL SUPPORT

In order to sell more frozen seafood, you've got to promote it, and the Alaska Seafood Marketing Institute can help you with that. We'll provide everything you need to educate customers about the COOK IT FROZEN!® techniques and promote frozen Alaska seafood, from in-store merchandising materials to training, all free of charge. We can also help you create your own ads by providing logos, recipes, attractive plated food photography and copy assistance.

POS MATERIALS



Salmon Poster 22" x 28"
61-006



Cod Poster 22" x 28"
61-014



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



Tear Pad 5" x 3"
61-012



iPhone App Cling 5" x 5"
61-016



Static Cling 5" x 3.5"
140-002

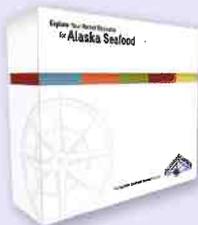


How to Conduct a COOK IT FROZEN! In-Store Demo
DVD: 140-005
CD-ROM: 140-006

TRAINING SUPPORT



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



Alaska Seafood Brand Toolkit



Alaska Seafood Species Quick Reference Pocket Guide

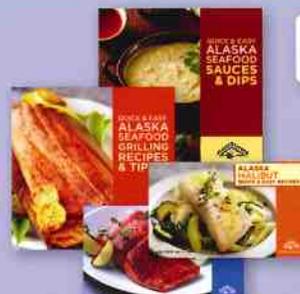


Alaska Seafood U Training Program on Disc

ADDITIONAL SUPPORT



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



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



Nutrition Wallet Card



Static Cling



In-Ice Signs



Get to know www.CookItFrozen.com so you can direct your customers to this valuable and easy-to-use website. Here you'll find dozens of appealing recipes, organized by species and by preparation method (sautéing/pan-searing, poaching, steaming, roasting, broiling, grilling), as well as state-of-the-art technique videos that will prove to your customers that it's Just Minutes until Mealtimé®.

Also Available as an App for the iPhone, iPad and Android.

For more information and promotional materials, contact us at retail@alaskaseafood.org

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