



Wild, Natural & Sustainable®

DATE: April 11, 2014
TO: ASMI Board of Directors
FROM: Larry Andrews, Retail Marketing Director
SUBJECT: **FY2014 RETAIL PROGRAM UPDATE**

RETAIL PROGRAM OBJECTIVES: Increase retail and consumer awareness of Alaska seafood by utilizing a three-tiered messaging platform:

- Differentiate wild Alaska seafood from other/farmed fisheries.
- Increase consumer preference for wild Alaska seafood.
- Increase retail merchandising and understanding of the importance of Alaska seafood through training and communication targeted directly to retailers.

Program activities fall under three separate initiatives:

1. Alignment with the Consumer Advertising/Public Relations program to increase awareness and preference for Alaska seafood;
2. Merchandising/POS development by retail chain partnerships; and
3. Retail training and communication.

All program activities reinforce the power of the Alaska Brand and engage both the consumer and the retailer.

Platform #1: Alignment with the Consumer Advertising/PR Program to Increase Awareness and Preference for Alaska Seafood

- A. Consumer Shows/Events:** Sampling at select events reinforces key messages from the consumer advertising/PR program and exposes more people to the Alaska seafood brand. The number of retail-funded consumer shows was reduced in FY2014 due to an effort to locate new shows/venues and to allow for an expanded presence at key events such as the Aspen and Austin Food & Wine festivals.

Retail-funded events:

- The Sun Winefest at Mohegan Sun, CT: 1/25/2014 – 1/26/2014
- Scottsdale Culinary Festival, 4/8/2014 – 4/13/2014

In cooperation with the Consumer Advertising Program:

- Austin Food & Wine Festival, 4/25/2014 – 4/27/2014
- Aspen Food & Wine Classic, 6/20/2014 – 6/22/2014

B. Digital Marketing/Online Banner Advertising: Online banner advertising supports key messages and initiatives such as sustainability, recipes/cooking tips and COOK IT FROZEN! techniques. The banner ads appear on leading websites (such as cooks.com, youtube.com, sparkpeople.com, foodnetwork.com, nytimes.com, tasteofhome.com and Facebook.com) using an auction-based platform; click-through actions take consumers to a corresponding website (wildalaskaflavor.com, CookItFrozen.com) or a themed landing page that has links to recipes, ‘how to’ videos and cooking tips.

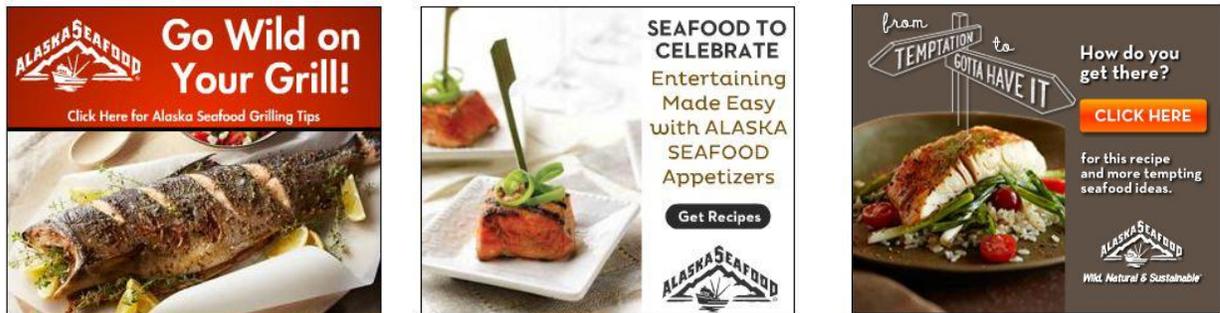
In FY2014, online banner ads supported the summer grilling, fall and Lenten season promotions as well as holiday entertaining/appetizers and our new 100% American theme.



Display ad; panels depict movement



Mobile ad



FY2014 online ad themes

FY2014 online impressions to date: 32,787,135
Clicks to date: 111,246
Click Through Rate (CTR): 0.34%
Cost Per Click (CPC): \$0.70
Cost Per Thousand (CPM): \$2.37

Platform #2: Merchandising/POS Development by Retail Chain Partnerships

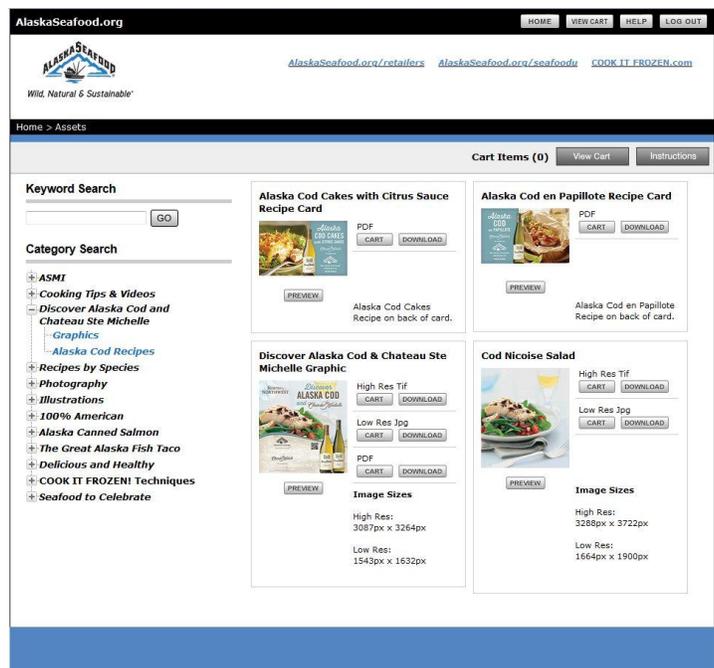
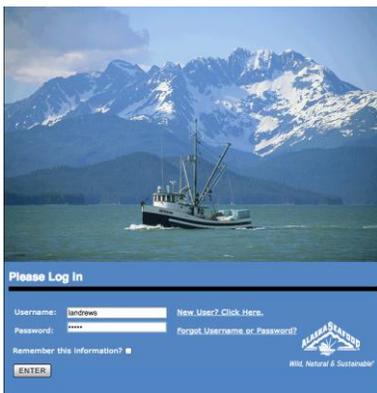
Larry Andrews and Mark Jones, ASMI's Retail Marketing Representative, make retail headquarter/division calls throughout the year offering retailers promotion assistance, training and point-of-sale material. The promotions tend to be either:

- Seasonal or themed; or
- Custom, involving the development of co-branded point-of-sale materials or programs utilizing frequent shopper/reward card offers.

New this year: To better disseminate recipes, photography and video assets to the retail trade, ASMI's Retail program developed a new digital asset library. For over 40 years retailers have turned to the Kwiikee clip art book for brand and packaging artwork. Kwiikee has evolved into Multi-Ad/Kwiikee and is now the leader in digital asset management, specializing in getting content to the retail trade.

Through ASMI's Multi-Ad library, retailers and the seafood industry can access materials 24/7 from anywhere in the world. Launched in September for October promotions, the Multi-Ad library currently contains over 600 images/assets, with 3 or 4 images attached to each.

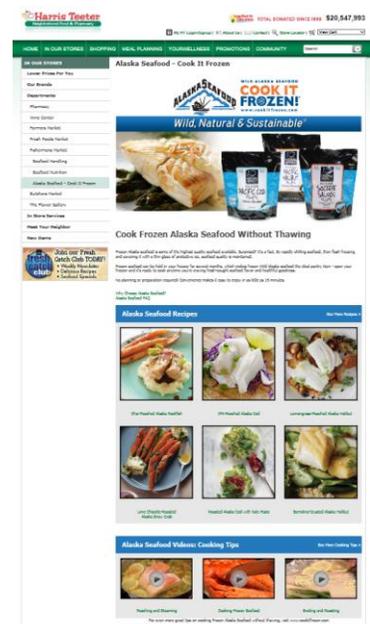
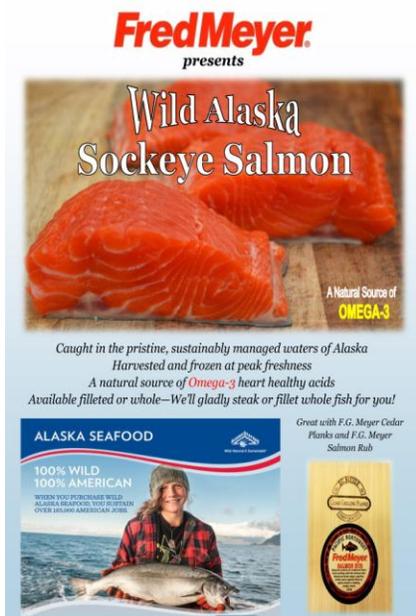
of user accounts to date: 231
of asset downloads to date: 1,556



We continue to load new assets into the Multi-Ad library as they are developed:

- Fall promotion materials included the new Alaska cod cake recipes, two “how-to” videos – including a video on how to make cod cakes – and the graphics for our co-op promotion with Chateau Ste. Michelle.
- To support Lenten promotions we loaded a new COOK IT FROZEN! ebook featuring recipes developed by Alaskan Chef Erik Slater as well as a video introduction to the COOK IT FROZEN! method and a video biography of Chef Slater.

Here are a few examples of retailers using assets from the Multi-Ad site to build Alaska Seafood promotions:



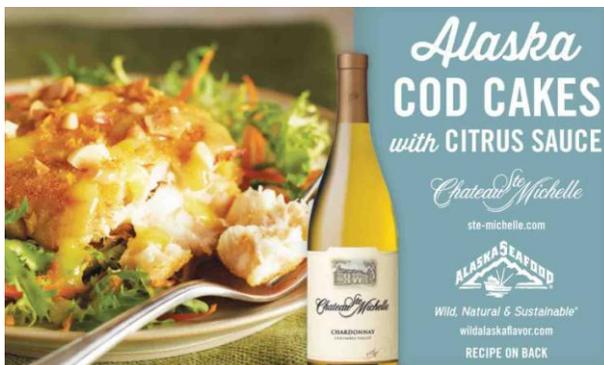
A. Headquarter/Division Calls:

- A & P, Corporate (283 stores)
- Ahold USA
 - ⇒ Giant Food (169 stores)
 - ⇒ Stop & Shop (400 stores)
- Albertsons LLC
 - ⇒ Intermountain (93 stores)
 - ⇒ Southern Cal (178 stores)
 - ⇒ Southwest (112 stores)
- Aldi USA (1,219 stores)
- Amazon Fresh (online)
- AWG Kansas City (276 stores)
- BJ's Wholesale Club (200 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (125 stores)
- Big Y (64 stores)
- Bi-Lo/Winn-Dixie (699 stores)
- Clark's Markets (8 stores)
- Costco Wholesale (533 stores)
- Crosby's Markets (6 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
 - ⇒ Food Lion (1,183 stores)
 - ⇒ Hannaford (183 stores)
- DeMoulas Supermarket (72 stores)
- Dierbergs Markets (25 stores)
- Dorothy Lane (3 stores)
- Earth Fare (28 stores)
- Fiesta Mart (61 stores)
- Kroger, Corporate (3449 stores)
 - ⇒ Atlanta (213 stores)
 - ⇒ Central (Indianapolis, 138 stores)
 - ⇒ Cincinnati (113 stores)
 - ⇒ Columbus (125 stores)
 - ⇒ Delta (Memphis, 116 stores)
 - ⇒ Michigan (129 stores)
 - ⇒ Mid-Atlantic (Roanoke, 121 stores)
 - ⇒ Mid-South (Louisville, 161 stores)
 - ⇒ Southwest (Houston, 211 stores)
- Lowes Food Stores (102 stores)
- Lunds/Byerly's (23 stores)
- Marsh Supermarkets (83 stores)
- Meijer (370 stores)
- Met Foods (NY, 4 stores)
- Piggly Wiggly Carolina (94 stores)
- Price Chopper/Golub Corp. (132 stores)
- Publix Supermarkets (1,080 stores)
- QFC (67 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (369 stores)
- Reasor's, OK (22 stores)
- Roundy's Supermarkets (174 stores)
- Rouses Enterprises (43 stores)
- Safeway, Corporate (1,363 stores)
- SAM's Club (631 stores)
- Schnuck Markets (105 stores)
- Shaw's Supermarkets (155 stores)

- Food City, ME (8 stores)
- Foodland (32 stores)
- Fred Meyer (132 stores)
- Fresh & Easy (175 stores)
- Fry's Food & Drug (120 stores)
- Gelson's Markets (CA, 18 stores)
- Giant Eagle (419 stores)
- H.E.B./Central Market (311 stores)
- Haggen/TOP Foods (20 stores)
- Harmon's Markets (17 stores)
- Harris-Teeter (222 stores)
- Heinen's (18 stores)
- Homeland Stores (84 stores)
- Hugo's Family Mkts (ND, 8 stores)
- Hy-Vee (367 stores)
- Ingle's Markets (204 stores)
- Kennies Markets (MD, 2 stores)
- King Kullen (45 stores)
- King Soopers/City Mkt. (145 stores)
- Kowalski's Market (9 stores)
- Smith's Food & Drug (133 stores)
- Stew Leonard's, CT (4 stores)
- Sunflower/United, CO (40 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (3,651 stores)
 - ⇒ Cub Foods (44 stores)
- Target (251 SuperTargets)
- The Fresh Market (156 stores)
- Tops Markets, NY (162 stores)
- Unified Grocers
 - ⇒ Pacific NW (224 stores)
 - ⇒ Seattle (166 stores)
- United Supermarkets, TX (59 stores)
- Wakefern/ShopRite (352 stores)
- WalMart (4,536 stores)
- Wegmans Food Markets (83 stores)
- Whole Foods, Corporate (365 stores)
 - ⇒ Florida (20 stores)
 - ⇒ Mid-Atlantic (42 stores)
 - ⇒ South (28 stores)
- WinCo Foods (94 stores)
- Woodman's Food Mkts, WI (15 stores)

B. Seasonal Promotions: At the Retail Marketing Committee's direction, ASMI approached Ste. Michelle Wine Estates (SMWE) for two co-op promotions: an Alaska Keta and Sockeye salmon promotion during summer 2013 and a fall promotion featuring Alaska cod. SMWE had primary responsibility for retail sell-in and execution; ASMI paid for all coupon redemption. Co-op elements included:

- Small case displays in seafood departments
- Seafood department POS:
 - ⇒ Counter card
 - ⇒ Tear-off recipe pad
- Updates were made to the ASMI/SMWE website/mobile website:
 - ⇒ New recipes were developed for Alaska Keta salmon and Alaska cod
 - ⇒ How-to videos were added to the site and linked to the recipes:
 - Grilling a Whole Salmon (Keta)
 - Grilling Alaska Sockeye Salmon
 - Alaska Cod Cakes
 - Roasting in Parchment (Alaska Cod)



Participating Retailers:

- Albertsons
 - ⇒ Albertsons Northwest (105 stores)
 - ⇒ Albertsons Southwest (112 stores)
- Bi-LO/Winn-Dixie (699 stores)
- Giant Eagle (419 stores)
- H.E.B./Central Market (311 stores)
- Harris-Teeter (222 stores)
- Hy-Vee (367 stores)



- Kroger
 - ⇒ Fred Meyer (132 stores)
 - ⇒ Kroger Southwest (211 stores)
 - ⇒ QFC (67 stores)
 - ⇒ Tom Thumb (113 stores)
- Publix Supermarkets (1,080 stores)
- Raley's Supermarkets (137 stores)
- Roundy's Supermarkets (174 stores)
- Safeway
 - ⇒ Von's (279 stores)
- Scolari's Food & Drug (13 stores)
- Sprouts Farmers Markets (171 stores)
- Supervalu Midwest Region (156 stores)
- Sweetbay (72 stores)
- The Fresh Market (156 stores)
- Tom Thumb (113 stores)
- United Supermarkets, TX (59 stores)

A co-op promotion featuring Alaska salmon has been developed for Summer 2014. The promotion is currently being sold into retail accounts with strong interest from the retail trade.

Platform #3: Retail Training and Communication

A. Trade Advertising: ASMI's Retail program conducts print and online trade advertising to support key messages about the Power of the Alaska brand, the promotional assistance we offer to retailers and Sustainability/RFM. In FY2014, the 100% Sustainable, Delicious and Healthy, and Grilling/Summer Salmon ads were updated and new ads were developed to promote the new Multi-Ad asset library, our 100% American campaign, and new COOK IT FROZEN! assets.

- **Grocery Headquarters** magazine. Total circulation: 32,000/issue
 - ⇒ July 2013: Print ad: full-page (100% American)
 - ⇒ September 2013: Print ad: mock cover (100% American)
 - ⇒ December 2013: Print ad: spread (100% Sustainability)
 - ⇒ January 2014: Print ad: full page (Multi-Ad promotion)
 - ⇒ February 2014: Print ad: back cover (Multi-Ad promotion)
 - ⇒ March 2014: Print ad: mock cover (New Sustainable)
 - Print ad: back cover (New Delicious & Healthy with Kikkan Randall)
 - ⇒ May 2014: Print ad: back cover (Grilling/Summer Salmon)
 - ⇒ June 2014: Print ad: back cover (Grilling/Summer Salmon)
- **Progressive Grocer** magazine. Total circulation: 38,000/issue
 - ⇒ September 2013: Print ad: inside back cover (100% American)
 - ⇒ December 2013: Print ad: inside back cover (Multi-Ad promotion)
 - ⇒ February 2014: Print ad: inside back cover (Multi-Ad promotion)
 - ⇒ March 2014: Print ad: inside back cover (New Delicious & Healthy with Kikkan Randall)
 - ⇒ May 2014: Print ad: inside back cover (Grilling/Summer Salmon)

- **Seafood Business** magazine. Total circulation: 17,480/issue
 - ⇒ September 2013: Print ad: full page (100% American)
 - ⇒ October 2013: Print ad: full page (100% Sustainable)
 - ⇒ January 2014: Print Ad: full page (Multi-Ad promotion)
 - ⇒ March 2014: Print Ad: spread (New Sustainability ad)
 - ⇒ June 2014: Print ad: full page (Grilling/Summer Salmon)

- **Seafood.com**
 - ⇒ September 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ October 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ November 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ December 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ January 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ February 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ March 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ April 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ May 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ June 2014: Video sponsorship (themed: Summer Salmon)
14,905 views YTD

- **SeafoodSource.com:**
 - ⇒ December 2013: Digital ad: daily newsletter for month of December (100% Sustainable 300x250)
240,739 impressions to date

- **Intrafish.com**
 - ⇒ September 2013: Eblast (100% American)
 - ⇒ October 2013: Eblast (100% American)
 - ⇒ January 2014: Eblast (Multi-Ad Promotion)
 - ⇒ February 2014: Eblast (COOK IT FROZEN! Ebook)
 - ⇒ March 2014: Eblast (COOK IT FROZEN! Ebook)
 - ⇒ April 2014: Eblast (Grilling/Summer Salmon)
 - ⇒ May 2014: Eblast (Grilling/Summer Salmon)
 - ⇒ June 2014: Eblast (100% American)

- **Today'sDietitian.com:** 130,000 unique visitors per month
 - ⇒ October 2013: Digital ad: website (Delicious and Healthy)
 - ⇒ November 2013: Digital ad: website (Delicious and Healthy)
 - ⇒ January 2014: Digital ad: website (Delicious and Healthy)
 - ⇒ February 2014: Digital ad: website (Delicious and Healthy)

- Refrigerated Food Association publications:
 - ⇒ August 2013: Full-page ad in the annual membership directory:
"Sales Force of Nature" re: Alaska surimi seafood
 - ⇒ January 2014: Full-page ad in the annual conference directory:
"Sales Force of Nature" re: Alaska surimi seafood

B. Tradeshows:

- Hispanic Retail 360 (Las Vegas), 8/14/2013 – 8/16/2013
- Seafood Expo North America (Boston), 3/16/2014 – 3/18/2014

C. Retail/Industry eBlasts:

- “Check Out Alaska Seafood’s New Free Assets!” (Multi-Ad library), 2/28/14
Sent = 99; Open rate: 22% Click through rate: 11.8%

D. Retail Training:

- HEB 2013 Holiday Meat and Seafood Selling Show, 10/16/2013
- AWG Kansas City Food Show, 1/22/2014
- Alaska Seafood U web-based interactive training program is currently being updated

SPECIAL PROJECT:
ALASKA CANNED PINK SALMON PROMOTION

Because of the record-breaking pink salmon return in 2013, ASMI’s Board of Directors approved an allocation of \$1,231,000 to ASMI’s Retail program for a post-Lenten season promotion for Alaska canned pink salmon in the U.S. marketplace. A two-pronged media plan (current users and new users) supported by trade promotions in-store was approved. All media elements have now been scheduled as follows:

	Monthly	SCHEDULE		
	Circ.	May	June	July
Media, Current Users:				
Valassis Free-Standing Insert	10,501,000		6/1	
Charlottle, Raleigh, Atlanta, Birmingham,				
Baltimore, Nashville, Louisville, Memphis,				
Richmond, Pittsburgh, Washington DC,				
Kansas City, Oklahoma City, Cincinnati,				
Omaha, Jacksonville, Little Rock, St Louis				
Family Features National Recipe Release	20,000,000			
<i>Good Housekeeping</i> (S. Atlantic Region)	989,000			
<i>Prevention</i>	2,703,678			
<i>Southern Living</i>	2,802,377			
<i>Cooking with Paula Deen</i>	325,000			
Online Banner Ads: AOL.com				
Public Relations:				
Recipe Releases, Cans Get You Cooking				
Media, New Users:				
<i>Women's Running</i>	74,000			
<i>Competitor</i>	500,000			
<i>Triathlete</i>	55,000			
Online Banner Ads: Competitor Group	600,000			
Rock & Roll Marathon Events		Nashville	San Diego	Chicago
<i>Runner's World</i>	660,000			
<i>Bicycling</i>	400,000			
Trade Promotions and Displays				

Through media negotiations, we have been able to add a significant number of insertions and increase circulation over the initial proposal, yet stay within budget:

	<u>Proposed Buy:</u>	<u>Actual Buy:</u>
Current users:	FSI = 9.3 million circulation 4 print insertions = 9.4 million circ.	FSI = 10.5 million circulation 7 print insertions = 15 million circ.
New users:	7 print insertions = 1 million circ.	12 print insertions = 3.5 million circ. + 1.2 million online impressions

Budget recap:

Media:	\$ 575,000
FSI coupon redemption (estimated):	295,000
Rock & Roll Marathon events:	52,000
Recipe dev. & photography:	15,000
Creative:	25,000
Trade promotion:	<u>269,000</u>
Total:	\$ 1,231,000

Current canned salmon users are older and live in the Southeast US. The ad creative features a croquette/patty on salad, since croquettes are the most popular recipe/product usage. Message: you love 'em and they're good for you/health claim.



A GOURMET MEAL, SOUTHERN STYLE.



Beloved for generations and prepared in minutes, this delicious, healthy family favorite is a surefire hit every time. It's a fast and easy way to make new memories you'll cherish forever. So feed your soul with flavors from the past and pick up your favorite brand tonight.

For recipes go to wildalaskafavor.com



SAVE \$1.25
When you buy two (2) cans of
Alaska Canned Pink Salmon
Buy any brand – just look for
Alaska on the lid or label!

Alaska canned pink salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

DO NOT DOUBLE

MANUFACTURER'S COUPON EXPIRES 07/31/14

CONSUMER: This coupon good only on the purchase of any brand of Alaska canned pink salmon (4.75 oz. net wt.). Any other use, including reproduction, combination brand, limit one coupon per purchase. Coupon cannot be bought, sold or exchanged for cash, coupons or certificates. Consumers need pay any sales tax. **RETAILER:** The Alaska Standard Marketing Institute (ASMI) will reimburse you for the face value of this coupon plus the handling provided you send your coupons completed with the name of the retailer to the ASMI address below. No cash back. No other application conditions brand. Includes shipping and purchase of sufficient stock to cover all coupons used for photos requested. Void where prohibited. Offer is restricted to the state of Alaska. © 2014 ASMI. Recipient by making to: ASMI/ASMR/ASML, P.O. Box 225510, Honolulu, HI 96822-0510.



0881695-021401
61695 99234

A small portion of the funds is being used to develop a new user base (the über-athlete). These are people that make food choices based on the nutritional value of the product. It is crucial that we be upfront about the skin and bones they will find in traditional pack canned salmon. The ad creative features an attention-grabbing headline with an explanation that the edible skin and soft bones have health benefits and are easily stirred into the recipe. These ads will run in *Women's Running*, *Competitor*, *Tri-Athlete*, *Runner's World* and *Bicycling* magazines. A companion video showing how the skin and bones can be stirred into the product will be added to ASMI's website, along with recipes featuring new photography.

Alaska canned salmon will be sampled to athletes at several Rock 'n' Roll Marathon events:

- Nashville, 4/24/2014 – 4/26/2014
- San Diego, 5/30/2014 – 6/1/2014

In addition, new recipes were developed specifically for use in the Women, Infants & Children (WIC) supplemental nutrition program.

We have reached out to the retail trade in an effort to secure end-aisle displays timed to coincide with the FSI ad on 6/1/2014; an updated contact summary is attached. We encourage the industry to follow-up with their sales force and broker network to assist display coordination.

End Report

Update to the Alaska Seafood Marketing Institute Board of Directors April 11, 2014

Per the Board's request, ASMI's Retail Program is reaching out to retail canned salmon buyers and Category Managers in order to assess their requirements, level of interest and space availability for end-cap displays in May & June 2014. The goal is to provide information to the Board which would allow them and their broker network to work directly with their retail customers in order to have end-cap displays in the marketplace at the same time that ASMI will have FSI's, magazine advertising and PR activities taking place.

Below is the feedback we have received from Retail Partners who have responded to our requests for information:

Delhaize

- Would be interested in a promotion; Food Lion end-caps have multi-shelf options
 - No more huge displays on end-caps; many are now end-cap shelf displays so limited in terms of providing large volume displays
- Promotion would only be for one brand; would consider executing in all stores
- Could not get costs out of buyer
- Emails sent 1/29 and 1/30 requesting opportunity for promotion; no response to date

HEB

- Would consider pallet promotion, funded by vendor cost buy down; would consider a May-June execution; would run promotion in all stores
- HEB has "Yellow Coupons," printed and distributed by HEB, which they feel is the most impactful "price" sensitive vehicle available. They have educated their customer to look for the best in-store deals there
- Stores choose to participate; this is not mandatory but rather on a store-by-store basis
- Autonomy given to stores to build displays
- HEB would waive setup fee, ASMI pays redemption plus .10 cent handling fee per coupon
- Yellow Sheet: \$20,000 ballpark redemption cost if promoted in this manner
- Temporary price reduction (TPR) another tactic
 - Lower cost, no change in retail price, but displays would be built to increase sales – this would entail a vendor buy-down on product
 - Initially 10-12 cases per store needed for displays (HEB also uses shelf end-cap displays), but they would likely reorder based on length of promotion
 - Offer could be 2 or 4 weeks in length
- HEB would look at ASMI's/industry's end goal based on a targeted total case sell through and tailor a program to fit that goal
- Requested an email from Category Manager with a broad overview of an acceptable TPR program; awaiting response
- Sent email to HEB asking for a promotion plan based on selling 10,000 cases of tall pinks in June; awaiting response
- Sent letter March 28 offering HEB \$10,000 to \$12,500 in promotional funding for end-aisle displays (depending on number of stores participating)
 - HEB declined funds as they do not dictate end-aisle displays (leaving decisions to store managers) and cannot guarantee placement

Kroger GO

- 1st option: 500-700 stores
- Might be able to erect “Grocery Lobby Displays”
- 2 brands; 1 PL and 1 branded (different packers/vendors)
- 10-15 cases/store
- 2 or 4 week duration

- 2nd option: Chain wide (2400 stores)
- 5-10 cases/store
- 2 or 4 week duration
- Cost unknown at this time; attempting to determine
- Category Manager would need to know what industry funding would be available
- ASMI requested ballpark costs from Category Manager (Category Manager would rather be told what the industry was willing to fund and fashion a program that would align with that number)
- Told Kroger that ASMI could come up with \$100k; received favorable response from Kroger
 - Category Manager to take offer up chain. Asked if they could promote 1 brand per division (using different brands across divisions); we responded that this would be fair
- Kroger let ASMI know on 2/5/14 that they should be able to get displays planned for June
 - Kroger confirmed that they can build some displays across divisions, using multiple brands; ASMI sent Kroger an overview of advertising and PR tactics that ASMI is executing in May/June; Kroger stated that there is still time to work out the details
 - Voicemailed Kroger on 2/6 asking for details on the plan – how many displays and the possible number of cases they could sell through; no response to date
- On March 20, Kroger agreed to end-aisle displays the last week of May 2014 (to coincide with FSI drop on 6/1); number of stores confirmed at 1400

AWG-Kansas City

- Wholesaler to independent retailers across the Midwest and Southeast
 - Category Manager responsible for seven AWG divisions
- As a wholesaler, their model is totally cost driven
- Private label (Best Choice) outsells brands in 6 of 7 divisions
- In house quarterly “Excite Program” would be vehicle for promotion
 - Price item/coupon
 - Placement in 800+ stores, 1.6 million copies in circulation
- Back to School timing in Fall; displays are solely at member stores discretion, not mandatory
- Chicken of the Sea canned pinks not called out as Alaska; likely Russian product
- AWG suggested that ASMI participate in the Fall EXCITE program with approximately 835 stores participating (based on past participation)
 - ASMI has signed AWG intent agreement for September EXCITE program. \$9,000 investment in EXCITE includes: 2000 print pieces + website content + Facebook + email + retailer website (could include all brands and private label)
 - 2,000 copies of the EXCITE sell sheet would be distributed to all stores: 1,670,000 total with coupon
 - Max 2% redemption = 33,400 cans

- Save .75 cents = \$25,050
 - .11 cent handling fee = \$3,654
 - Total: \$37,704
- E-Nutrition & Recipe Ads on 63 store chain websites, representing 247 total stores with approx. 55,000 monthly views

Bi –Lo Winn-Dixie

- Receptive to idea of end-cap displays
- Would need to be executed in stores that sell quantities of tall pinks
 - Category Manager would determine
 - Requested that Mark send a follow up email outlining promotional request and he would respond with more details regarding cost to execute; Email sent
- Additional email sent 1/29 seeking opportunity
 - Interested in promotion; inquired about level of funding for 300-400 stores; buys from 3 different Alaska packers
 - End cap displays are limited and the most cash gets that space

Ingle's

- No response to repeated voicemails and an email

Safeway

- Sent email; no response yet

Aldi

- Space limited, no room for pallet or end cap displays
- Policy is to negotiate lowest possible price with no extras

Publix

- New Category Manager in Fall 2014; current Buyer said it would be better to reach out then to discuss a promotion
- Buyer said FSIs generally result in >2% redemption and that \$1.25 off 2 cans should help drive sales

Wal Mart

- Responded to email
- Willing to discuss promotion of branded canned salmon
- They carry multiple brands of Alaska Salmon
- Prefer side counter instead of in and out promotions
- Category Manager stated “We already have plans to support the product but would be willing to talk to ASMI about additional promotions”
- Good discussion with Category Manager on 2/20/2014
 - WalMart will be promoting Alaska canned salmon during Lent (facings are increasing – ASMI rep saw 4 brands of tall pinks at store in Florida)
 - ASMI sent an overview of the promotion tactics to her to show WalMart management; she was impressed with promotion plans for the canned salmon category – she had no idea that scope was so thorough and professional
 - WalMart is “on a mission to educate their customers about the benefits of canned proteins”
 - Requested an exclusive 2 to 3 ingredient “quick and easy” recipe for Alaska canned salmon
- ASMI to follow-up week of 3/3/2014