ASMI Foodservice Program

FY 2014 Budget Recommendations

Wild, Natural & Sustainable®

Program Overview

- Current Foodservice Outlook
- Program Objectives and Strategies
- FY 2014 Budget Recommendations
- Program Summary

Foodservice Outlook

- Restaurant operators are optimistic about business conditions in the coming months.
- Casual-dining and fine-dining sales have improved as consumer confidence rises.
- Casual-dining restaurants outperformed QSR restaurants for the first time in 22 months.

Source: National Restaurant Association

Consumer Thinking on Seafood

- Taste and health reasons are the leading drivers behind increased consumption at chain restaurants.
- Cost and freshness concerns are the leading reasons behind decreased consumption.
- Consumers would like to see more offerings and variety of seafood on menus vs. other proteins.
- “Alaska” and the ASMI logo continues to give menu items and consumers’ perceptions of restaurants in general a definitive boost.

Source: Datassential, April 2013

What's Hot in 2013

Top 20 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Environmental sustainability
5. Children's nutrition
6. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g. restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids' meals
11. Farm/estate branded items
12. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
13. Non-traditional fish (e.g. branzino, Arctic char, barramundi)

Program Objectives & Strategies

ASMI Foodservice Objectives:

- Generate **increased foodservice demand and product usage** via Alaska seafood brand-oriented marketing programs.
- Achieve **solid differentiation** between wild Alaska seafood, farmed and other seafood sources.
- Maintain the **highest-value perception** in targeted foodservice segments – “look of the leader”.

ASMI Foodservice Strategies:

- **Build awareness** among foodservice operators and their customers for Alaska seafood's unique features:
  - Alaska, Wild, Sustainable, Family & Community Fishing, Natural, Pure, Flavor/Texture.
- Position Alaska seafood as a healthy alternative to other proteins.
- **Expand usage and menu branding** of wild Alaska seafood (including value-added products) with target operator and distributor accounts.

ASMI Foodservice Strategies:

- Develop a partnership position for ASMI in providing **consumer-oriented marketing programs.** Operator is communicating our key messages to consumers.

- Build on an already established leadership position for ASMI in the areas of **seafood education, training and menu development**.

ASMI Foodservice Strategies:

- Heighten **Alaska seafood industry awareness** and involvement in the foodservice program and continue to educate so that the industry can meet the needs of the marketplace.

FY 2014 Budget Recommendations

Total Budget: $2.2 million

Program Operations $375,000

- Personnel Services – Two fulltime staff, 1/3 Seattle office manager & 15% marketing specialist.

- Travel

Marketing Operations $350,000

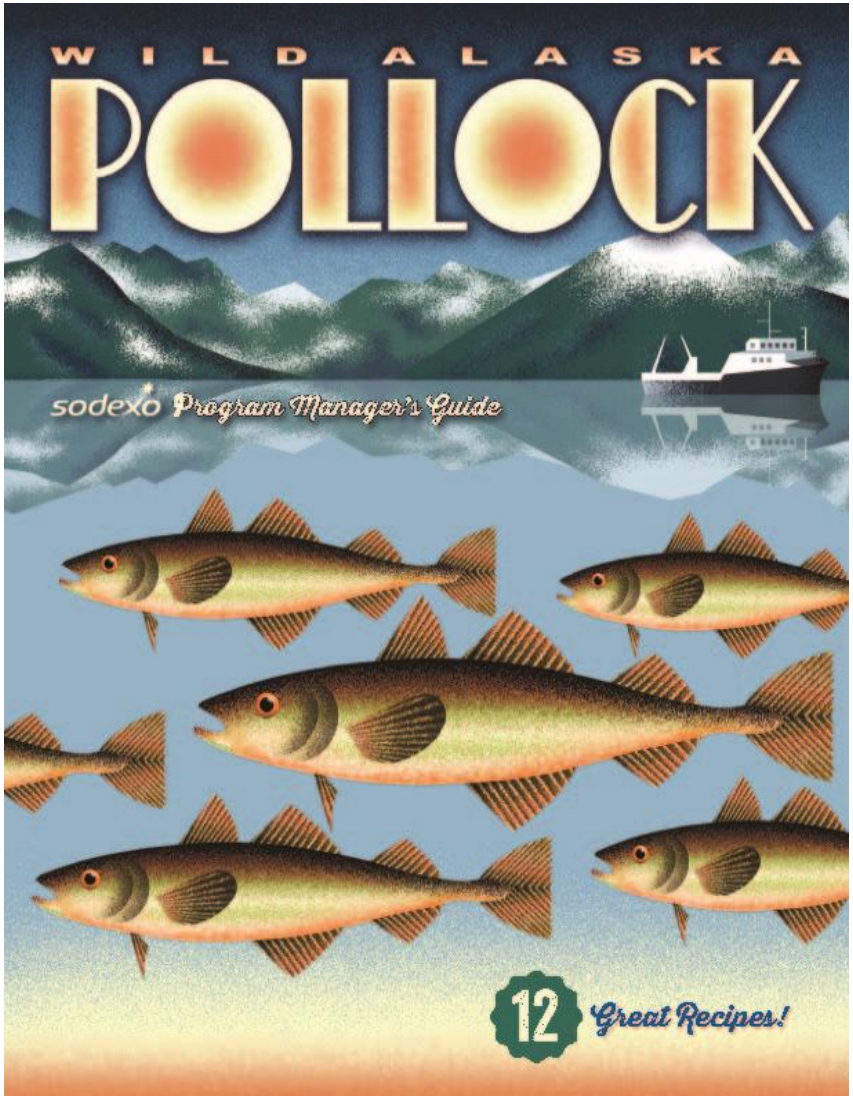
- Advertising Agency*
- Two Field Marketing Representatives*

*Figures include travel and all expenses

Operator Promotions $354,000

- Casual chains and upscale/fine dining concepts.
- Leading growth chains – “concepts of tomorrow”.
- Quick service & fast casual restaurants.
- Colleges & universities – Gen Y audience.
- Foodservice management firms (schools, healthcare, etc.)
- Develop customized promotional programs.
- Work with operators to communicate with consumers (menu, POS, TV, radio, social media).
- Small investment of dollars to promotion partners – high return on investment.

Operator Promotions – Sodexo



STEP 2

CREATE SEAFOOD LUNCHES KIDS WILL LOVE

The next step in a successful seafood program is to make the menus delicious and fun. Go beyond the traditional fish sandwich or fish sticks and capitalize on restaurant and ethnic trends that excite students and will have them asking for more! To get started, try the 12 new recipes included in this guide.

Tips FOR PREPARING Alaska Pollock

1. Breaded fish products are made from raw fish. Some breading is cooked slightly after it is applied to improve crispiness in the finished product, but the fish itself is still raw. All fish products should be fully cooked before serving.
2. Don't overcook! The FDA recommends that seafood be cooked to 140°F. Higher temperatures dry out the fish and make it less appealing.
3. Before serving a new seafood product, do a cook test. All ovens are different, so cooking times and oven temperatures might have to be adjusted to obtain the correct temperature and crispy breading.
4. Before cooking unbreaded Alaska pollock portions, brush the fish with oil or a bit of the sauce from the recipe to keep it moist during cooking.

Alaska Pollock Banh Mi

YIELD: 1 serving = xx meat/meat alternate, xx vegetable, xx breads

Sodexo Recipe XXXXXX

Ingredients	Measure
Whole grain hoagie roll	1 each
Soy Maya (see recipe on back page)	1 tablespoon
2.6 oz unbreaded, once frozen Alaska pollock portion* cooked	1 each
Cucumbers, peeled, sliced thin	1/4 cup
Red onion, sliced	1 tablespoon
Cilantro, leaves and stems	1 tablespoon
Jalapeno peppers, canned, drained	3 each
Asian Slaw (see recipe on back page)	1/4 cup

Directions
1. Start with a whole grain hoagie roll
2. Spread with 1 tablespoon of Soy Maya
3. Add a 2.6 oz unbreaded, once frozen Alaska pollock portion
4. Top with 1/4 cup peeled, thinly sliced cucumbers
5. 1 tablespoon sliced red onion
6. 1 tablespoon cilantro
7. and 3 canned jalapeno slices
8. Top with 1/4 cup Asian Slaw

* A 2.6 ounce breaded once-frozen Alaska pollock portion could be substituted. Increase breads to XX.

8
7
6
5
4
3
2
1

Operator Promotions – Morton's

Operator Promotions – Oceanaire

Distributor Program $287,000

- Focus on top broadline distributors.
- Additional focus on seafood specialty distributors.
- Includes sales incentive programs, marketing support and trade education.
- Offers opportunities for all species with particular emphasis on frozen seafood from Alaska.
- ASMI will assist the industry where appropriate to protect the “Alaska brand” under category management.

Distributor Promotions

The Benefits of Alaska Seafood

Drive your sales, streamline focus and earn RFS Reward points with these helpful training materials.

Learn more about upselling Alaska seafood with three easy steps:

1. Visit ReyesTrainer (or via SharePoint).
2. Enter your username and password (login: Firstname.Lastname; password: last 4-digits of your SSN).
3. Enter the codes below into the assignment code field (SEAFOOD101) on the main page.
4. After taking the quiz, you will be rewarded 5000 RFS Reward points!

Scan QR code for RFS Rewards

Did you know*...

55% of consumers eat fish and seafood because they "like the way it tastes".

43% of consumers reported that health is the main reason for eating more fish/seafood than two years ago.

65% of consumers said they would order more fish/seafood if they had the option of choosing their side dish.

60% of consumers would order more seafood if casual restaurants offered them a choice for fish/seafood.

68% of consumers reported that seeing an Alaska Seafood logo on a menu would increase their likelihood of ordering an Alaska fish/seafood item.

*Source: Consumer Research Results, Alaska Seafood®, 2011

Ideas that INSPIRE, at PRICES you'll love.
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Why Alaska Seafood*?

WILD: No finfish farming in Alaska. The seafood is harvested in the wild, the pristine waters of Alaska's rugged 34,000-mile coastline.

NATURAL: Alaska Seafood is seafood at its natural best. Species mature at a natural pace, swimming freely in the icy cold waters, eating a natural diet of marine organisms.

SUSTAINABLE: Alaska's Seafood is eco-friendly. The seafood species are part of healthy, intact eco-systems and the fisheries are managed for sustainability. This is mandated by the Constitution of the State of Alaska.

FLAVOR: The superior flavor and texture of Alaska Seafood is prized around the world. They get their flavor and flesh color from their natural diet of marine organisms.

VERSATILE: Alaska Seafood is easy to prepare. You can grill, poach, bake, sauté and even take portions right from the freezer for cooking, putting a meal on the table in minutes.

HEALTHY: Alaska Seafood is healthy and nutritious. It is high in protein and low in saturated fat. It is a natural source of the "good fats" – heart-healthy Omega-3s.

U.S. JOBS FOR A HEALTHY ECONOMY: The Alaska Seafood industry is a major economic engine! It provides work for 54,000 people and is an estimated $5.8 billion economic output to Alaska. Over half the seafood harvested by American fishing families is harvested in the waters of Alaska.

*Source: 7 Reasons to Ask for Alaska Seafood, Alaska Seafood®

Alaska boasts an abundance of exceptional and delicious species that help to meet every price and performance need.

Ideas that INSPIRE, at PRICES you'll love.
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Trade Shows & Conferences

- Relationship marketing.
- Great exposure to key decision makers.
- Includes product demonstrations, seminars and trade education.
- Provides an opportunity for sustainability education (FAO-based RFM certification).

Trade Shows & Conferences $179,000

- NACUFS – Colleges & Universities
- Marketing Executives Group (spring & fall)
- Culinary Institute of America (2 events)
- Seafood Expo North America (Boston)
- Les Dames d ‘Escoffier International
- Int’l Corporate Chefs Association
- CAFÉ Leadership Conference

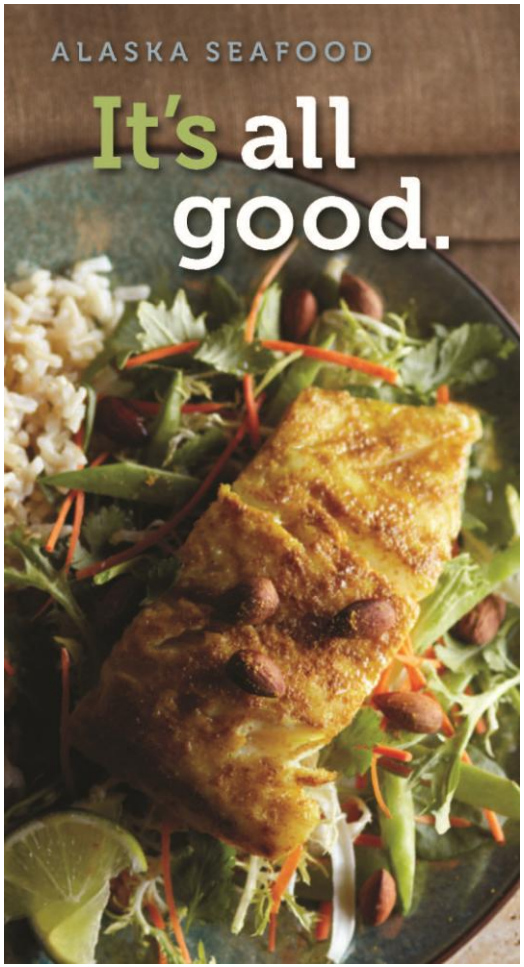
Trade Education

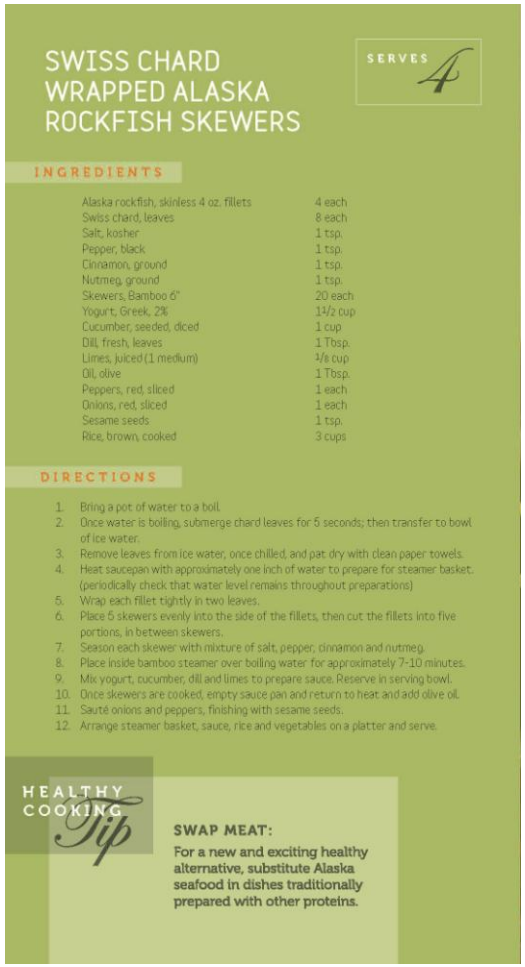
- Build brand awareness and enhance the value of Alaska seafood.
- Alaska seafood training, merchandising, research and menu development for all segments and on all levels (executives, chefs, marketing, purchasing, waitstaff and distributors).
- Technology and social media has found its place at the restaurant table.
- Materials and programs used by our industry.

Trade Education $346,000

- New Educational Materials:
  - Merchandising & POS materials.
  - Species support materials.
  - Culinary support & education.
  - Research.
- Industry outreach.
- Website maintenance.
- Reprinting of foodservice educational materials.
- Seafood product for trade shows and special events.
- Photo/creative duplication.

Trade Education





SWISS CHARD WRAPPED ALASKA ROCKFISH SKEWERS

SERVES 4

INGREDIENTS

Alaska rockfish, skinless 4 oz. fillets	4 each
Swiss chard, leaves	8 each
Salt, kosher	1 tsp.
Pepper, black	1 tsp.
Cinnamon, ground	1 tsp.
Nutmeg, ground	1 tsp.
Skewers, Bamboo 6"	20 each
Yogurt, Greek, 2%	1½ cup
Cucumber, seeded, diced	1 cup
Dill, fresh, leaves	1 Tbsp.
Limes, juiced (1 medium)	⅛ cup
Oil, olive	1 Tbsp.
Peppers, red, sliced	1 each
Onions, red, sliced	1 each
Sesame seeds	1 tsp.
Rice, brown, cooked	3 cups

DIRECTIONS

1. Bring a pot of water to a boil.
2. Once water is boiling, submerge chard leaves for 5 seconds; then transfer to bowl of ice water.
3. Remove leaves from ice water, once chilled, and pat dry with clean paper towels.
4. Heat saucepan with approximately one inch of water to prepare for steamer basket. (periodically check that water level remains throughout preparations)
5. Wrap each fillet tightly in two leaves.
6. Place 5 skewers evenly into the side of the fillets, then cut the fillets into five portions, in between skewers.
7. Season each skewer with mixture of salt, pepper, cinnamon and nutmeg.
8. Place inside bamboo steamer over boiling water for approximately 7-10 minutes.
9. Mix yogurt, cucumber, dill and limes to prepare sauce. Reserve in serving bowl.
10. Once skewers are cooked, empty sauce pan and return to heat and add olive oil.
11. Sauté onions and peppers, finishing with sesame seeds.
12. Arrange steamer basket, sauce, rice and vegetables on a platter and serve.

HEALTHY COOKING *Tip*

SWAP MEAT:

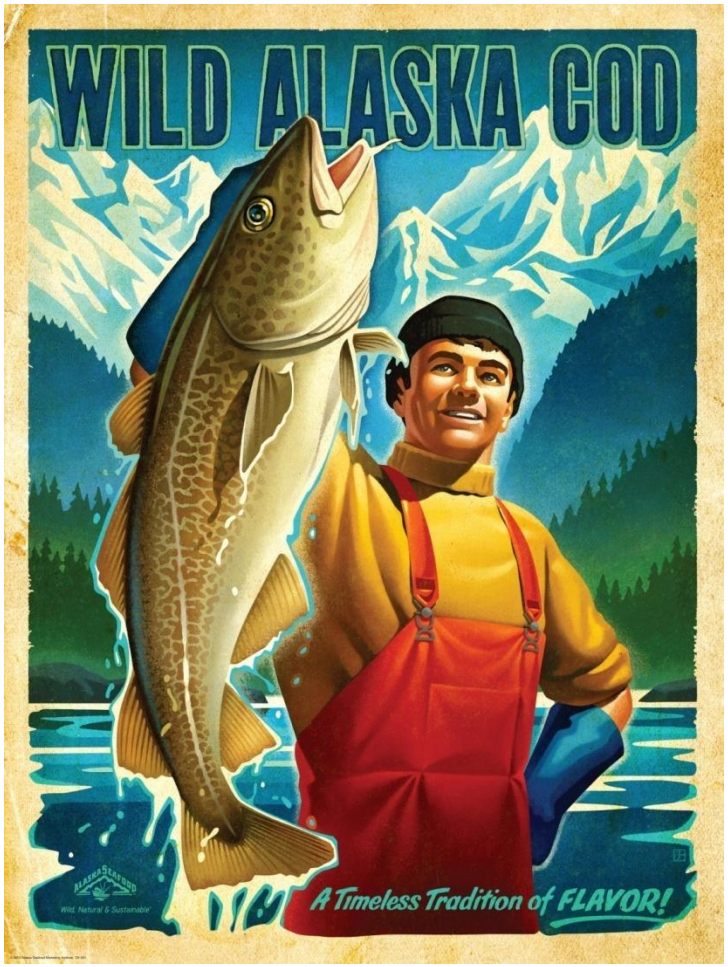
For a new and exciting healthy alternative, substitute Alaska seafood in dishes traditionally prepared with other proteins.

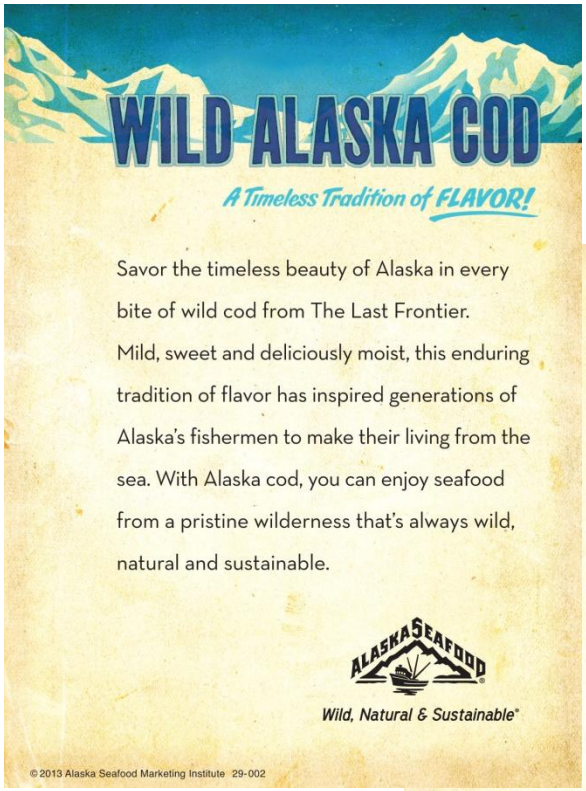
NUTRITION FACTS | Serving Size 1/4 recipe | Calories 410 | Calories from Fat 80

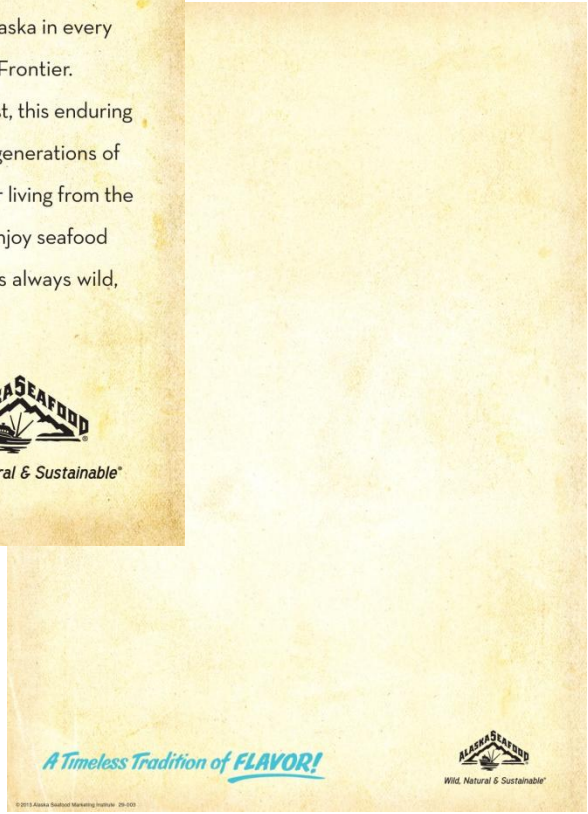
AMOUNT PER SERVING	% DAILY VALUE*				
Total Fat 9 g	14%	Vitamin A	110%	Vitamin C	140%
Saturated Fat 2.8 g	13%	Calcium	15%	Iron	15%
Trans Fat 0 g		Vitamin D	70%	Vitamin E	10%
Cholesterol 45 mg	15%	Vitamin K	760%	Thiamin	15%
Sodium 730 mg	30%	Riboflavin	20%	Niacin	25%
Potassium 1020 mg	29%	Vitamin B6	35%	Folate	10%
Total Carbohydrate 49 g	16%	Vitamin B12	25%	Phosphorus	40%
Dietary Fiber 5 g	20%	Magnesium	45%	Zinc	10%
Sugars 8 g		Selenium	100%	Copper	20%
Protein 34 g		Manganese	110%	Chromium	0%
Omega-3 420 mg					

* PERCENTAGE DAILY VALUES ARE BASED ON A 2,000 CALORIE DIET

Trade Education







Foodservice Advertising $259,000

- Targeted print and online trade publications.
- Strategy is to build Alaska seafood brand awareness.
- May include advertorial where appropriate.
- Includes creative development and media placement.

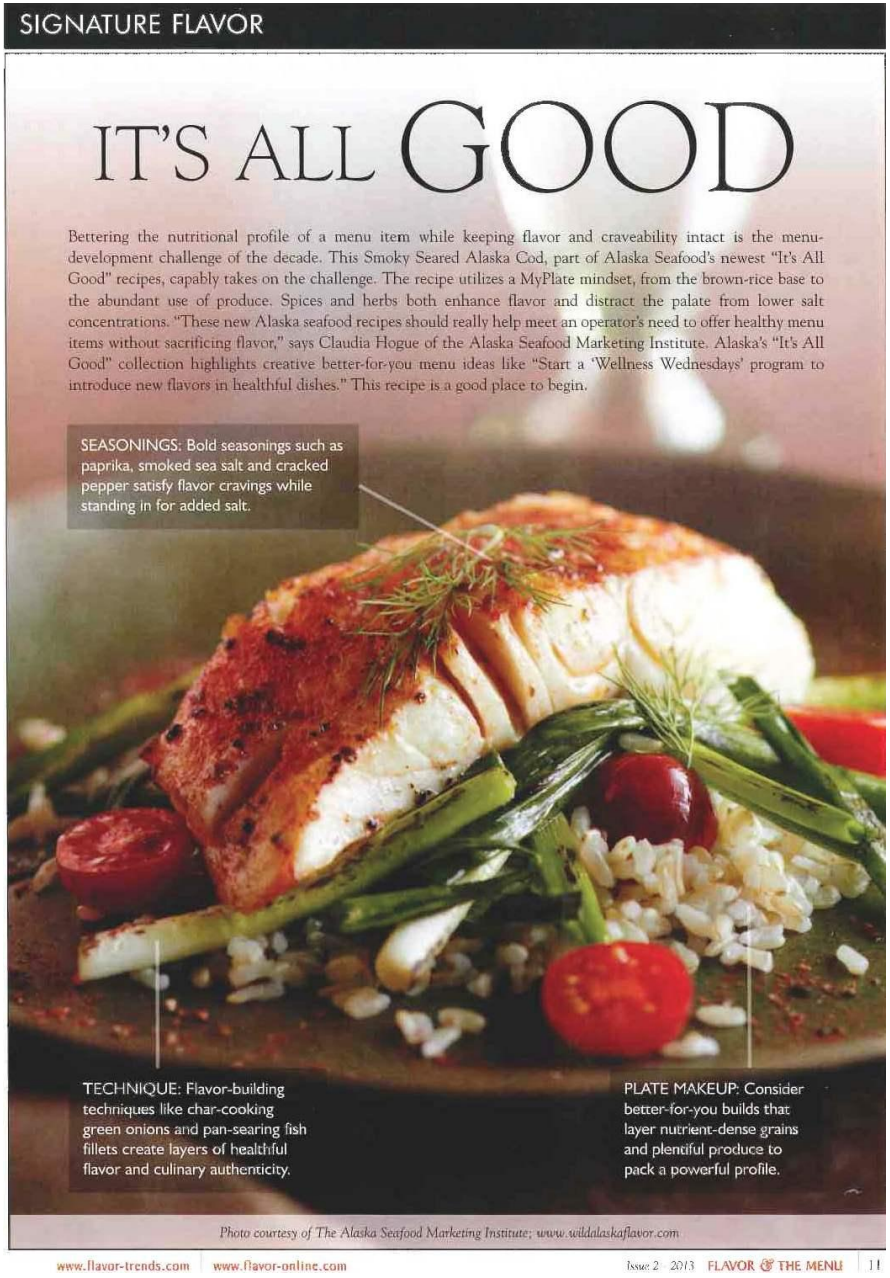
Foodservice Trade Ad - Print

Foodservice Trade Ad – Online

Trade Relations $50,000

- Working-chef recipes & photography/editorial support.
- Opportunity to influence and educate other chefs.
- Includes the International Foodservice Editorial Conference.
- Covers outreach to operators and distributors on sustainability communications and RFM.

Trade Relations



SIGNATURE FLAVOR

IT'S ALL GOOD

Bettering the nutritional profile of a menu item while keeping flavor and craveability intact is the menu-development challenge of the decade. This Smoky Seared Alaska Cod, part of Alaska Seafood's newest "It's All Good" recipes, capably takes on the challenge. The recipe utilizes a MyPlate mindset, from the brown-rice base to the abundant use of produce. Spices and herbs both enhance flavor and distract the palate from lower salt concentrations. "These new Alaska seafood recipes should really help meet an operator's need to offer healthy menu items without sacrificing flavor," says Claudia Hogue of the Alaska Seafood Marketing Institute. Alaska's "It's All Good" collection highlights creative better-for-you menu ideas like "Start a 'Wellness Wednesdays' program to introduce new flavors in healthful dishes." This recipe is a good place to begin.

SEASONINGS: Bold seasonings such as paprika, smoked sea salt and cracked pepper satisfy flavor cravings while standing in for added salt.

TECHNIQUE: Flavor-building techniques like char-cooking green onions and pan-searing fish fillets create layers of healthful flavor and culinary authenticity.

PLATE MAKEUP: Consider better-for-you builds that layer nutrient-dense grains and plentiful produce to pack a powerful profile.

Photo courtesy of The Alaska Seafood Marketing Institute; www.wildalaskaflavor.com

www.flavor-trends.com | www.flavor-online.com

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Foodservice FY14 Budget Breakdown

Foodservice Program Summary

- FY 2014 incorporates foodservice committee recommendations.
- Synergy with retail and consumer PR programs on key messaging.
- Plan designed to cultivate foodservice segment opportunities.
- ASMI foodservice has the ability to revise and adapt programs to support the industry.

Thank you!