



2015 April- Early June Sockeye Salmon In Store Demo Promotion Recap

Requirements as per ASMI BOD:

- Must be product of Alaska and called out as such.
- Can be used to promote; frozen portions, fillets (refreshed) and H&G if appropriate..
- ASMI BOD would like it to be identified as coming from a Responsibly Managed Fishery.
- Use of the ASMI logo
- Promotional tactics will be In **store Demos of Alaska Sockeye Salmon**
- Proof of performance would also be required: Pictures of Demos, samples of ads, distribution numbers and as well lbs purchased and pounds sold. This would be for internal use and NOT made public or appear in any ASMI reports but rather used as backup to **the state for reimbursement to you.**
- **\$297,775 committed as of 4/6/15**

Publix **1035 stores**

- Promoting frozen sockeye portions (private label) during May
- Ad price \$3 of regular retail
- Full page Recipe and Photo on AK sockeye, 10 million copies
- Aprons Demos 5/21-24 in 950 stores
- 3800 total demos
- \$75,000 or \$19.75/demo

Schnuck's **135 stores**

- Promoting frozen and refreshed sockeye sides
- Ad price \$9.99/lb
- 105 Demos in 35 Schnuck's Cooks stores April-June
- Social Media FB, Twitter, Instagram, Pinterest
- Using ASMI POS and Sustainability materials
- \$21,000 or \$200/demo

Harris Teeter **235 stores**

- Promoting frozen portions and refreshed sockeye sides
- 100 Demos using Chefs USA in May-early June
- Using ASMI POS and Sustainability materials
- \$20,000 or \$200/demo

Kroger **2640 stores**

- Promoting frozen portions, frozen and refreshed sides
- Offered 300 Demos using Chefs USA
- Using ASMI POS and Sustainability tools
- \$87,500 or \$250/demo

Lund's Byerly's 25 stores

- Promoting frozen portions (private label), refreshed sides
- AK sockeye on front cover of 2 week ad in May
- \$8.99 Retail price Regular price \$14.99
- Using ASMI POS and Sustainability materials
- Demos in stores executed by The Fish Guys
- \$12,500 used for Cover ad and Demos

Hy Vee 235 stores

- Promoting frozen and refreshed sockeye sides during May
- Offered funding for demos in May
- HY Vee would execute demos in 212 stores
- ASMI would send in POS and Sustainability materials
- \$21,000 or \$99/demo

Giant Eagle 230 stores

- Promoting frozen and refreshed sockeye sides during April-early June
- Social Media FB, Twitter, Instagram, Pinterest
- Several Targeted emails to VIP customers
- Major sales contest (ALL Stores) on sockeye salmon burgers
- 60 Demos in April
- Using ASMI POS and Sustainability materials
- \$15,000 for Demos and \$10,000 for Contest
- \$250/demo

Earth Fare 33 stores

- Promoting frozen and refreshed sockeye sides April-early June
- 1.6 million emails will be sent several times promoting AK sockeyes
- \$9.99 price \$14.99 regular price
- Using ASMI POS and Sustainability materials
- 66 demos in April and May
- \$9300 or \$141/demo

Haggen 150 stores

- Promoting refreshed and frozen sockeye sides
- 51 demos in late April and May
- Using ASMI POS and Sustainability materials
- \$11,475 or \$225/demo

Whole Foods 404 stores

- Promoting frozen portions and sockeye sides
- Offered \$25,000 for demos
- Whole Foods Corporate will put offer to regions
- Funding to be divided between participating regions
- "Truckload Sale" theme discussed
- Expecting several regions to step up
- WF corporate team very supportive of this offer