



Wild, Natural & Sustainable®

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DATE: October 5, 2015  
TO: ASMI Board of Directors  
FROM: Larry Andrews, Retail Marketing Director  
SUBJECT: **FY2015 RETAIL PROGRAM ANNUAL REPORT**

*This report is a recap of the Retail Program activities for FY2015 (July 1, 2014 through June 30, 2015). In addition to these activities, the Retail Program staff is responsible for co-managing the consumer public relations (Edelman) and consumer advertising programs.*

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:** The number of consumer shows/events was reduced this year: ASMI staff conducted sampling only at events negotiated as part of the Consumer Advertising buy with *Food & Wine* and *Cooking Light* magazines. The booth/exhibit space, catering and all travel costs were applied to the Consumer Advertising budget so there were no direct costs to the Retail program.

- Newport Mansions *Food & Wine* Festival, Newport, Rhode Island: 9/19/2014 – 9/21/2014
  - ⇒ Alaska Snow crab cocktail claws were sampled to over 5,000 attendees
  - ⇒ The new VIVA COCINA ALASKA recipe booklet featuring recipes from Chef Jake Rojas (Tallulah on Thames restaurant) was distributed to attendees

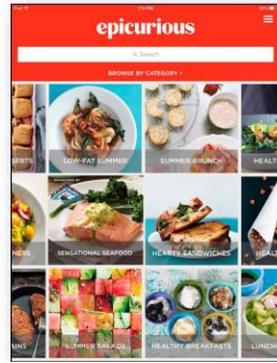
- San Diego Bay Wine & Food Festival, San Diego, California: 11/22/2014
  - ⇒ Alaska seafood was featured in the *Cooking Light* booth
  - ⇒ *Cooking Light* promoted the event in their magazine and via targeted eblasts:
    - Logo inclusion on event promotion within *The Dish in Cooking Light*: 11.5 million impressions
    - Featured on geo-targeted promotional e-blast: 49,790 impressions
    - Exposure to guest attendees: 10,000 impressions
    - Total event impressions: 11,560,490
  - ⇒ Wild Alaska Canned Salmon Quinoa Cakes were sampled to 1000 attendees
- Austin *Food & Wine* Festival, Austin, Texas: 4/25/2015 – 4/26/2015
  - ⇒ Alaska Smoked [Sockeye] Salmon Summer Pasta Salad was sampled to over 5,000 attendees at the Grand Tasting event
  - ⇒ Chef Jonathan Waxman cooked Alaska Seafood during his “What a Catch, Passport to See Food” demonstration. Species included: Alaska spot prawns, Dungeness crab, razor clams and rockfish
- Aspen *Food & Wine* Classic, Aspen, Colorado: 6/19/2015 – 6/21/2015
  - ⇒ Alaska Snow Crab Claws with Roasted Rouille Dipping Sauce, Alaska King Crab & Sole Ceviche and Alaska Smoked Salmon Summer Pasta Salad were sampled to over 5,000 attendees

<p style="text-align: center;"><b><i>FY2015 Consumer Show/Events:</i></b> <span style="float: right;"><b>4</b></span></p> <p style="text-align: center;"><b><i>Number of attendees:</i></b> <span style="float: right;"><b>16,000+</b></span></p>
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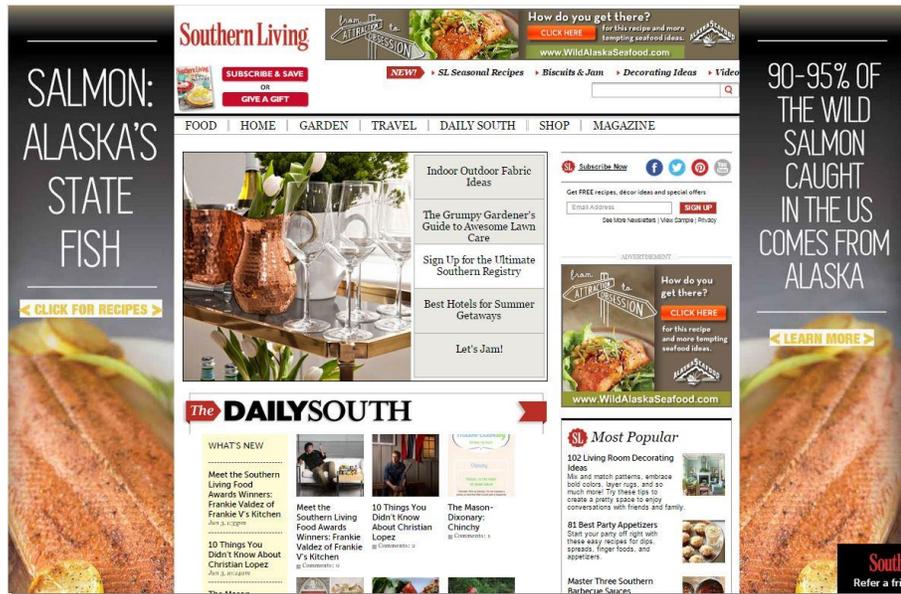
**B. Consumer Advertising:** At the direction of the Retail Marketing Committee, consumer ads were placed to further support the post-Lent frozen Alaska Sockeye Salmon demo program:

- **Print Ads:**
  - ⇒ *Bon Appetit* magazine (circulation: 1,299,385/issue)
    - Full-page print ads in May and June 2015
  - ⇒ *Southern Living* magazine (circulation: 2,737,020/issue)
    - Full-page print ads in May and June 2015
  - ⇒ *Garden & Gun* magazine (circulation: 310,697/issue)
    - Full-page print ad in the June/July 2015 combination issue
- **Digital/Online Banner Ads:**
  - ⇒ Direct digital ad placements were made with select online publications:
    - *AllRecipes.com* and *EatingWell.com* (unique monthly impressions: 18,583,000)
      - The schedule included Homepage takeovers on *EatingWell.com* as well as banner ads on the BBQ & Grilling Channel and Healthy Channel on *AllRecipes.com*
    - *Bon Appetit.com* (unique monthly impressions: 2,426,000)
      - The schedule included Homepage takeovers on BonAppetit.com, iPad/iPhone tiles on Epicurious.com, and banner ads on the Frozen Food, Food/Travel & Well Being channel.

**IPAD APP HOMEPAGE**  
**TILE**



- *SouthernLiving.com* (unique monthly impressions: 2,766,000)
  - The schedule including site skins and sponsorship of the Healthy & Light editorial package for desktop, mobile and tablet.



⇒ The Retail program also funded AdReady’s national online banner advertising from July through November 2014, keeping key messages and initiatives such as sustainability and recipes/cooking tips in front of the consumer. In December, the Consumer Advertising program took over funding for the AdReady digital campaigns, leaving only retailer campaigns (such as Fred Meyer, Harris-Teeter and King Soopers) to hit the Retail budget.



Digital ad; panels depict movement



<i>Print ad circulation, May-June 2015:</i>	<b>8,383,507</b>
<i>Direct digital impressions, May-June 2015:</i>	<b>28,967,000</b>
<i>AdReady impressions funded by Retail, July through November, 2014:</i>	<b>54,832,726</b>
<i>Clicks:</i>	<b>93,534</b>
<i>Click Through Rate (CTR):</i>	<b>0.17%</b>
<i>Cost Per Click (CPC):</i>	<b>\$0.40</b>
<i>Cost Per Thousand (CPM):</i>	<b>\$0.69</b>
<b><i>FY2015 online campaigns supporting retailers yielded 35 million impressions and 72,105 clicks to retailer sites over the course of the year.</i></b>	

**C. National Recipe/Video Releases:** To help move Alaska Sockeye salmon during the Lent and Summer timeframe, two national recipe/video releases were issued via Family Features:

- “Simple Seafood Recipes for Lent” is a premium release (one recipe released in print; digital release includes a video). After Lent, the copy was edited to remove any reference to Lent and the release remained available to editors through the summer.
  - ⇒ Featured recipe: Pan-Steamed Alaska Seafood Marseilles (all-species recipe)
  - ⇒ Featured video: Pan-Steamming Alaska Sockeye Salmon (250,000 guaranteed video plays)
- The “Sensational Seafood on the Grill” full-page feature was released in May and included grilling recipes for Alaska Sockeye salmon and cod.
  - ⇒ Featured recipes:
    - Alaska Sockeye Salmon with Herbs and Garlic
    - Border Grill Alaska Cod Tacos

- ⇒ Sockeye salmon nutritional information was included in a sidebar
- ⇒ Videos included with online placements:
  - Grilling Alaska Sockeye Salmon (500,000 guaranteed video plays)
  - Alaska Cod Tacos featuring Border Grill Chef Mary Sue Milliken (100,000 guaranteed video plays).
- ASMI also received a free recipe in a “Recipe Roundup,” a themed co-op release typically featuring three or four products. We selected one of the new “Alaska Grown” recipes from the Communications Program for the Farm-to-Table themed release, which was issued in June.
  - ⇒ Featured recipe: Bear Tooth Alaska Cod Tacos

All three releases were closed at the end of summer.

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### Simple Seafood Recipes

If you find your recipe repertoire growing stale, now is the perfect time to experiment with new seafood recipes your family will love. Seafood makes a delicious centerpiece of any meal, and preparing seafood can actually be quite simple. Pan-steaming is one easy preparation that leaves the seafood moist and makes a quick and easy sauce, too. The technique, demonstrated in this recipe for a rich, buttery lemon sauce, is perfect for Alaska Sockeye salmon, as well as other species, including Alaska halibut or Alaska cod.

At the grocery store, look for high-quality fish, such as Alaska Seafood, which is additive-free, lean and full of heart-healthy omega-3 fatty acids. Sustainable practices used in fishing Alaska salmon, shellfish and whitefish varieties also mean you can feel good about serving Alaska Seafood to your family.

#### Pan-Steamed Alaska Seafood Marseilles

Prep time: 15 minutes  
Cook time: 10 minutes  
Servings: 4



4 Alaska Salmon or whitefish fillets (4 to 6 oz. each), fresh or thawed  
1 lemon, thinly sliced  
1/4 teaspoon sea salt  
1/8 teaspoon white pepper  
1/2 cup white wine (sauvignon blanc or chardonnay)  
2 tablespoons butter or extra virgin olive oil  
2 tablespoons minced fresh garlic  
2 tablespoons minced fresh herbs

Remove seafood fillets from refrigerator 15 minutes before cooking.

Fill 12-inch skillet with 1 inch of water. Add lemon slices and bring to a simmer over medium-high heat.

Rinse seafood in cold water and pat dry; season with salt and pepper.

Add seafood to pan, skin side down. Cover pan tightly and cook for 4 minutes, or until seafood is lightly translucent in the center, checking at thickest part. Remove seafood from pan and let rest a minute; it will finish cooking from retained heat. Remove lemon slices from steaming liquid.

Create quick reduction sauce with remaining liquid by adding wine, butter, garlic and herbs to pan. Combine ingredients and continue to simmer, allowing liquid to reduce to desired thickness.

To serve, transfer lemon slices and fillets to plates; drizzle fillets with sauce.

Placement totals = 134,583,806 impressions

Print: 1,070,808  
Online: 133,512,998  
Video plays: 253,908

Wednesday, 2015

### Food

## Sensational Seafood on the Grill



**Border Grill Grilled Alaska Cod Tacos**

**Alaska Seafood Sables with White and Lemon**

12678: Sensational Seafood on the Grill  
All ingredients courtesy of Alaska Seafood Marketing Institute

Placement totals= 161,369,188 impressions

Print: 7,616,695  
Online: 153,752,493  
Video plays: 605,709

Wednesday, 2015

### Food



## Bring the FARM-TO-TABLE FINDS freshness home

**W**elcome to the Farm-to-Table Finds section of the White Sheet. This section is dedicated to providing you with the latest and greatest in farm-to-table finds. From fresh seafood to locally sourced produce, we have everything you need to bring the farm-to-table finds home.

**Easy Bites**

**Roasted Potato Croquettes with Pesto Cheese**

**Quick the Catch**

**Create Your Own Popcorn Snack**

12719: Farm-to-Table Finds  
All ingredients courtesy of Family Features

Placement totals = 170,296,947 impressions

Print: 3,866,838  
Online: 166,430,109

## 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
- Custom promotions involving the development of co-branded point-of-sale material or other tactics that have worked for the retailer such as targeted emails, in-store merchandising contests, frequent shopper/reward card offers, etc.

## **Headquarter/Division Calls:**

- A & P, Corporate (280 stores)
- ACME Stores (106 stores)
- Ahold USA
  - ⇒ Giant Food (167 stores)
  - ⇒ Stop & Shop (398 stores)
- Albertsons/Safeway Corp. (2,262 stores)
  - ⇒ Intermountain (80 stores)
  - ⇒ Northern California (277 stores)
  - ⇒ Portland Division (141 stores)
  - ⇒ Southern Division TX (109 stores)
  - ⇒ Southern California (350 stores)
  - ⇒ Southwest Division AZ (219 stores)
  - ⇒ Jewel Osco (185 stores)
  - ⇒ Shaw's (156 stores)
  - ⇒ United TX (76 stores)
  - ⇒ Vons (121 stores)
- Aldi USA (1,394 stores)
- Amazon Fresh (online)
- Associated Wholesale Grocers (1948 stores)
  - ⇒ Kansas City (292 stores)
  - ⇒ Springfield (335 stores)
  - ⇒ Homeland Stores (84 stores)
- BJ's Wholesale Club (207 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (120 stores)
- Big Y (65 stores)
- Southeastern Grocers
  - ⇒ Bi-Lo/Winn-Dixie (800 stores)
- Clark's Markets (8 stores)
- Costco Wholesale (542 stores)
- Crosby's Markets (7 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
  - ⇒ Food Lion (1,108 stores)
  - ⇒ Hannaford (188 stores)
- DeMoulas Supermarkets (75 stores)
- Dorothy Lane (3 stores)
- Earth Fare (37 stores)
- Fiesta Mart (61 stores)
- Food City, ME (9 stores)
- Foodland, HI (38 stores)
- Fred Meyer (132 stores)
- Fresh & Easy (175 stores)
- Fry's Food & Drug (119 stores)
- Gelson's Markets (CA, 18 stores)
- Giant Eagle (421 stores)
- H.E.B./Central Market (312 stores)
- Hagen/TOP Foods (155 stores)
- Harmon's Markets (17 stores)
- Harris-Teeter (231 stores)
- Heinen's (22 stores)
- Hugo's Family Mkts (ND, 8 stores)
- Hy-Vee (374 stores)
- Ingle's Markets (202 stores)
- King Kullen (41 stores)
- King Soopers/City Mkt. (147 stores)
- Kowalski's Market (10 stores)
- Kroger, Corporate (3,430 stores)
  - ⇒ Atlanta (186 stores)
  - ⇒ Central (Indianapolis, 137 stores)
  - ⇒ Cincinnati (110 stores)
  - ⇒ Columbus (125 stores)
  - ⇒ Delta (Memphis, 110 stores)
  - ⇒ Michigan (128 stores)
  - ⇒ Mid-Atlantic (Roanoke, 120 stores)
  - ⇒ Mid-South (Louisville, 100 stores)
  - ⇒ Southwest (Houston, 216 stores)
- Lowes Food Stores (95 stores)
- Lunds/Byerly's (28 stores)
- Marsh Supermarkets (83 stores)
- Meijer (383 stores)
- Met Foods (NY, 3 stores)
- Price Chopper/Golub Corp. (135 stores)
- Publix Supermarkets (1,106 stores)
- QFC (65 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (334 stores)
- Reasor's, OK (22 stores)
- Roundy's Supermarkets (153 stores)
- Rouses Enterprises (45 stores)
- SAM's Club (647 stores)
- Schnuck Markets (104 stores)
- Smith's Food & Drug (139 stores)
- Stew Leonard's, CT (4 stores)
- Sunflower/Sprouts, CO (48 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (3,904 stores)
  - ⇒ Dan's Supermarkets
  - ⇒ Dierbergs
  - ⇒ Festival Foods
  - ⇒ Piggly Wiggly
  - ⇒ Shop 'n Save
  - ⇒ Zinke's Market
- Target (249 SuperTargets)
- The Fresh Market (177 stores)
- Tops Markets, NY (167 stores)
- Unified Grocers
  - ⇒ Pacific NW (163 stores)
  - ⇒ Seattle (144 stores)
- Wakefern/ShopRite (360 stores)
- WalMart (4,927 stores)
- Wegmans Food Markets (86 stores)
- Whole Foods, Corporate (406 stores)
  - ⇒ Florida (25 stores)
  - ⇒ Mid-Atlantic (43 stores)
  - ⇒ South (32 stores)
- WinCo Foods (101 stores)
- Woodman's Food Mkts, WI (16 stores)

### Seasonal Promotions:

A national co-op promotion with Ste. Michelle Wine Estates (SMWE) featuring Alaska salmon (Sockeye and Keta) was executed over the Summer of 2014, ending September 30th. The promotion centered around in-store case displays in the seafood department, with coupons off Alaska salmon/seafood. Note: The coupon/rebate offer applied to all Alaska seafood species.

ASMI paid for all coupon redemption which ran extremely high, particularly in the Southeast where we saw 40% redemption from one retailer. Inquiries show strong Alaska salmon sales in the region over the promotion timeframe (+40%) and Ste. Michelle reported wine sales were also up +40%.

### Participating Retailers, Summer 2014:

- Albertsons
  - ⇒ Intermountain (93 stores)
  - ⇒ Southern Division TX (86 stores)
  - ⇒ Southern California (178 stores)
  - ⇒ Southwest Division AZ (112 stores)
  - ⇒ Jewel Osco (180 stores)
  - ⇒ United TX (59 stores)
- Basha's/AJ's Fine Foods (125 stores)
- Bi-Lo/Winn-Dixie Stores (699 stores)
- Delhaize America
  - ⇒ Food Lion (1183 stores)
  - ⇒ Hannaford Bros. (183 stores)
- Giant Eagle (419 stores)
- Haggen/TOP Foods (20 stores)
- Hy-Vee (367 stores)
- Kroger, Corporate (3449 stores)
  - ⇒ Fred Meyer (130 stores)
  - ⇒ Harris-Teeter (222 stores)
  - ⇒ QFC (68 stores)
  - ⇒ Ralphs (369 stores)
  - ⇒ Smith's Food & Drug (133 stores)
- Lowes (102 stores)
- Publix Supermarkets (1080 stores)
- Red Apple Market (13 stores)
- Schnuck Markets (105 stores)
- Sprouts Farmers Markets (171 stores)
- Target, Southeast (246 stores)
- The Markets (15 stores)
- United Supermarkets TX (59 stores)
- WalMart, Southeast (670 stores)
- WinCo Foods NW Division (35 stores)
- Woodman's Food Mkts (15 stores)



**Summer 2014 Co-op Participation:**  
 25 retailers, representing 10,586 stores

**Coupon redemption finals:**

\$2 IRC = 18.2%      LY = 9.6%  
 \$1 IRC = 3.8%      LY = 1.0%  
 \$4 Mail in rebate = <1%      LY = <1%

**Total coupon redemption cost = \$71,820**



**Summer 2015 Co-op Promotion:** Another co-op promotion with SMWE featuring Alaska Sockeye salmon was launched nationally in June. This promotion shares many of the tactics from last year's promotion:

- Wine displays located in/near the seafood department, including counter cards for seafood cases
- Coupons off Alaska salmon/seafood: \$2 IRC, \$1 IRC and a \$4 MIR (offer will vary based on state liquor laws)
- SMWE has primary responsibility for sell-in at the retail level; ASMI pays only for coupon redemption
- New this year, both ASMI and SMWE are conducting themed social media postings to strengthen the promotion at the consumer level

**Participating Retailers, SMWE Summer 2015:**

- Ahold USA
  - Giant Food (167 stores)
- Albertsons/Safeway Corp. (2,262 stores)
  - Intermountain (80 stores)
  - Northern California (277 stores)
  - Portland Division (141 stores)
  - Southern Division TX (109 stores)
  - Southern California (350 stores)
  - Southwest Division AZ (219 stores)
  - Jewel Osco (185 stores)
  - Shaw's (156 stores)
  - United TX (76 stores)
  - Vons (121 stores)
- Basha's/AJ's Fine Foods (120 stores)
- Delhaize America
  - Food Lion (1108 stores)
  - Hannaford Bros. (188 stores)
- DeMoulas Supermarkets (75 stores)
- H.E.B./Central Market (312 stores)
- Haggen/TOP Foods (155 stores)
- Hy-Vee (374 stores)
- Kroger, Corporate (3,430 stores)
  - Fred Meyer (132 stores)
  - Fry's Food Stores (119 stores)
  - Harris-Teeter (231 stores)



- QFC (65 stores)
- Ralphs Grocery (334 stores)
- Smiths Food & Drug (139 stores)
- Meijer (383 stores)
- Publix Supermarkets (1,106 stores)
- Raley's Supermarkets (137 stores)
- Roundy's Supermarkets (153 stores)
- Save Mart Supermarkets (217 stores)
- Schnuck Markets (104 stores)
- Sprouts Farmers Markets (208 stores)
- Stater Bros (168 stores)
- SuperValu, Corporate (3,904 stores)
  - Dierbergs
  - Festival Foods
  - Piggly Wiggly
  - Shop 'n Save
  - Zinke's Market
- The Fresh Market (177 stores)
- Wegman's (86 stores)
- WinCo Foods, Corporate (101 stores)
- Woodman's/Certco (124 stores)

**Summer 2015 Co-op Participation:  
22 retailers, representing 15,059 stores**

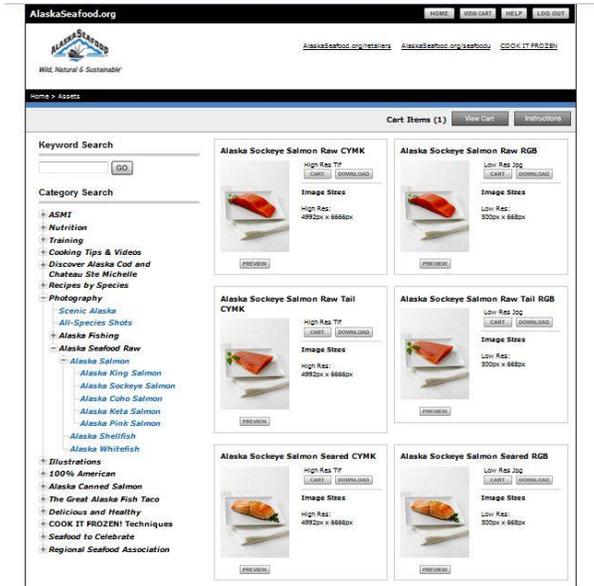
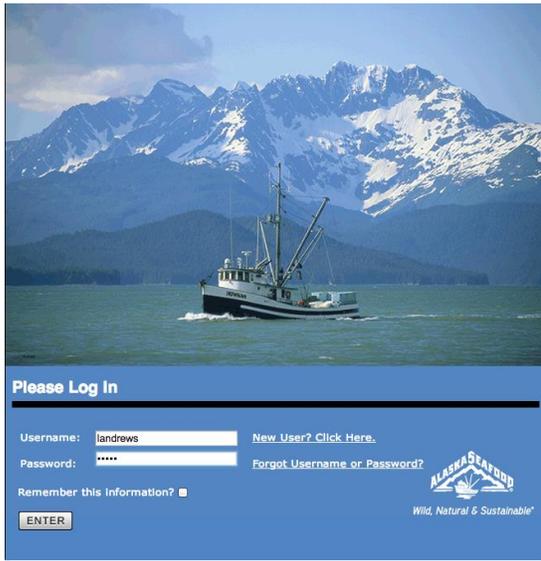
**Coupon redemption to date:**

**\$2 IRC = 4,017 coupons redeemed = 2.6%**  
**\$1 IRC = 1,418 coupons redeemed = 1.8%**  
**\$4 Mail in rebate = 31 redeemed = <1%**

**By partnering with SMWE on social media, ASMI gained exposure to a qualified audience passionate about food and wine, and grew ASMI's social following by 3%!**

<u>SMWE:</u>	<u>ASMI:</u>
99,860 Facebook "likes"	84,207 Facebook "likes"
	<u>2 posts per month</u>
23,800 Twitter "followers"	1,705 Twitter "followers"
	<u>1 post per week</u>
2,016 Instagram "followers"	1,248 Instagram "followers"
	<u>2 to 4 posts per month</u>

**A. Custom Promotions:** ASMI's new digital asset library has been a tremendous resource for retailers across the country, as they now have instant access to over 800 assets: recipes, photography and videos. We continue to load assets into the library as they are developed, and are also adding sections for Alaska's Regional Seafood Development Associations.



*# of user accounts to date: 393*  
*# of assets in the system: 802*  
*# of asset downloads to date: 5,407*

## Create Promotions that Sell!

Now you can add punch to your Alaska seafood promotions and boost your seafood sales. Creating customized promotions that engage your customer has never been easier! With just a click of your mouse you will have Alaska Seafood logos, photos, recipes, videos and much more.

Visit [alaskaseafood.creatorselect.com](http://alaskaseafood.creatorselect.com) to create an account and start downloading assets today. It's FREE and easy!



Wild, Natural & Sustainable®

**Fall/Holiday 2014 Custom/In-store Promotions:** In addition to the national co-op promotion which ran through the summer and ended September 30<sup>th</sup>, we had the following custom promotions in-store over the fall/holiday period:

- ACME Stores (106 stores): Alaska cod
- Albertsons LLC
  - ⇒ Southern Cal (350 Stores): Alaska cod
  - ⇒ Southwest (219 stores): Alaska salmon and cod
- Bi-Lo/Winn-Dixie (800 stores): Alaska Pollock and salmon
- Delhaize America
  - ⇒ Hannaford (188 stores): Alaska cod
- Fiesta Mart (61 stores): Alaska salmon and cod
- Fred Meyer (132 stores): Alaska salmon and cod
- Harmon's Markets (17 stores): Alaska cod and crab
- Harris-Teeter (231 stores): Alaska salmon and cod
- Heinen's (22 stores): Alaska salmon and cod
- Hy-Vee (374 stores): Alaska salmon, cod and crab
- King Soopers/City Mkt. (147 stores): Alaska cod
- Roundy's Supermarkets (153 stores): Alaska crab
- Rouse's Enterprises (45 stores): Alaska salmon, cod and crab
- Tops Markets, NY (167 stores): Alaska salmon and cod

**Custom/In-Store Promotions Lent 2015:**

- AWG: Alaska Cod
  - ⇒ Kansas City (292 stores)
  - ⇒ Springfield (335 stores)
- ACME Stores (106 stores): Alaska salmon and cod
- Cub Foods (51 stores): Alaska salmon and cod
- Dan’s Supermarkets (6 stores): Alaska salmon
- Earth Fare (37 stores): Alaska salmon, cod and Bairdi
- Fiesta Mart (61 stores): Alaska pollock, salmon and cod
- Fry’s Food & Drug (119 stores): Alaska salmon, cod and shellfish
- Giant Eagle (421 stores): Alaska salmon, cod and halibut
- Harris-Teeter (231 stores): Alaska salmon and cod
- Heinen’s (18 stores): Alaska salmon, cod and halibut
- Hy-Vee (374 stores): Alaska salmon and cod
- King Soopers/City Mkt. (147 stores): Alaska salmon and cod
- Lunds/Byerly’s (28 stores): Alaska salmon, cod and shellfish
- Roundy’s Supermarkets (153 stores): Alaska King crab
- Schnuck Markets (104 stores): Alaska salmon, cod and salmon burgers
- Shaw’s Supermarkets (156 stores)
- Top’s Markets (167 stores): Alaska Pollock, cod and salmon
- Wakefern/ShopRite (360 stores): Alaska salmon and cod
- WalMart (4,927 stores): Rolling out new Alaska seafood sections which include Alaska salmon, cod, halibut, rockfish, sole and crab (King and Snow)

**COOK IT FROZEN! Promotions 2015:** Over the course of the year, many retailers conducted COOK IT FROZEN! promotions using ASMI’s point-of-sale material:

- Posters
- On-pack recipe leaflet
- Static case clings
- Recipe tear pad
- Training CD’s & DVD’s
- Plus assets from ASMI’s Creator Select website:  
[www.alaskaseafood.creatorselect.com](http://www.alaskaseafood.creatorselect.com)



Static cling



On-pack recipe leaflet



Recipe tearpad

**In total, over 15,100 pieces of COOK IT FROZEN! point-of-sale were ordered by 1,712 retail stores:**

- AWG (292 stores)
- Farm Fresh (45 stores)
- Fiesta Mart (61 stores)
- Harris Teeter (231 stores)
  - ⇒ Featured Alaska Seafood on website
- HEB (312 stores)
  - ⇒ Featured Alaska Seafood on website
- Heinen's (18 stores)
- Hy-Vee (374 stores)
  - ⇒ Featured Alaska Seafood on website
- Shaw's/ Star (156 stores)
- Shopper's Foods (56 stores)
- Tops Markets (167 stores)
  - ⇒ Featured Alaska Seafood on website
- Retailers also linked to:
  - ⇒ [www.WildAlaskaSeafood.com](http://www.WildAlaskaSeafood.com) COOK IT FROZEN! section to educate their customers re: cooking frozen Alaska Seafood is so convenient and healthy!
- COOK IT FROZEN! technique used in 4000+ Alaska Sockeye salmon in-store demos
  - ⇒ Many retail partners decided to forgo their Lent promotions, instead using COOK IT FROZEN! techniques to promote Alaska sockeye with in-store demos.
- Promotion dates: April – early June 2015

### **Frozen Sockeye In-Store Demo Promotion 2015 Recap:**

- 4964 Alaska Sockeye salmon in-store demos
- Promotion dates: April – early June
- 1857 stores in 10 retail chains across the United States
- \$54.31 average cost/ per in-store demo
- 29% average price reduction
- 56.2% average total YTD sales lift



### **Alaska Sockeye Salmon Demo Recap by Partner:**

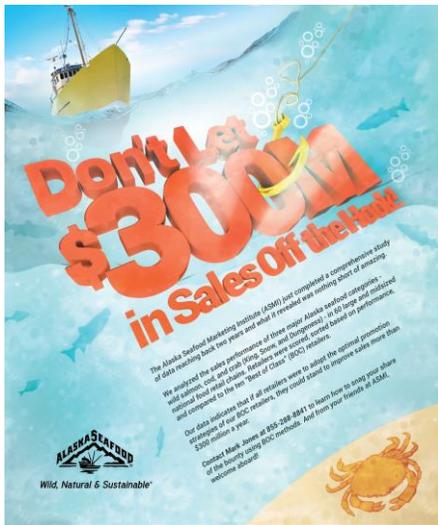
- Earth Fare
  - ⇒ 33 stores in the Southeast
  - ⇒ Promotion dates: April – May
  - ⇒ 66 in-store demos executed
  - ⇒ Product form: frozen Sockeye sides
  - ⇒ 2.4 million email ads sent to customers during April - May
- Giant Eagle
  - ⇒ 60 stores in the Midwest
  - ⇒ Promotion dates: April – May

- ⇒ 60 in-store demos executed
- ⇒ Product form: frozen Sockeye sides and Sockeye burgers
- Haggen
  - ⇒ 51 stores in the Pacific Northwest
  - ⇒ Promotion dates: April – June
  - ⇒ 51 in-store demos executed
  - ⇒ Product form: frozen Sockeye sides and portions
- Harris-Teeter
  - ⇒ 100 stores in the Mid-Atlantic
  - ⇒ Promotion dates: April – May
  - ⇒ 100 in-store demos executed
  - ⇒ Product form: frozen Sockeye sides and portions
  - ⇒ Huge lift in Alaska cod at the same time
- Hy-Vee
  - ⇒ 195 stores in the Midwest
  - ⇒ Promotion dates: April – May
  - ⇒ 380 in-store demos executed
  - ⇒ Product form: refreshed Sockeye
  - ⇒ Huge increase in Alaska salmon, cod, halibut and crab
- Kroger
  - ⇒ 270 stores nationwide
  - ⇒ Promotion dates: late April – June
  - ⇒ Approximately 270 in-store demos executed in 14 divisions
  - ⇒ Product form: frozen/ refreshed Sockeye sides and portions
- Lunds/Byerly's
  - ⇒ 10 stores in the upper Midwest
  - ⇒ Promotion dates: April – May
  - ⇒ 10 in-store demos executed
  - ⇒ Product form: frozen Sockeye sides
- Publix
  - ⇒ 950 stores in the Southeast
  - ⇒ Promotion dates: May 14 – 17
  - ⇒ 3800 in-store demos executed (26 hours over 4 days)
  - ⇒ Product form: 12 oz. packages of frozen Sockeye portions
  - ⇒ Highest sales ever on frozen Sockeye in company history
  - ⇒ 16 million weekly ads distributed
- Schnuck Markets
  - ⇒ 105 stores in the Midwest
  - ⇒ Promotion dates: April – June
  - ⇒ 105 in-store demos executed in 14 divisions
  - ⇒ Product form: frozen Sockeye sides and refreshed Sockeye
- Whole Foods
  - ⇒ 44 stores in the Mid-Atlantic (1 in-store demo per store)
  - ⇒ 39 stores in Northern California (2 in-store demos per store)
  - ⇒ Promotion dates: May – June
  - ⇒ Approximately 122 in-store demos executed
  - ⇒ Product form: frozen Sockeye sides and portions

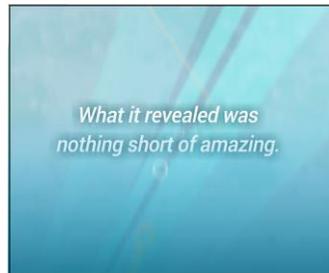
**B. Total Retail POS: In FY15, ASMI's Retail program placed 180 orders for over 43 retailers, totaling 1,038,974 pieces of literature.**

## Platform #3: Retail Training and Communication

- A. Trade Advertising:** The trade advertising budget was reduced by 50% in FY2015, reflecting a shift to digital ads (print ads were scheduled only in *Grocery Headquarters*, along with a free half-page ad in several issues of *Supermarket News* magazine). A new ad was developed to highlight the results of the Encore retail research study which identified a \$300 million retail opportunity and “Best of Class” promotion tactics.



Landing page, with links to Retail pages on [alaskaseafood.org](http://alaskaseafood.org)



Digital ad; panels depict movement

### FY2015 Trade Advertising Schedule:

#### *Grocery Headquarters* magazine

- ⇒ Print (total circulation: 33,037/issue):
  - Full-page print ads monthly, January through June 2015
  - Mock cover (double sided) April 2015 – Seafood Expo issue
  - Fresh Food Handbook (September 2014): 8 consecutive pages adjacent to seafood data
  - Consumer Perishables (June 2015): 8 consecutive pages adjacent to data
- ⇒ Digital (33,311 unique monthly impressions; 291,473 monthly page views)
  - 619x74 ad in 52 weekly newsletters
  - 619x74 ad in all 26 bi-weekly “Focus on Fresh” newsletters
- ⇒ Free editorial: *Grocery Headquarters* June 1, 2015 article, featuring an interview with Larry Andrews:
  - <http://www.groceryheadquarters.com/2015/06/alaska-seafood-marketing-institute/>

- ***Seafood.com***
  - ⇒ Digital (38,563 unique monthly impressions; 194,435 monthly page views)
    - Video sponsorship July 2014 through June 2015
    - 300x250 ad on website July 2014 through June 2015
- ***SeafoodSource.com:***
  - ⇒ Digital: 300x250 ad in monthly newsletter, January through June 2015
- ***Intrafish.com***
  - ⇒ Digital (18,430 unique monthly impressions; 121,121 monthly page views)
    - 160x600 ad on website October and November 2014, March, April and June 2015
- ***Supermarket News***
  - ⇒ Print (paid circulation: 10,260 plus 17,513 unpaid; total circulation 27,773/issue)
    - Free half-page ad December 2014, March and June 2015
  - ⇒ Digital (125,514 unique monthly impressions; 600,656 monthly page views)
    - 300x250 ad on website October 2014, January through June 2015 (excluding April)

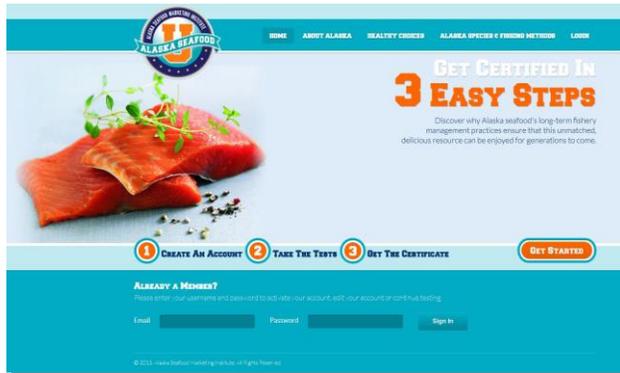
## **B. Tradeshow:**

- Seafood Expo North America (Boston), 3/15/2015 – 3/17/2015

## **C. Retail Training:**

- The Alaska Seafood U web-based interactive training program was updated
  - ⇒ All videos were re-edited with contemporary graphics
  - ⇒ Website redesigned (responsive desk-to-tablet, plus a mobile version)
  - ⇒ The training program was also ported to a flash drive – it doesn't require an internet connection – so retail associates can train even without internet access
    - Many of ASMI's retail training materials were added to the flash drive:
      - Video: Meeting the Quality Challenge: Recommended Alaska Seafood Quality Practices for Retail Associates
      - New Video: Refreshing Seafood: Proper Thawing Techniques
      - Video: A Basic Overview of Alaska's Major Seafood Species
      - Filleting and Steaking Instructions:
        - Alaska Halibut Cutting Brochure
        - How to Fillet an Alaska Salmon
        - How to Steak a Whole Alaska Salmon
        - Video: Filleting and Steaking Instructions
        - Wild Alaska Salmon Trim Guide
      - Line Art to Identify the Alaska Salmon Species:
        - Chinook Salmon Physical Diagram
        - Chum Salmon Physical Diagram
        - Coho Salmon Physical Diagram
        - Pink Salmon Physical Diagram
        - Sockeye Salmon Physical Diagram
      - Alaska Seafood Buyers Guides
        - Alaska King Crab Specification Guide
        - Alaska Salmon Buyers Guide
        - Alaska Shellfish Buyers Guide
        - Alaska Snow Crab Specification Guide
        - Alaska Whitefish Buyers Guide

- Characteristics of Common Flatfishes
- Sustainable Alaska Sole & Flounder



Responsive website

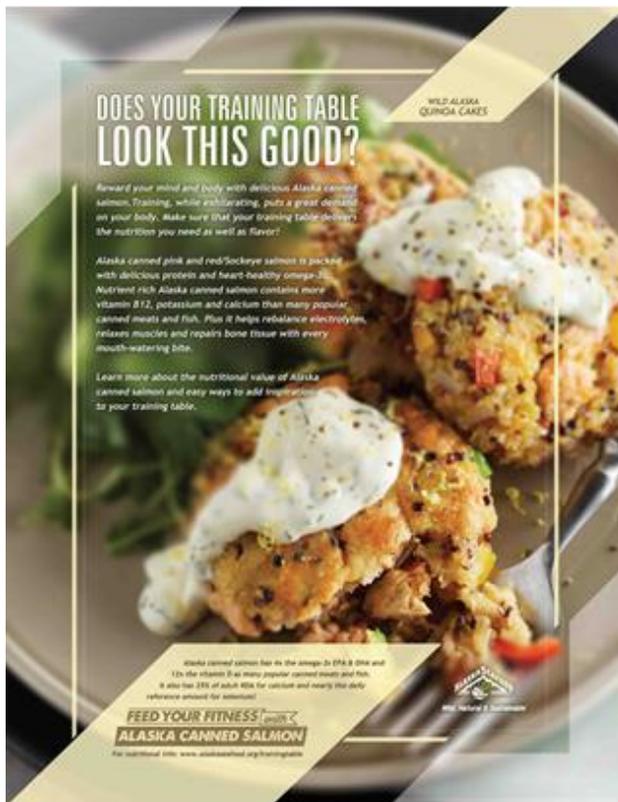


Alaska Seafood U flash drive

### Uber-Athlete Promotion:

Last fiscal year the Board allocated additional funding for a canned pink salmon campaign that targeted current customers as well as a program to develop a new user group: the uber-athlete. Based on the overwhelmingly positive feedback received at marathons/sampling events, ASMI staff recommended moving forward with the uber-athlete program in FY2015 using Retail program funds. Several program refinements were made:

- The initial program focused on canned pink salmon; this year red/Sockeye salmon was included.
- A series of new print ads was developed to put more emphasis on nutrition and ease of preparation. The ads run with a free 1/3-page ad on the adjacent page in *Competitor*, *Triathlete* and *Women's Running* magazines.



“ASMI Quinoa Cakes”

## THE PERFECT FOOD FOR FINISHERS.

WILD ALASKA SALMON  
SPINACH & BACON BENEDICT

The final grueling uphill mile. That last muscle shaking rep. Or beating your training buddy right at the race's end. Fact is, superhuman efforts rely on super nutritional foods like Alaska canned salmon. It provides a payload of protein, 100% of your daily immune system boosting vitamin D. And all the bone-building calcium you need to not just go the distance, but to totally destroy it.

No matter where your road, trail or treadmill takes you, make sure Alaska canned salmon is part of your training table. It'll ensure you get right where you need to be - over the finish line.

Discover more about the performance enhancing nutritional value of Alaska canned salmon by visiting [www.alaskaseafood.org/trainingtable](http://www.alaskaseafood.org/trainingtable).

Alaska canned 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!

**FEED YOUR FITNESS™**  
ALASKA CANNED SALMON

ALASKA SEAFOOD  
Wild, Natural & Sustainable

“ASMI Benedict”

## WILD ALASKA SALMON, SPINACH AND BACON BENEDICT

Prep Time: 15 minutes  
Cook Time: 20 minutes  
Servings: 4

**RECIPE**

1 package (10 oz.) frozen chopped or leaf spinach, drained and moisture pressed out  
1 can (10.5 oz.) cream of mushroom soup  
1/2 cup cooked, sliced applewood-smoked bacon, fresh bacon preferred  
1 can (7.5 oz.) traditional pack canned salmon or 1 can (8 oz. 7.1 oz.) skinless, boneless canned salmon  
1/2 teaspoon kosher salt  
1/2 teaspoon coarse black pepper  
4 large florets or toasted English muffins, split and kept warm  
4 large eggs  
3/4 cup finely-diced tomato  
Cooking spray, as needed

Spray-coat a large sautépan. Stir in and heat the spinach, soup, 1/4 cup bacon, salt and pepper. Fold in canned salmon and the salmon flake; break salmon into chunks. Heat through. Cover and keep warm.

Put eggs in a large spray-coated pan. Just until sunny-side up (or to desired doneness). To serve, place 2 fliscuit/muffin halves on each of 4 plates, overlapping slightly. Divide and spoon creamed salmon mixture over fliscuits. Top each serving with an egg. Sprinkle on remaining bacon and tomato slices.

**Nutrients per serving**  
Each English muffin: 175 calories, 17g total fat, 3g saturated fat, 25% calcium from fat, 28.7g protein, 37g carbohydrate, 3g fiber, 145mg sodium, 150mg calcium and 150mg omega-3 fatty acids.

**FEED YOUR FITNESS™**  
ALASKA CANNED SALMON  
For recipes: [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)

ALASKA SEAFOOD  
Wild, Natural & Sustainable

Buy any brand - just look for Alaska on the lid or label!

## THE ULTIMATE FOOD FOR RUNNERS ON THE RUN.

BBQ WILD ALASKA SALMON  
FLATBREAD

Spare a few seconds? As a runner, we know you're thinking - "Seriously? Seconds are an eternity." But we promise we'll make it count. See we appreciate that the demands of daily life coupled with the rigors of your training schedule make getting the best nutrition a never-ending challenge. So when you're crunched for time, Alaska canned salmon is the instant solution for your training table.

Whether it's right out of the can pre-run, or waiting for you as part of a delicious meal at training's end, Alaska canned salmon offers an amazing array of powerful nutrients: Bone-building calcium. Performance enhancing vitamin D. And all the muscle repairing B-12 your tired body craves. Fact is, Alaska canned salmon is one of the quickest nutritional solutions for athletes who are always on the go.

Discover more about the performance enhancing nutritional value of Alaska canned salmon by visiting [www.alaskaseafood.org/trainingtable](http://www.alaskaseafood.org/trainingtable).

Alaska canned 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!

**FEED YOUR FITNESS™**  
ALASKA CANNED SALMON

ALASKA SEAFOOD  
Wild, Natural & Sustainable

“ASMI Flatbread”

## BBQ WILD ALASKA SALMON FLATBREAD

Prep Time: 20 minutes  
Cook Time: 7 minutes  
Servings: 2 to 4

**RECIPE**

2 packaged flatbreads (approximately 6.5" x 11" each)  
1/2 cup barbecue sauce  
1 cup shredded cheddar cheese  
1 cup shredded mozzarella cheese  
1 can (7.5 oz.) traditional pack canned salmon or 1 can (8 oz. 7.1 oz.) skinless, boneless canned salmon, drained and chunked  
3/4 cup caramelized, sliced onions  
1/2 cup cooked and crumbled applewood-smoked bacon  
1/4 cup diced tomato  
1/4 cup chopped cilantro  
2 Tablespoons canned French-fried onions

Heat oven to 400°F.

Place flatbreads onto baking sheets.  
Spread barbecue sauce onto breads; sprinkle cheese evenly over sauce. Top flatbreads with drained salmon, caramelized onions, crumbled bacon and diced tomato.  
Bake for 5 to 7 minutes, until cheese bubbles. Remove from oven; sprinkle with cilantro and crispy onions.

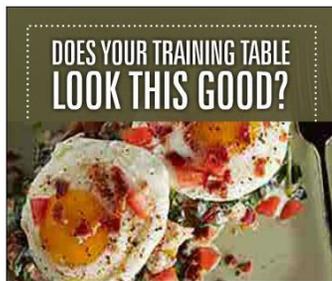
**Nutrients per serving (4 servings):**  
656 calories, 24g total fat, 4g saturated fat, 47% calcium from fat, 150mg cholesterol, 4g protein, 42g carbohydrate, 1g fiber, 145mg sodium, 150mg calcium and 730mg omega-3 fatty acids.

**FEED YOUR FITNESS™**  
ALASKA CANNED SALMON  
For recipes: [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)

ALASKA SEAFOOD  
Wild, Natural & Sustainable

Buy any brand - just look for Alaska on the lid or label!

Two digital ads were created, along with a new landing page and nutrition page:



"Training Table"



"Fuel"



**READY FOR SOME FASTER FOOD?**

We'll make this quick. Straight out of the can. Or part of a delicious recipe. Either way, Alaska Canned Salmon instantly delivers pure and natural performance-enhancing fuel. Want to reach your training goals quicker? Well don't just sit there, run to the store and pick some up today!

**VIDEO** **NUTRITION** **RECIPES**

With 4X the omega-3s EPA & DHA and 12X the vitamin D as many popular canned meats and fish, Alaska canned salmon also offers 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

**FEED YOUR FITNESS with ALASKA CANNED SALMON**

Buy any brand - just look for Alaska on the lid or label!

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable®

Landing page: <http://www.alaskaseafood.org/trainingtable/>

- Uber-Athlete media schedule (Retail program funded):
  - ⇒ **Competitor** magazine
    - Print: Full-page ad July 2014 (inside back cover); full-page ad plus free 1/3-page ad January and February 2015. Circulation: 397,944/issue
    - Digital: 300x250 and 970x90 ads on Competitor Group network from January through March 2015; unique monthly impressions: 600,000/month
  - ⇒ **Triathlete** magazine (circulation: 49,422/issue)
    - Print: Full-page ad with free 1/3-page ad February, March and April 2015
  - ⇒ **Women’s Running** magazine (circulation: 68,078/issue)
    - Print: Full-page ad with free 1/3-page ad January/February, March and April 2015
  - ⇒ **Bicycling** magazine (circulation: 373,221/issue)
    - Print: Full-page ad March and April 2015
  - ⇒ **Runner’s World** magazine (circulation: 602,364/issue)
    - Print: Full-page ad March and May 2015
  
- Consumer events/sampling:
  - ⇒ Chicago Rock ‘n’ Roll Marathon: 7/18/2014 – 7/19/2014
    - Alaska Salmon Pesto Pasta Salad and Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (41,000 attendees)
    - Event sponsorship included ads on Rock ‘n’ Roll Marathon website and print publicity, generating 194,014,612 media impressions (print, broadcast and online)
  - ⇒ Marine Corps Marathon, Washington D.C.: 10/24/2014 – 10/25/2014
    - Alaska Salmon Pesto Pasta Salad and Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (over 100,000 attendees)
  - ⇒ San Antonio Rock ‘n’ Roll Marathon: 12/3/2014 – 12/4/2014
    - Alaska Salmon Salad Sandwiches were sampled at the Health and Fitness Expo (44,000 attendees)
    - Event sponsorship included ads on Rock ‘n’ Roll Marathon website and print publicity, generating 102,907,176 media impressions (print, broadcast and online)
  - ⇒ Phoenix Rock ‘n’ Roll Marathon: 1/16/2015 – 1/17/2015
    - Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (over 35,000 attendees)

<b><i>Print ad circulation, July 2014-June 2015:</i></b>	<b><i>3,497,502</i></b>
<b><i>Digital impressions, January-June 2015:</i></b>	<b><i>298,721,788</i></b>
<b><i>Expo attendees, 4 events:</i></b>	<b><i><u>220,000</u></i></b>
	<b><i>302,439,290</i></b>

Moving forward, we have finalized ASMI’s sponsorship of Ryan and Sara Hall through November 2015 and are developing an all-species “training table” recipe/nutrition brochure using Sara’s recipes. The uber-athlete program has been incorporated into the Consumer PR program and has generated several good hits to date.

In addition, Ryan Hall attended the Mayor’s Midnight Sun Marathon in Anchorage on June 20<sup>th</sup>. Tweeting out to his 88,700 Twitter followers and 86,152 Facebook followers, Ryan had this to say about Alaska Seafood, the Mayor’s Midnight Sun Marathon, and his first ever trip to Alaska:

