



**MEMORANDUM**

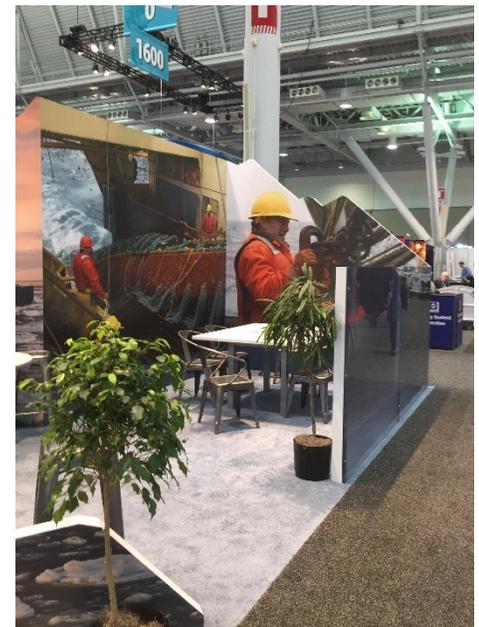
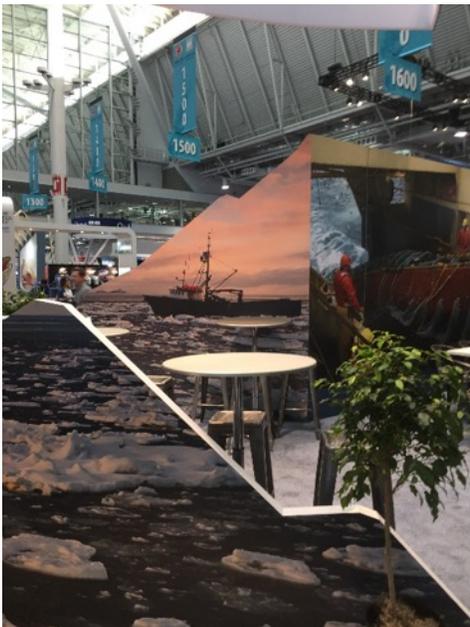
DATE: 14 April 2017 TO: ASMI Board of Directors  
SUBJECT: Domestic Marketing Update FROM: Domestic Marketing Team

**TRADE & INDUSTRY RELATIONS**

Seafood Expo North America (Boston) March 19 – 21:

**SENA show booth:** as previously noted here is the cost breakdown of the 2017 booth:

Retail	\$82,838.52
Foodservice	\$62,596.20
Sustainability	\$19,752.89
Technical	\$5,238.48
International	\$13,900.08
Communications	\$8,285.70
<b>BOSTON TOTAL</b>	<b>\$192,611.87</b>



- This year we had two meeting tables that were available for one hour reserve times for industry meetings. We heard a lot of positive feedback about the meeting spaces.
  - The booth also featured five two-top tables that proved very useful for various adhoc meetings.
  - ASMI - Susan Marks and Victoria Parr joined the Seafood Strategy Advisory Council and attended a full day meeting hosted by FMI (Food Marketing Institute). Topics discussed ranged from seafood politics, sustainability certification and GSSI to the new Seafood Strategy calendar that is a valuable collaborative tool to encourage asset sharing and seasonal messaging continuity throughout the year.
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- Samuels Seafood: great synergy across the board, but specifically with efforts to reach out to young people in underserved communities with seafood education. In conjunction with Partnerships for a Healthier America summit in Washington DC May 12th, Victoria and Donna D'Angelo, Marketing Coordinator @ Samuels are meeting with Careers through Culinary Arts Program (C-CAP) whose mission is to break the cycle of poverty through culinary training and scholarships, and Vetri Foundation that is dedicated to hands-on healthy eating kids' education.
  - Sysco: Eric Buckner, Sr. Director Seafood and Tammy McElroy, Sr. Director Sustainability from Sysco. They are very happy with the current Alaska Seafood program during Lent and would like to see something similar throughout the year. We talked about a program that went along with the Seafood Strategy Calendar. ASMI is working on further development.
  - Chef's Warehouse: Bruce Luong, EVP West Coast & Canada. Bruce agreed to a start-up promotion for May/June in (6) divisions in California. Fiscal 2017/2018 would then target a nationwide promotion to include Canadian divisions.
  - ASMI met with Gordons Food Service-Corporate We agreed to do an insert piece for Spring/Summer. GFS is just finishing their "Serious Seafood" initiative which Alaska Seafood enjoyed an emphasis on Alaska Pollock and Alaska Surimi.

Other meetings: Long John Silvers, Del Monte Meat, Seafood Nutritional Partnership, Meijer Grocery, Iceland/Louisiana, Nicholas & Company, Fresh Direct, Food Services of America, Fish Guys, Hy Vee, Metro (Canada), Amazon Fresh, Albertsons SoCal, Rouse's, Highliner Foods, two packing companies for Target, and many more.

There were also several International opportunities at the Boston show, and ASMI is looking at the possibility of more Int'l presence FY18.



### Alaska Go Wild party at SENA

- 700 guests
- 1500 lbs. of Alaska seafood
- Alaska Brewing Beer was donated
- Alaska Smoked Salmon Ice Cream

### Media Event (NY) March 23-24:

A Communications program sponsored event, Karl Uri helped to recruit the chef, arrange the seafood available for the event, and represented ASMI to the media. More details from Communications.

### FAM Trip (Seward) June 18-23:

Fresh Direct online grocery retailer has accepted our invitation to attend. We are waiting to hear back from Executive Chef, Keith Brunell, Nordstrom as well. Tanya Holland, Oakland-based author and chef had to drop out this year due to a scheduling conflict, but she is referring us to an alternate. She is a big supporter of AK seafood and would love to attend in the future.

## SUSTAINABILITY

### SeaWeb Seafood Summit (Seattle) June 5-7:



ASMI is sponsoring the Seafood Champion Awards. Our digital/print ads will be very visible at the event that click thought to a new landing page, optimized for mobile. ASMI's Executive Director along with Directors from Domestic, Communications, Technical, Sustainability, and International Programs will be representing all three days of the summit and the reception. We are working with our friends at GAPP who are hosting pre-event vessel tour and lunch for 65 people. They reached out to us to add our guests to their tour. We've extended invitations to several of our retail and foodservice partners, including Disney. Blue Apron meal kit delivery company.

Both ASMI and GAPP are messaging about sustainability beyond certification. ASMI has two stand-up signs at the event that will repeat the campaign message with additional copy that calls out to on a professional collaborative level to the stakeholders:

### Sustainability is in our genes

Partners in global food security and a resilient planet.



# GLOBAL SUSTAINABILITY SUMMIT

### Global Sustainability Summit (Nashville) August 9-11:

Sponsored by FMI, real-life solutions to tomorrow's sustainability challenges. This yearly summit is designed with the specific needs of the food retail and consumer products industry in mind. As members of the FMI Seafood Strategy Advisory Council, ASMI will attend and talk with members about

emphasizing Alaska seafood in order to reduce what the Intergovernmental Panel on Climate Change characterizes as the "hefty carbon footprint" of retail grocery. The aim of the program is to provide companies throughout the food and consumer products industry with the tools, connection and solutions to move their sustainability programs to the next level.

## FOODSERVICE AT RETAIL IS A BIG DEAL!

According to recent data from Technomics, Foodservice delis are up 8.7% and represent \$63.8 Billion in revenue.

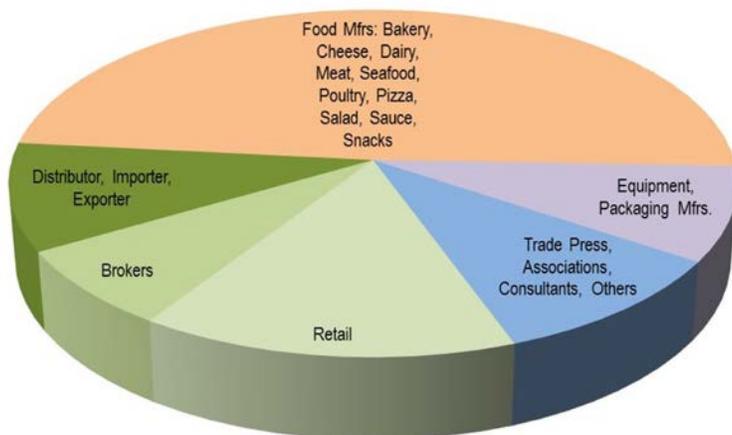


### Progressive Grocer's Retail Dietitian Symposium (Anaheim) June 3-4:

ASMI is a sponsor. The one-on-one “speed dating” format allows us to share our information and recipes with dietitians from 75 leading retail chains. They work with corporate chefs to ensure they are offering their consumer base delicious and nutritious meals. ASMI is focusing on healthy, easily prepared deli options using Alaska Surimi seafood. We will have ebook recipes for them and Poké brochure to inspire preparation ideas. We are especially hoping to speak with dietitians from military commissaries and advance our efforts with DeCa.

ASMI is a sponsor. The one-on-one “speed dating” format allows us to share our information and recipes with dietitians from 75 leading retail chains. They work

**IDDBA Attendees by General Category**



### International Deli-Dairy-Bakery

#### Association (Anaheim) June 4-6:

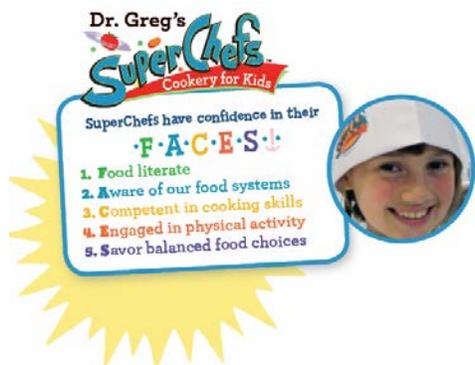
ASMI will exhibit at **IDDBA** for the first time. We are leveraging our partnership with **Kikkoman**, sampling Surimi Poké bowls. We'll be again deploying our new ebook of existing recipes for deli. Kikkoman and ASMI have sponsored events together in the past, and this collaboration is a next level. The National Association of College & University Foodservice (NACUFS) next year is scheduled. We are also meeting with Kikkoman's retail representative to discuss possible partnerships that would

include store demos in Asian grocery stores.

## YOUTH MARKETING OUTREACH

ASMI is keyed into telling the stories of the healthy, sustainable advantages of AK seafood to young people. We are exploring associations with organizations, companies, and brands that share the mission of **healthier kids**. Colleges and Universities are another crucial segment for ASMI's youth outreach program as many students determine their dining and food preferences away from home. AK seafood events have been held at Penn State and Yale. Kansas State is scheduled, and events are in the works at Berkeley, UMass-Amherst, and UW as well. ASMI is developing a “Promotional Kit” for this purpose that can be repeatable in campus dining halls. It's going to be easy-to-use and can be handled by dining hall personnel. This will enable the program to grow, to save travel costs, and valuable staff man-hours.

ASMI is working with Edelman re: Logan Guleff (winner of Master Chef Jr. 2014). We separately have scheduled an initial meeting with the popular kid's site **soulpancake.com** to delve into what a distribution partnership might look like for branded content featuring Logan on their platform.



International Association of Culinary Professionals (Louisville) March 3-5:

ASMI attended **IACP** whose membership includes writers, photographers, stylists, bloggers, marketers, nutritionists, chefs, restaurateurs, culinary tour operators, artisan food producers, and academia. The 3-day conference gave ASMI networking opportunities with key foodservice influencers. We met with **Super Chefs**, an organization that works to end childhood obesity and encourage kids to eat healthier. Super Chefs is developing healthy kid's menus for **Westin & Marriot** worldwide. As a result of this

possible partnership, ASMI is reaching out to Westin directly to explore promotional opportunities at retail and foodservice. Here again is a great opportunity to integrate with the International Program. Super Chefs and ASMI will meet again at the Partnerships for a Healthier America Summit.

Culinary Institute of America – Custom Sustainable Alaska Seafood Innovation Session April, 10

ASMI conducted a live stream education and training session with all three of CIA's campuses (Hyde Park, St. Helena, San Antonio). Certified Master Chef, Brad Barnes and Michelin Star Chef, Ben Pollinger educated students how they can incorporate Alaska seafood on menu and how it is a delicious, sustainable, and healthy alternative to other animal proteins. The CIA students were then given a challenge to develop new SWAP Meat® recipes for Alaska Seafood menu concepts.



Partnerships for a Healthier America (Washington D.C.) May 10-12:

ASMI is attending the Summit for the first time to explore partnership opportunities. **PHA** works with brands, health insurers, hospitals and clinics, non-profits, retailers, colleges, and universities who make commitments around healthier eating and physical activity with the goal of reducing childhood obesity. ASMI is setting up meetings with universities, retailers, and we are working hard to secure meetings to discuss opportunities and barriers to adding more Alaska seafood to kids' menus.

Center for Advancement of Foodservice Education (Myrtle Beach) June 22:

CAFE is a leadership conference for high school and community college culinary instructors. ASMI educates these culinary instructors about **sustainable seafood** and the expert fisherman

who deliver a quality product at all price levels. This year, ASMI will teach a 3-hour master class and demo Poké recipes.

Culinary Institute of America (Hyde Park, NY) June 20-22:

The fifth annual Menus of Change (MOC) summit's attendees include: foodservice executives, executive chefs, VP's of corporate & social responsibility, scientific leaders, and the media. ASMI is one of the **founding sponsors** and also has a seat on the **Sustainable Business Leadership Council**. AK seafood will be showcased throughout and we'll be networking with key decision makers, telling AK's quality and sustainability stories and developing partnerships for future promotions.

National Association of College & University Foodservice (Nashville) July 12-15:

ASMI will exhibit again at NACUFS. Over 1,500 food and beverage decision makers attend this conference from colleges and universities around the country. ASMI is partnering with **Kikkoman** this year by featuring their new Poké sauce on AK surimi and salmon bowls.

Paid Search, Display Ads, Key Words:

FEED YOUR FITNESS® and SWAP Meat® are running as online display ads as well as national ASMI-scripted, 15-second radio traffic spots in **English and Spanish**. The spots went on-air the first day of Lent, March 1<sup>st</sup>, and are part of the second flight of ads we run year-round. Paid search keywords/campaigns were evaluated and modified to improve performance. A small portion of the budget was allocated to test a new campaign featuring AK seafood recipes for traditional ethnic holiday meals.

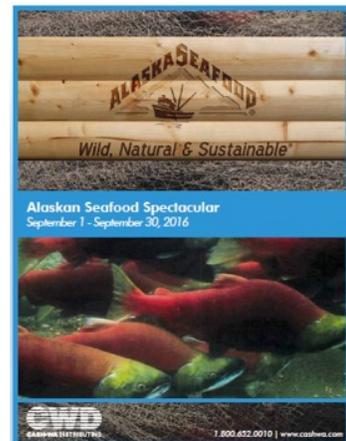
Distributor Promotions:

To extend AK seafood into the ethnic foodservice space, ASMI is working with specialty distribution partner Samuels & Son Seafood, and we are arranging intro meetings with distributors: All Seas Seafood, and Sunnyvale Seafood.

Broad-line distributors are critical because they sell to chains, management companies and independent operators. Independent and specialty distributors play a vital role in supplying fresh products.

ASMI's goal is to grow these promotions. Our great partner, Sysco for example, sat with us at Boston and we brainstormed ways to highlight AK seafood year-round as well as we do during Lent.

Distributor	Divisions	# of Items	Promotion Details
Jose Santiago	1	10	Sales flyer Spiff; 20% increase cases sold
Cash-Wa	2	39	Sales Incentives with prizes and spiff
Martin Brothers	1	30	Sales Incentives; 28,000 lbs. sold
Del Monte Meat	6	9	Salmon & Cod promo; 30,000 lbs. sold
Foodservice of America – Seattle	1	38	Fall Food Show; 80,000 lbs. sold
Samuel's & Son Seafood	6	N/A	Year-round promos with quarterly spiffs, Social Media Outreach, Special Events – SWAP Meat Recipe Contest, Expected Sales: 1.3 M lbs.
Gordon Foodservice	12	100	Serious Seafood Promotion featuring All-Species with Emphasis on Pollock & Surimi
Del Monte Meat	6	80	“Baseball Promotion” Sales Associates compete for an all-expense paid trip to SF to Giants game.
Foodservice of America-Corporate	8	60	“Seafood Palooza” promotion featuring All-Species Expected Sales: 500,000+ lbs.
Reinhart-Corporate	24	40	All-Species Promo, Emphasis on Pollock & Surimi
Sysco-Corporate	110	350	“Good to Grow Promotion” with Sales Incentives for 10,000 Sales Marketing Associates. Expected Sales: 3-4 M lbs.
Performance Food Service	34	50	“Go Wild with Alaska Seafood” with an Emphasis on Pollock and Surimi



## FOODSERVICE OPERATOR PROMOTIONS

*“We have had a great partnership with ASMI over the years especially when menuing our wild caught Alaska salmon products. The ASMI logo attracts positive attention to a great menu item.”*

~Jason Henderson, VP of Product Innovation, Captain D's, LLC

Chain	#Units	Species	Significance for ASMI: Social Media in 000's *
<b>Black Bear Diner</b>	101	Keta	New partner, Casual dining, growing quickly Twitter (TW): 3.2K Facebook (FB): 150K Instagram (IG): 10.4K
<b>Captain D's</b> (Southeast)	515	Keta	Grilled salmon dinners, new Salmon Cakes as appetizer and dinner plate, TV commercial, social media TW: 5.1 FB: 283.1 IG: 2.6
<b>Ocean Prime</b> (Cameron Mitchell)	14	Halibut	Second year partnering with the upscale restaurant group TW: 2.3 FB: 8.9 IG: 2
<b>Carl's Jr &amp; Hardees</b> (National)	2993	Pollock	Switching from Pacific Cod to Alaska Pollock For sustainable positioning and Consistent, high quality Carl's Jr TW: 86.0 FB: 1,288.5 IG: 101.0 Hardee's TW 56.9 FB: 1,106.4 IG: 62.4
<b>Del Taco</b> (Southwest 16 states)	550	Pollock	New partner Target: young, Hispanic TV commercial, social media TW 26.8 FB: 600.7 IG: 22.5
<b>First Watch</b> (National)	267	Smoked Salmon	Smoked Salmon Benedict and Salmon Smoked Salmon & Roasted Vegetable Frittata permanent menu items TW: 4.3 FB: 57.6
<b>Freddy's</b> (Midwest)	250	Cod	New partner QSR: sandwich and fish and chips TW: 6.0 FB: 80.9 IG: 7.9
<b>Jack in the Box</b> (National)	2200	Pollock	Greater corporate commitment to sustainability—calling out as “Alaska Wild Caught” in POS TW: 84.1 FB 6,256.5 IG: 90.0
<b>Joey's Seafood Restaurants</b> (Canada)	50	Pollock	Canadian partner returning after taking a year break. TW: 1.9 FB: 17.2 IG: .7
<b>Macy's</b> (MN, MI, CA, TX, IL, FL)	47	Cod, Sockeye, Bairdi	In-store signage, restaurant table tents and menu inserts (Social media #'s not available for restaurants only)
<b>Market Broiler</b> (California)	6	Halibut, Cod, King & Snow	Longstanding California based restaurant group with promotional vehicles including 5 Billboards TW: .3 FB: 2.8 IG: .8

<b>Morrison's Healthcare</b> (National 43 states)	750	Keta	First Healthcare partner; LTO in Hospital cafes Permanent menu alternative on patient menus TW: .8 FB: 1.5 IG: 1.9
<b>Oceanaire</b> (National)	12	All Species	The ASMI Logo and Alaska seafood is on the menu 365 days a year. TW: 1.7 FB: 45.7 IG: 3.1
<b>Red Lobster</b> (National)	704	Sockeye, Coho, Snow Crab	Nationwide Crab Fest promotion also featuring the option for diners to trade up to wild salmon. TW: 227 FB: 4468.6 IG: 182.0
<b>Rockfish Seafood Grill</b> (Texas)	9	Salmon, Pollock, Rockfish, Sole	Texas based partner featuring multiple species. TW: .4 FB: 4.2
<b>Rubio's</b> (CA, AZ, NV, UT, CO, FL)	189	Pollock & Coho	Traditional fish taco AK Coho replacing Atlantic Salmon TW: 9.9 FB: 129.2 IG: 4.1
<b>Season's 52/Darden</b> (National)	41	Halibut & Sockeye	Best social media marketing Tell the fishing/Alaska story TW: 25.1 FB: 213.9 IG: 18.7 Pinterest: 1.1
<b>Sonic Drive-In</b> (South, Southwest)	3600	Pollock	Lenten Promotion TW: 4.9 FB: 4,211.8 IG: 246
<b>Smokey Bones</b> (Eastern half)	67	Cod	Back on the menu branded with "Alaska" TW: 4.9 FB: 139.5 IG: 2.8
<b>Sharkey's Woodfired Mexican Grill</b> (Southern CA and AZ)	24	Sockeye	Focus on AK salmon taco and grilled entrée Tie in with NO KID HUNGRY Social media opportunities TW: .8 FB: 9.2 IG: 1.6
<b>Waba Grill</b> (Southern CA, AZ)	150	Keta	New Menu item served as a plate, bowl or salad Fast Casual serving "Grilled Fusion;" clean, low-fat, healthy entrees freshly prepared to order Target: Millennials, Gen Y, fit TW: 1.8 FB: 44.3 IG: 6.5 YouTube
<b>Wienerschnitzel</b> (National, mostly Southwest)	400	Pollock	New menu item: Fish & Chips TW: 16.1 FB: 344.9 IG: 22.3
<b>White Castle</b> (Midwest)	385	Pollock	Fish Slider and Fish Nibblers TW: 87.6 FB: 1,277.0 IG: 26.6 Pinterest



Sharky's Woodfired Mexican Grill



Joey's Seafood (Canada)



Red Lobster Crab Fest Twitter Post



## ASMI DIGITAL

Along with our paid search and display ads mentioned above, we are live on **key food/recipe websites**: The Food Network, AllRecipes.com, MarthaStewart.com, and Advertising.com (Youthful Health Nuts, Super Food Lover, and Super Food Channels).

### Ibotta Pollock (national) Launched March 1 through April 16 – First day of Lent -Easter

All brand and product forms are included in this 50-cent coupon offer on the platform. Outpaced only by Amazon and eBay, **Ibotta** is the third most used shopping app in the US. The platform functions as both the coupon delivery system and fulfillment center in one.

#### Results:

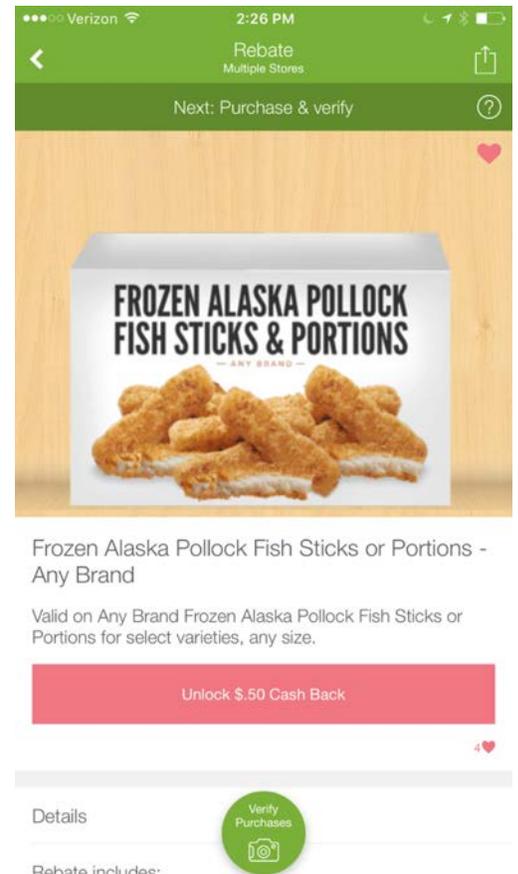
Impressions (number of times viewed): 21,799,451

Completed brand engagements (offers and the question answered): 119,825

Total redemptions (units sold and redemption process complete): 33,036

In order to unlock the offer, customers have to answer one question:

If you knew you were reducing your environmental impact by eating Alaska seafood would you choose to eat it more often? 82% YES.



Frozen Alaska Pollock Fish Sticks or Portions - Any Brand

Valid on Any Brand Frozen Alaska Pollock Fish Sticks or Portions for select varieties, any size.

Unlock \$.50 Cash Back

Details



Rebate includes:

## IN-STORE DEMONSTRATIONS/PROMOTIONS

In-store demos are active across the country from March 1<sup>st</sup> through end of June.

Retailer	# Stores	Promotion Details
<b><u>ALBERTSONS / SAFEWAY</u></b>		
<b>Texas Division</b>	108	50 demos cod and salmon
<b>Southwest Division</b>	224	30 demos cod and salmon
<b>Randall's/Tom Thumb</b> (Texas)	101	75 demos cod and salmon
<b>Southern California</b> (Vons/Albertsons/Pavilions)	356	84 demos cod and salmon (Retailer requested videos to play in seafood dept. in 200 stores)
<b>DeMoulas Market Basket</b> (New England)	76	35 demos pollock (skinless/boneless)
<b>Earth Fare</b> (SE)	43	34 demos cod and salmon

<b>Giant Eagle</b> (PA, OH, MD, IN)	433	In-store promotion involving custom signage, in-store displays and targeted emails cod and salmon
<b>Harris-Teeter</b> (Eastern Seaboard)	232	20 demos cod and salmon
<b>H.E.B.</b> (Texas)	320	368 demos cod and salmon
<b>Hy-Vee</b> (IA, IL, KS, MN, MO, NE, SD, WI)	402	300 demo pollock (breaded), salmon and cod
<b>Lunds/Byerly's</b> (MN)	27	52 demos pollock (skinless/boneless), salmon and cod
<b>QFC</b> (Pacific Northwest)	64	20 demos cod, salmon and rockfish
<b>SAM's Club</b> (national)	655	100 demos salmon
<b>Schnuck Markets</b> (Midwest)	99	80 demos pollock (skinless/boneless)
<b>Rouse's Enterprises</b>	55	Storewide sales and display contest featuring Alaska cod, salmon and crab



H.E.B. In-store Demos, Lent 2017.

Other Lent/post-Lent promotions in development:  
Publix, Fresh Direct

## MORE PARTNERSHIPS

Ste. Michelle Wine Estates (SMWE) has introduced us to the marketing team at Holland America Line. We are working on menu promotions and distributing our **FoodableTV** content featuring: Tom Douglas and Mary Sue Milliken on screens in staterooms. Additionally, we are excited to find out how we can be a part of their Experiential Portal app that steps guests in the history and culture of the destinations.

### Co-op Partnerships:

We are finalizing several co-op promotions for post-Lent and summer 2017. ASMI is working with **Alaskan Brewing Company (ABC)** on two promotions: Icy Bay IPA/Alaska Fish Taco (April through June) and Alaskan Amber/AK seafood (June through September). Custom point-of-sale materials include a co-branded case stack wrap, salmon metal tacker (large salmon display) and posters. ABC funded the in-store display materials; coupon redemption costs will be shared equally. ABC has strong distribution in the Northwest, West Coast and the Southwest; they have recently expanded distribution into the East North Central (Ohio, Michigan and Wisconsin).

**ALASKAN BREWING CO.** **ALASKAN ICY BAY IPA** OFF-PREMISE POS

**Hit the Beach with Icy Bay IPA & Alaskan Fish Tacos**

Pair the daring spirit of Alaskan Icy Bay IPA with the finest Alaska White Fish in the ultimate beach-side pairing—Alaskan Fish Tacos. Heat up this summer with Alaskan beach themed displays and coupons that save consumers \$5 or \$10 on Alaska Seafood with the purchase of any two 6 packs or one 12 pack of Alaskan Beer. Ibotta online rebate offer also available in select markets.

Display with Cardboard Surf Board Standee

**DEALER LOADERS**

Inflatable Stand Up Paddle Board and River Tubes

SAVE NOW \$5 off on ALASKA FISH TACOS with the purchase of any 12 pack or one 6 pack of Alaskan Beer. Expires 6/30/17. Minimum \$15. Redeemable on participating products.

MAIL IN REBATE ON ALASKA FISH TACOS with the purchase of any 12 pack or one 6 pack of Alaskan Beer. Expires 6/30/17. Minimum \$15. Redeemable on participating products.

IRC & MIR Coupons

Poster and Banner Templates

**ibotta** Ibotta Online Rebate Offer

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

The Alaskan Fish Tacos program is co-sponsored with the Alaska Seafood Marketing Institute. ASMI is a partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of all Alaska seafood. They have the support of the entire fishing fleet in Alaska, and work on national programs to market the seafood that comes from the best sustainable fisheries coming from the most pristine waters in the world. They partner with retail grocers, foodservice distributors, restaurant chains, foodservice operators, universities and the media.

Brewed and Bottled in Juneau, Alaska. #alaskanbeer.com

Participating retailers include Fred Meyer, Costco NW, Albertsons/Safeway (Intermountain, Portland and Phoenix divisions) and Basha's.

**ALASKAN BREWING CO.** **ALASKAN AMBER** OFF-PREMISE POS

**Fresh from Alaska Waters: Alaskan Amber and Alaska Seafood**

Some of the best seafood and beer in the world comes from Alaska. There's nothing like fresh Alaska Seafood pulled from our pristine waters paired with the masterfully brewed, patiently fermented Alaskan Amber brewed with glacier-fed water.

This summer grilling season, consumers can buy both and save \$5 or \$10 on Alaska Seafood with the purchase of any two 6 packs or one 12 pack of Alaskan Beer. Ibotta online rebate offer is also available in select markets. It's an exciting way to experience the taste of Alaska and get a savings on top! Coupons and beer displays are supported with the POS items shown here—perfect for seasonal displays in the beer or seafood departments.

Amber display with wooden oval sign.

**ibotta**

Salmon Metal Tacker

Case Stack Wrapper

SAVE NOW \$5 off on ALASKA SEAFOOD with the purchase of any 12 pack or one 6 pack of Alaskan Beer. Expires 6/30/17. Minimum \$15. Redeemable on participating products.

MAIL IN REBATE ON ALASKA SEAFOOD with the purchase of any 12 pack or one 6 pack of Alaskan Beer. Expires 6/30/17. Minimum \$15. Redeemable on participating products.

IRC & MIR Coupons

Banner and Poster Templates

**ibotta** Dealer Loader/Alaskan Firepit

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

Alaskan's Fresh From Alaska Waters program is co-sponsored with the Alaska Seafood Marketing Institute. ASMI is a partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of all Alaska seafood. They have the support of the entire fishing fleet in Alaska, and work on national programs to market the seafood that comes from the best sustainable fisheries coming from the most pristine waters in the world. They partner with retail grocers, foodservice distributors, restaurant chains, foodservice operators, universities and the media.

Brewed and Bottled in Juneau, Alaska. #alaskanbeer.com

Participating retailers include Fred Meyer, WinCo Foods, Albertsons/Safeway (Intermountain and Phoenix divisions), Meijer and Giant Eagle.

Our fifth annual national summer promotion with Ste. Michelle Wine Estates (featuring **Chateau Ste. Michelle wine**) will launch in June and run through September. SMWE funds in-store display materials and has primary responsibility for sell-in at the retail level; ASMI pays all of the coupon redemption costs for this program.

SMWE is interested in participating in ASMI's in-store demonstration program, and is co-funding several of the Lent demos. They are also interested in promotions that involve other timeframes and other wine brands, and we are exploring several restaurant opportunities such as Holland America Line's AK cruises and "**Herring Pairings**" held in conjunction with the Alaska Herring Week promotion in Seattle this June.

## CSM – ASMI Summer Promotion

**TIMING:** June- September  
**FOCUS WINE:** Chateau Ste Michelle Chardonnay  
**SEASONAL FISH:** Wild Alaska Sockeye Salmon

**POS Elements**  
**Core POS (preordered):**

- CSM 490.16 3 in 1 Display (sm header, casetalker or easel)

**Digital POS**

- CSM XXX.17 Banner
- CSM XXX.17 Medium Header

**NOTE:** All Core POS display items can be used for the full year.

3 in 1 Header feet snap off to produce casetalker or counter top card w/easel

**ASMI Seafood COUPONS (all where legal)**  
 ASMI redeems all coupons – brand pays printing  
**Coupons will start 6/1/17 and expire 9/30/17.**  
ASMI Seafood with wine purchase versions:  
 - \$2 IRC off seafood w/purchase of one bottle CSM wine  
 - \$4 MIR off seafood w/purchase of one bottle CSM wine

NO wine purchase version:  
 - \$1 IRC off seafood

\*ASMI = Alaska Seafood Marketing Institute

**Salmon continues to top the list of fish or seafood purchased for home use or ordered in a restaurant.** ★

SALMON	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
King												
Sockeye												
Coho												
Keta												
Pink												

## RETAIL RESEARCH

Two retail research studies are being fielded this fiscal year. The first study is specific to **Costco**. AK seafood items are clearly identified in their frozen seafood case, but are not identified in their fresh case. Recently, Costco has indicated a willingness to consider identifying AK seafood in its fresh seafood case.

The study was designed to poll both Costco members and non-members, providing ASMI with non-proprietary data that can be shared at retail in order to encourage better identification. Topline results indicate that Alaska is the preferred seafood region (by 50.3% of respondents) **and the use of the Alaska seafood logo on packaging would increase the likelihood to purchase by 73% of respondents.** We have a meeting scheduled with Costco to present the research findings and determine next steps.

The second research project updates 2009 and 2011 **consumer studies** that test attitudes about frozen AK seafood, familiarity with ASMI's COOK IT FROZEN! techniques, and the perception of the "Alaska" seafood logo on purchasing decisions. In addition, a small portion of the study will test sustainability-related messaging and the impact of key descriptors with a younger audience.

Both of these research studies are critically needed to improve our outreach to retailers – both in person and with our trade relations efforts.

## **TARGET US SEAFOOD CONSUMER RESEARCH**

Domestic Marketing Committee is pricing primary research to update the current target market consumer profile.

## **TRADE RELATIONS**

Revelry, our trade PR agency, activities thus far:

Foodservice YTD Media Impressions 3,948,473; 34 Placements:

Coverage Highlights From January 1-Present

- [NRN \(online\)](#) - Curry Punches Up Restaurant Menus - Adam Hegsted's Wandering Table Massaman Curried Clams & Alaska Pollock
- [Food Management \(online/newsletter\)](#) - Cool Recipe Alert: Ancho Salmon with Yellow Mole - University of Montana's Ancho Salmon with Yellow Mole
- [Food Management \(Online/Newsletter\)](#) – Poke Perfection – Kathy Casey's Poke bowls.
- [National Culinary Review](#) – (Print) – LET'S TALK TO RICK BAYLESS ABOUT... Mexican food.
- [National Culinary Review](#) – (Print) – Fishing News - Menu AK Research.
- [FSR \(Print\)](#) – Soup's On! – Adam Hegsted Pho broth without noodles featuring AK seafood.
- [FSR \(Online\)](#) – Online Lent Recipe Request – Patrick Hoogerhyde's AK Halibut with Wild Mushroom & Leeks.
- [FSR \(Print/Online\)](#) – Adam Hegsted featured in Rising Stars – 40 under 40.
- [QSR \(Online\)](#) - Fast Food Preps For Seafood Boom During Lent.
- [Fast Casual \(Online\)](#) – Sharky's No Kid Hungry campaign release featuring AK seafood. (Not a Revelry placement – attribute to Erin Peacock PR, not included in media impressions)
- [Restaurant Hospitality \(Online\)](#) – Menu Tracker: Restaurants introduce items for Lent – Freddy's Fish Sandwich and Fish & Chips
- [Flavor & the Menu \(Print/Online\)](#) – Bowls Around Cover - Perfecting Poke (Kathy Casey Poke Bowls)
- [FSR \(Online\)](#) – Alaska's Spring Seafood Season Begins with Wild Halibut and Sablefish Harvest

- FSR ([Online](#)/Newsletter) – Food Newsfeed Recipe - Pan Seared Alaska Halibut with Red Curry and Basmati Rice
- Chef Magazine (Print/[Online](#)) – Industry Voices
- Restaurant Business ([Online](#)/newsletter) - Recipedia: Regional American Recipes – Elliott's Oyster House Alder Planked Salmon
- Foodservice Director ([Online](#)/newsletter) – Recipedia: Regional American Recipes – Elliott's Oyster House Alder Planked Salmon

Upcoming Coverage:

- Fastcasual.com (April) – Hot Summer Menu Trends –Pitched Kathy Casey ASMI Poke bowls.
- Foodable TV (April) - Female Trend Setters – Pitched Chef Kathy Casey Poke Bowls.
- Foodservice Director (April) – Natural Foods & Health – Comprehensive C&U pitch featuring key messaging & operator activities from Penn State, UND, UMASS.
- Restaurant Hospitality (May) – Food Trends - Seafood – Pitched Kathy Casey Poke bowls.
- Food Management (May) – Culinary Issue - Pitched Penn State split crab leg info, injected crab recipe & Red Lobster crab cracking video.
- National Culinary Review (June) – Sustainable Seafood –Pitched Sustainability messaging.
- Café Gold Medal (June) – Wild Caught Seafood – Pitched Sustainability messaging.
- Flavor & The Menu (May/June) – Better Builds – Pitched Kathy Casey Bahn Mi Cod Sliders.
- Food Fanatics (Summer Issue) – Alaska Pollock story – Q&A with answers from Pat Shanahan, recipe & image for Alaska Pollock Frites, and Q&A with Adam Hegsted.
- Flavor & The Menu (July/August) - Bar Bites – Pitched Kathy Casey Raise the Bar Combos.NRN (TBD) – Interview with Season's 52.

Retail YTD Media Impressions 3,795,301 Media Impressions, 7 Placements:

- SeafoodSource.com (October) - [Online](#) - “Innovative Marketing Program is Spiking Seafood Sales.”
- Grocery Headquarters (January) – Print/[Online](#)- “A Frosty Reception” - COOK IT FROZEN!® program interview with Linda Driscoll featuring high-res AK salmon image.
- Progressive Grocer - (February) – Print/[Online](#) – “Entrée to Success” – COOK IT FROZEN!® program coverage.
- Progressive Grocer (March) - [Online](#)/Newsletter – “Grocers Showcase Alaska Pollock for Lent” – Demoulas in-store promotion coverage.
- GMA Smartbrief (March) - [Online](#)/Newsletter – “Retailers Look to Boost Pollock Purchases During Lent.”
- SeafoodSource (March) - [Online](#)/Newsletter – “ASMI launches US retail demos, coupon for Lent” – Demoulas in-store promotion coverage and Ibotta coupon for Alaska Pollock.
- Undercurrentnews.com (March) – [Online](#) – “Regional US Retailers Showcase Alaska Pollock for Lent”

Pending Coverage:

- *National Provisioner* (February) – Sidebar article on ASMI Retail Promotions – Drafted sidebar op-ed style article on success and sent to ASMI retail team; *coverage was cut due to space.*
- *Frozen & Refrigerated Buyer* (March) – COOK IT FROZEN! program details. Editor advised that the story was cut in November issue due to space but is scheduled to be featured in March issue. *May run, but they favor advertisers.*

## **FUTURE PARTNERING**

### Hotels, Resorts, Cruise Lines, and Private Clubs:

ASMI have extended SeaWeb invitations to Disney sustainability program to bolster our efforts to work with the brand on healthy kids/AK seafood menuing. This is a follow up to previous pitches made to the team. A program with **Club Corp**, the nation's largest private club management company, has already been scheduled for FY2018. ASMI is exploring partnership opportunities with Holland America.

### Corporate Dining:

Corporate dining/cafeterias are trending, especially in the tech sector. This audience is perfect for AK seafood. We are reaching out to chef Ida Shen, NorCal Food Service Manager at **Google**, to learn more about how we can better partner in this space.

### Healthcare/Senior Care:

For the first time, ASMI has been able to put together a promotion with a healthcare operator. **Morrison's Healthcare** has 750 units, and is running a keta salmon limited time offer in their cafeterias, and it is a permanent fixture on the patient menu.

### Military:

ASMI is meeting with key military partners and working with industry to learn where sales are being made and to discover opportunities in retail, dining halls, and MRE's where ASMI can help to get the Alaska story told throughout the armed forces. (2% of the Ibotta campaign redemptions were military commissaries.)

## **UNDERUTILIZED SPECIES:**

ASMI Domestic team is working with the Global Food Aid program on the third annual herring promotion in Seattle. We are rebranding NW Herring week to clearly call out Alaska.



Domestic is working with Seattle Food Activist community to recruit chefs to participate. This year's goal is to surpass the previous two years' number of participants and to bring ethnic restaurants in to the fold as well. We are producing branded collaterals: logo, sell sheet, poster, recipe book & ebook, and web landing page. We are also working on a signature dinner for the press, Alaska and Washington leadership, industry, and

sustainability community leaders. We are designing this event as a scalable, repeatable effort that can be deployed in cities across the country.

CIA: Healthy Menus RND Collaborative: ASMI sponsoring – brainstorming ways to make menus healthier. Protein working groups: pollock roe – as a flavor enhancer & pollock innovative ideas.

### **CANADIAN MARKETPLACE:**

In late March 2016, ASMI's Board of Directors assigned the Canadian market to the Domestic Marketing Program.

#### Retail

Outreach to Canadian retailers began that summer; to date we have met with the seafood team at four retailers:

- Briar Doble (Senior Category Manager, Fresh & Frozen Seafood), Loblaw Companies (2,305 stores spread across Canada)
- Dawn Snyder (Procurement Manager, Meat & Seafood), Sobeys (1,702 stores spread across Canada)
- Claude Jauvin (VP National Procurement, Perishable) and Claude Larose (Director, National Procurement Fish and Seafood) for Metro (1,353 stores spread across Canada)
- Bryan Gudjonson (Director, Fresh Meat Merchandising) and Shane Heasman (Meat & Seafood Development Specialist), Overwaitea (145 stores in Western Canada).

Custom bilingual point-of-sale materials will be needed for this marketplace. ASMI also needs to be sensitive to consumer preference for Canada's wild fisheries – this will play a role in determining the species and promotional timing for Alaska seafood. I believe our greatest opportunity currently lies with Overwaitea and Metro (who is expanding into Western Canada) due to the proximity to Alaska. There is a rumor that Jim Pattison (who owns CANFISCO and Overwaitea) will buy Sobeys in Western Canada to further grow their retail presence.

#### Foodservice

The Foodservice has been working in Canada since 2008 through our distributor promotions and more recently in 2015 on the operator side.

- Sysco/Canada: since 2008 Sysco has participated in incentive programs with ASMI with 16 Operating Companies, 900 Sales Associates, and 50,000 customers. Alaska seafood items dominate the seafood category at Sysco/Canada. Currently they are participating in our National Lenten Promotion.
- Gordon Foodservice/Canada has partnered with us in the past and continue to be a good supporter of Alaska seafood in the domestic market. We will look for opportunities to partner with them in Canada.
- Joey's Seafood Restaurants with 50 units across Canada partnered with us in 2015 and now again in 2017. The current promotion runs from 4/26-6/16/2017 featuring Alaska Pollock.

End Report