



MEMORANDUM

DATE: 31 October 2017

TO: ASMI Domestic Marketing Committee

FROM: Victoria Parr, Domestic Marketing Director

SUBJECT: Domestic Marketing Update

ASMI FOODSERVICE PROMOTION REPORT
FY 2017 to Date

Following, please find the Domestic Marketing Program update for FY17 highlighting program activities from July 1st, 2016 to date.

FOODSERVICE OPERATOR PROMOTIONS:

The Foodservice Program target operators across all sectors of the industry from fine dining to quick service. The research from Datassential shows that among proteins, Alaska seafood is now the #1 brand featured on U.S. menus. When we partner with key decision makers with our operator partners we develop custom programs that include the following: menu mentions which include the word Alaska and the Alaska Seafood logo, custom point-of-sale materials, training opportunities and social media.

Highlights of 2017 Operator Partnerships

- ASMI increased the number of restaurant operator partnerships by 38% in FY 2017. Notable new partnerships include Morrison Healthcare; Alaska Pollock at large Quick Service Restaurant chains like Del Taco and Carls Jr./Hardees; Alaska Cod at Midwest QSR Freddy's; and, Alaska salmon at new Fast Casual chain Waba Grill.
- For every dollar that ASMI spent on partnerships, chains spent \$18.28 to gain visibility for Alaska Seafood. Spend ratio = 1 : 18.28.
- 95% of our partners saw positive results. 2 chains experienced a flat to a slight decline in fish sales due to product price increase or decreased traffic overall.
- Every one of our partners has requested to partner again in 2018.

Operator Promotions

- Black Bear Diner
 - Promotion featured keta salmon
 - 101 casual units in Northern California, expanding with airport units
- Brick House Tavern + Tap
 - Promotion featured sockeye salmon
 - 20 casual bistro type bar/restaurants

- Bud's Chicken and Seafood
 - Promotion featured Alaska cod
 - 7 casual units in Florida
 - 30 TV and radio commercials, newspaper ads, direct mail, digital billboard, static clings, bag stuffers, and social media
- Cameron-Mitchell
 - Promotion featured halibut
 - 15 Ocean Prime units
 - Menu, lobby poster, social media, in market press releases, eblasts
- Captain D's
 - Promotion featured keta salmon and Alaska Pollock
 - 515 fast casual units based in Nashville, TN
 - Year round the Alaska seafood logo appears on the menu board and in-store marketing elements including: posters, banners and table tents and TV commercial.
 - National introduction of Alaska Salmon cakes for 12-week period weren't strong enough for permanent menu, but bringing back in early fall for LTO.
- CKE Carl's Jr. and Hardee's
 - Promotion featured Alaska Pollock
 - 2,993 quick serve units
 - TV commercial, translights, window clings
- Club Corp
 - Promotion featured spot prawns, smoked salmon, salmon roe, sockeye, king and coho salmon, halibut, Alaska cod, rockfish, tanner, Dungeness, and king crab
 - 207 golf clubs throughout the U.S.
 - TV display posters, table tents, name tag ribbons, flyers, full page ads, Private Clubs magazine, social media, newsletter banner ad, email blasts
 - Waitstaff contest 1st, 2nd, and 3rd prizes for highest percentage of food sales.
- Del Taco
 - Promotion featured Alaska Pollock
 - 550 quick service restaurants
 - TV commercial, POS, translights, window clings
- Denny's
 - Promotion featured Alaska Pollock
 - 550 quick service restaurants
 - Menu, posters, social media,
 - Consistently been in top five performing dinner entrees
- First Watch
 - Promotion featured smoked salmon
 - 267 units in 26 states
 - Menu, banner, social media, press release, website, eblast
- Fish City Grill/Half Shells
 - Promotion featured snow crab, halibut and sockeye salmon
 - Menu, t-shirts, basket table tents, posters, eblasts, print ads
- Jack in the Box
 - Promotion featured Alaska Pollock

- 2121 quick service units
 - Register topper, menu panel late night, single panel decal
- Joey's Fish Restaurants of Canada
 - Promotion featured Alaska Pollock and Alaska cod
 - 50 fast casual units
 - Direct mail, social media, menus, press releases
- Macy's
 - Promotion featured Alaska cod, sockeye salmon and bairdi
 - Eight restaurants, 23 marketplace and taste bars
 - Menus, feature cards
 - Alaska salmon is on the menu year-round at eight restaurants and 23 quick serves
- Market Broiler
 - Promotion featured Alaska cod, snow crab, halibut
 - Six fresh daily restaurants in San Diego area
 - Table tents, lobby digital displays, eblast, social media, billboards, website
- Morrison Healthcare
 - 500 hospitals and dining centers
 - POS materials in cafe, entryway banners, menus
- Nordstrom restaurants
 - Promotion featured sockeye salmon
 - 128 restaurants in stores
 - Permanent menu as an entrée and salad
- Oceanaire
 - Promotion featured king crab, salmon, halibut
 - 13 upscale, white tablecloth restaurants
 - Menus, posters, eblasts, press releases, social media
- Rubio's
 - Promotion featured Alaska pollock and salmon
 - 189 fast casual units
 - Window clings, video on website, menus, social media
- Seasons 52 Darden
 - Promotion featured sockeye salmon, halibut
 - 41 full service restaurants
 - Social media, eblasts, menus
- Sharky's
 - Promotion featured keta salmon and Alaska cod
 - 24 fast casual restaurants
 - Eblasts, social media, Yelp, Tie-in with Sharky's No Kid Hungry campaign
- Sonic America's Drive In
 - Promotion featured Alaska pollock
 - 2549 quick service restaurants
 - Menu cards, drive thru attachment, 3D LED signage/digital marquee signs
- Waba Grill
 - Promotion featured keta salmon
 - 150 fast casual restaurants

- TV, YouTube, radio, website, social media
- White Castle
 - Promotion featured Alaska pollock
 - 388 quick service restaurants
 - Banners, window clings, drive thru signs, menu, table tents, store poster

ASMI currently has programs going and/or in development with the following campuses:

- Penn State
- Yale
- Purdue
- Kansas State
- University of North Dakota
- University of Massachusetts – Amherst

The Partnership for a Healthier America’s (PHA) Healthier Campus Initiative (HCI): is a national effort to ensure that college students have access to healthier environments during a time of profound change – a time when new habits are formed. Colleges and universities across the nation are teaming up with PHA to make their campuses healthier. Each campus partner has committed to meet 23 guidelines—developed by PHA in collaboration with some of the nation’s leading nutrition, physical activity and campus wellness experts—around nutrition, physical activity, and wellness programming on campus. ASMI will be a sponsor of HCI gaining access to potentially promote Alaska seafood with 52 colleges and university partners, as well sponsoring the second annual *Healthy Campus Week* promoting key wellness efforts on campus.

DISTRIBUTOR PROMOTIONS:

Distributors represent a critical role in the foodservice sales, marketing, delivery and support of Alaska Seafood products to independent operators, chain accounts and foodservice management companies throughout North America. Over the past several years, their approach to the purchasing and marketing programs they traditionally utilized has been replaced with a new approach called Category Management. This new technique controls the entire process of purchasing, brand development and marketing from the corporate office and allows the divisions to concentrate on building sales. This new approach has helped ASMI to achieve greater penetration at the division level, and promote many more products with no increase in cost. Custom POS, training materials, corporate branding including quality control and corporate marketing programs are being handled at the corporate level. This relieves ASMI from the cost and time to develop these types of promotional collateral.

The following distributors have collaborated with ASMI this fiscal year with all-species sales and brand awareness promotions:

- Fortune Fish & Gourmet
- FSA – (Seattle, WA)
- Jose Santiago (Puerto Rico)
- Food Services of America (Scottsdale, AZ)
- Martin Bros. Distributing (Iowa)
- Samuels & Son Seafood (Philadelphia, PA)
- Del Monte Meats/Ports (Sacramento, CA)
- Gordon Foodservice (Wyoming, MI)

- Performance Foodservice (Richmond, VA)
- Reinhart Foodservice (Rosemont, IL)
- Cash-Wa Distributing (Omaha, NE)
- Food Services of America (Kent, WA)
- Sysco Corporation (Houston, TX)
- Sysco Canada (Toronto, Canada)

DISTRIBUTOR FINAL RESULTS

Distributor Promotions: 12 Divisions: 175
 Sales Associates: 15,000 Customers: 1,000,000
 Total Pounds of Alaska Seafood Sold: 12.5 million lbs.
 Average Cost/Pound to Promote: \$.02/lb.

DISTRIBUTOR PROMOTION HIGHLIGHTS:

Sysco Corporation:

For the first time, Sysco’s “Good to Grow” North America promotion ran from 1/29 – 4/8. Eighty Sysco Op Co’s including the U.S. and Canada featured (350) Alaska Seafood items. Custom POS, sales training materials, direct to customer email blasts and sales incentives were digitally distributed from corporate.

Performance Foodservice:

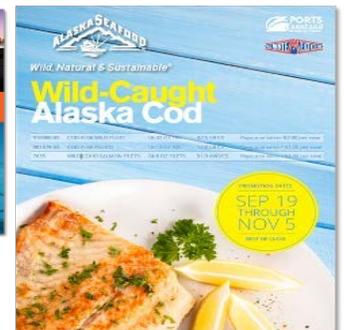
Performance Foodservice developed corporate branded proprietary Alaska pollock and Alaska cod products for the “Go Wild with Alaska Seafood” promotion which ran from 1/8 – 4/21. (4,293) customers purchased the products.



Del Monte Meat Company and Ports Seafood:

ASMI partnered with Del Monte Meat Company & Ports Seafood to support two promotional efforts:

- In partnership with the Giants, a sales contest was offered to salespeople for selling the highest number of pounds per district
- A specific list of Alaska seafood items was provided to qualify for the promotion.
- Winning incentive was two tickets to a San Francisco Giants home game, including food and refreshments.
- Plus, winners received \$400 payout to spend as they wish.



Alaska Cod and Salmon Promotion:

- From 9/19/16 – 11/5/16, salespeople were offered incentive dollars for every case of wild-caught Alaska cod they sold.



Food Services of America Seafood – Field to Fork

- ASMI joined forces with Food Services of America Seafood to offer discounted pricing on Alaska seafood products shown on the flyer to customers attending the Field to Fork show on 10/5/16.
- Cash incentives were awarded to salespeople for selling the specific items at the event with a two (2) month shipping period after the event, for orders placed by customers onsite.
- Seafood sold included Alaska pollock, cod, halibut and salmon varieties.
- Cash-WA Distributing:
In September, ASMI and Cash-WA Distributing teamed up to offer a contest for salespeople that ran 9/1/16-9/30/16, awarding 1) the top 10 in profit made, and 2) the top 15 in cases sold.
- As bonus items, everyone who sold at least two cases of

certain Alaska seafood items, received a chance at drawing a multiplier (assuming they made the top 10 in profit or top 15 in cases sold).

- Alaska seafood varieties included Alaska pollock fillet and halibut steak loin in various pounds.

Samuels & Son Seafood

ASMI partnered with Samuels and Son Seafood in the 2016/2017 calendar year and saw great success. At the end of FY17, overall growth in sales for Alaska Seafood products continues to rise with a strong 11% increase, for a total of 1.3 million pounds of fresh and frozen products sold. ASMI’s marketing support included the following:

- Website Banner Ads
- Email Blast
- Daily and Monthly Special Advertising
- Daily Social Media campaign
- Sales Rep Competition
- Samuels Brand Ambassador program (new)
- The Daily Email Campaign and Website Banner Ads were strongest:
 - ASMI showcased upcoming fresh product during catch seasons in the Daily Email Campaign/Blast, with support from social media to keep customers informed and updated. Frozen options were featured during the offseason
 - Website Banner Ads featuring Alaska seafood generated 321,000 impressions, a 60% increase over last year. Species on the banner ads varied such as cod and salmon.
- The year came to a very successful close with the most pounds of Alaska seafood ever sold in its distribution area from Northern Virginia to Connecticut, from the beaches to the mountains, west to Pittsburgh, expansion in the Cleveland market, and growth in Las Vegas and Miami, FL.

Reinhart Foodservice

(750) sales associates took a twenty-one question survey titled, “Alaska Seafood RFM/Sustainability” developed by Tricia Sanguinetti and Susan Marks for the promotion.

New areas of digital proved highly successful:

- ASMI established residency in the Daily Email Campaign touting fresh product coming in with support of social media push to keep customers informed and updated.
- Web banner ads touting Alaska seafood generated 321,000 impressions a 60% increase year over last. The banner ads varied from specific product such as cod and salmon. Ads were also linked to the ASMI website that drive traffic to the ASMI site with this joint marketing effort.
- ASMI took residency in the Daily Email Blast, showcasing upcoming fresh items during catch seasons, and frozen options during the off-season.
- The new Samuels Brand Ambassador program launched, with product samples sent to targeted accounts to grow the ASMI brand into a new category—a mix of Asian and Spanish restaurants and retailers.

TRADE SHOWS & CONFERENCES:



Culinary Institute of America (CIA) Healthy Menus R&D Collaborative (HMC): The goal of HMC is to develop a collection of new culinary applications and menu solutions to meet today’s rapidly evolving health and wellness opportunities. This 1/18 - 19 2017 event showcased a demonstration of Alaska salmon poké and salmon steeped in a yogurt sauce.

Seafood Expo North America (SENA): Thousands of buyers and suppliers from around the world attend the annual, three-day exposition on 3/11 – 3/13 to meet, network and do business.

Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies.



International Corporate Chefs Association (ICCA): The ICCA is the only organization designed exclusively for corporate chefs from the nation’s largest chains and multi-unit operations. As one of the founding sponsors, ASMI is able to network, educate and develop relationships with key corporate executive chefs at this 6/24 – 6/27, 2017 event.



IFEC: The annual IFEC conference in October which entailed meeting with 15 editors during office hours, as well as arranging preparations and on-site management of the ASMI sponsored Activity Station featuring *Wild Alaska Hot Nashville Pollock and Smothered Wild Alaska Crab Garlic Fries*.

National Association of College & University Foodservice

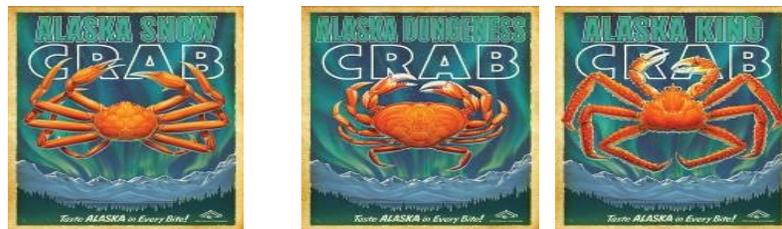
(NACUFS): Over 1,500 food and beverage decision makers attend this 7/11 – 7/13 conference from self-operated colleges and universities around the country. Seafood sustainability is a top priority for most schools and provides a great opportunity for ASMI to educate the next generation of seafood consumers. ASMI introduced the “Event in a Box” and sent out 25 kits to interested directors. Poké with Alaska pollock surimi was sampled.

FOODSERVICE TRADE SUPPORT:

Trade support, from new recipe development, research and POS materials are a crucial part of the foodservice program. For independent operators our posters, menu sheets and table tents and research help create the great Alaska seafood story. The artwork, recipes and photography are utilized by our operator and distributor partners to further enhance the Alaska message.

Alaska Crab POS Materials:

As directed by the marketing committee, new Alaska crab POS materials were developed. The new pieces create a family of work that communicates the Alaska message. Posters, menu sheets and table tents with the theme of “Taste Alaska in Every Bite” are now available to the industry.





Foodable TV Background: In FY 2016 ASMI recognized the growing importance of digital media in foodservice industry with the development of and began a partnership with them by producing an episode with Seattle’s Tom Douglas. In fy2017 we further leveraged this

truly foodservice focused chef training platform with an episode featuring Chef Mary Sue Milliken of the Border Grill in Los Angeles and Chef Sylva Senat and his new restaurant, Maison 208 in Philadelphia. Foodable brings

the power of social, mobile and new media content for restaurant & hospitality professionals that educates, entertains and provides unique insights not available anywhere else. It’s about content marketing - telling the Alaska seafood story. There really is no competitor to what they do in the Foodservice industry. Given that, their competition in the foodservice marketplace would be print trade publication websites and their social platforms (Facebook, Twitter, LinkedIn, Apple News & iTunes) Foodable has the largest social media audience and reach in the restaurant trade and offers dozens of shows and hundreds of episodes a year.

Foodable TV Episode – Focus on sustainability with Mary Sue Milliken

ASMI partnered with sustainable seafood advocate and long-time Alaska seafood supporter, Chef Mary Sue Milliken to discuss the importance of sustainable seafood to the menu. This episode began airing pre-Lenten season 2017.

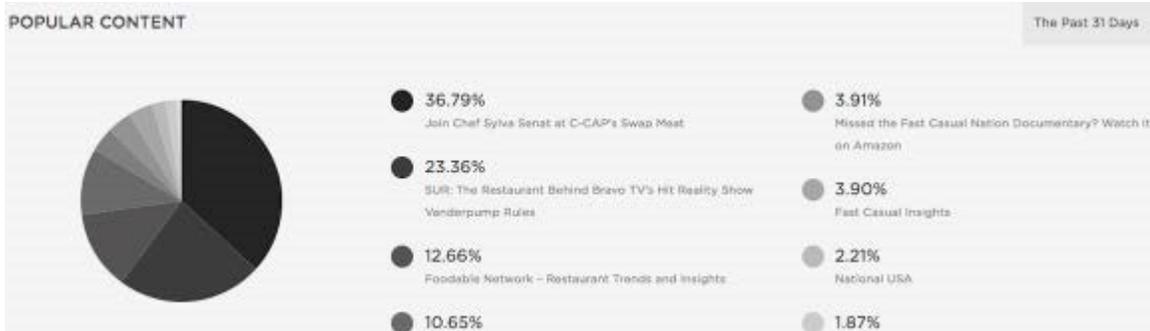
- Total Video Views: 662,327
- Total Impressions: 4,007,248
- CPV: \$0.03
- CPM: \$6.51

Foodable TV Episode – Focus on SWAP Meat® for Alaska seafood. ASMI partnered with Careers through Culinary Arts Program (C-CAP) and Samuels and Son Seafood for the annual C-CAP Teacher’s Conference in Philadelphia on July 10 – 11. Chef Sylva Senat, Top Chef contestant, restaurateur, and C-CAP graduate and mentee, Dominique Akers, to create two SWAP Meat® recipes featuring Alaska pollock and rockfish for demo and tasting.

- The Chef Sylva Food as a Lifestyle piece has remained at top most visited pages on the Foodable website beating out traffic number for even their homepage.
- The Chef Sylva Food as a Lifestyle piece also trended #1 at “Food News” Apple News.
- Total Video Views to Date: 172,460
- Total Impressions to Date: 825,311



in



Alaska Seafood Poké:

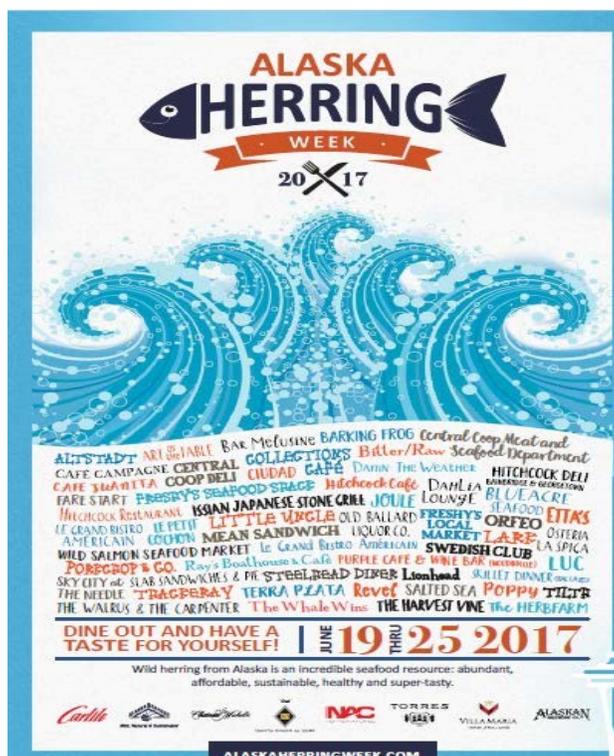
The Foodservice Program partnered with celebrity chef Kathy Casey to develop Poké recipes featuring Alaska salmon and surimi seafood. The base recipe was designed to work with both salmon and surimi seafood, but lends itself to a myriad of flavor profiles. A recipe leaflet was developed and the content has resulted in PR coverage, as well as integration at NACUFS and IDDBA shows. Additionally, a new poké section has been added to alaskaseafood.org.



Alaska Herring Week:

From June 19-25, 2017, 48 restaurants from around Seattle participated in the third annual Alaska Herring Week. The region's best restaurants showcased unique dishes featuring one of Alaska's unsung, yet delicious, seafood heroes – wild herring. Fresh and frozen herring has largely disappeared

from US menus and fish markets, however Alaska Herring Week works to re-introduce the fish to Seattle's culinary scene. A beautiful recipe brochure was developed featuring some of the participating restaurants' Alaska herring dishes.



By the Numbers

- 2017: 52 restaurants and 4 grocers (24 returning)
- 2016: 35 restaurants (9 returning) and 2015: 12 restaurants
- 70 different dishes (2016: 38 dishes)
- 3,500 pounds of herring distributed (2016: 1,300 pounds)
- Total page likes on the AHW Facebook page increased 53% during June 2017, with 88 total posts, of which 15 were promoted
- Page followers are evenly distributed across gender and age groups, with the vast majority in King County, WA
- Twitter followers doubled, with 65 tweets
- June 2017: AlaskaHerringWeek.com saw 5,856

views from 2,204 unique visitors on 62 published posts and updated static page

- June 2016: 3,708 views from 1,402 unique visitors on 35 published posts and updated static page
- Visitors came to our webpage from all over the world, top five countries: USA, Brazil, Canada, UK, and India
- Ethnic flavor profiles represented: Chinese, English, French, German, Irish, Italian, Japanese, Korean, Mexican, Moroccan, Norwegian, Portuguese, Spanish, Swedish, Thai, Vietnamese, and regions from all over the US, from New England to New Orleans to the Pacific Northwest

TRADE RELATIONS: Foodservice FY17 through YTD

Foodservice Trade Total PR – 5.8M Media Impressions and 51 Placements

Foodservice PR activities since last committee update (March, 2017)

Revelry activities have focused on editorial outreach about Alaska seafood harvest announcements, sustainability messaging, chef recipes, Menu Alaska Research, SWAP Meat, Poke Bowls and engaging young audiences with Alaska seafood. Since the last committee update we have focused on the Alaska salmon harvest announcement, Alaska Herring Week outreach and follow up, creating a plan to amplify C-CAP coverage in trade publications, drafting a key message guide around the C-CAP event and executing media training during the C-CAP event.

Coverage Highlights:

- *Food Management*, July [Traditional Alaskan Foods Bring Healing Power to Hospital Menu](#)
- *FSR*, July “The Fresh Catch” (Print)
- *NRN*, July [Summer Fruits Flavor Savory Entrees](#)
- *FSR*, July [Alaska Salmon Sales Get a Lift from Point of Sale Materials](#)
- *NRN*, July [Survey: Consumers want more seafood in restaurants](#)
- *Catersource*, July [Creative Plating & Vessels](#)
- *FSR*, August [New Research Makes the Case for Menuing More Seafood](#)
- *ACF Chef Blog*, August [Alaska Seafood: Tradition and Transparency in Good Taste](#)
- *Restaurant Hospitality*, September “Product News Alaska Seafood Marketing Institute” (Print)
- *NRN*, September [Beyond Pumpkin: Seasonal Specialties Shine on Fall Menus](#)
- *QSR*, September [Popular Proteins](#)
- *Catering Magazine*, September/October [Recipe Corner: Ideas to Warm Up Your Menu](#)
- *Flavor & the Menu*, October [Snacking on Seafood](#)
- *FSR*, October [Alaska Crab Harvest Season Starts October 15](#)
- *Café Gold Medal Classroom*, November [On Trend: Beverage Pairings with Small Seafood Plates by Celebrity Chef Kathy Casey](#)
- *Restaurant Hospitality*, December [Six Sandwiches Packed with Flavor](#)
- *Flavor & the Menu*, November/December [The Power of Lent](#)
- *FSD*, November/December [Seafood Recipedia](#)
- *NRN*, November [Curry Punches Up Restaurant Menus](#)
- *Food Management*, January, [Cool Recipe Alert: Ancho Salmon with Yellow Mole](#)
- *Food Management*, February [Poke Perfection](#)
- *National Culinary Review*, February “Fishing News” (Print)
- *National Culinary Review*, February “Let’s Talk to Rick Bayless About...Mexican Food” (Print)
- *FSR*, February “Soup’s On!” (Print)
- *FSR*, February [Alaska Halibut with Wild Mushrooms and Leeks](#)

- QSR, March [Fast Food Preps For Seafood Boom During Lent](#)
- *Restaurant Hospitality*, March [Menu Tracker: Restaurants introduce items for Lent](#)
- FSR, March [40 Restaurant Stars on the Rise - Chef Adam Hegsted](#)
- FSR, March [Alaska's Spring Seafood Season Begins with Wild Halibut and Sablefish Harvests](#)
- *Flavor & the Menu*, March/April [Perfecting Poke](#)
- FSR, March [Pan Seared Alaska Halibut with Red Curry and Basmati Rice](#)
- *Restaurant Business*, April [Recipe Report: Regional American Specialties](#)
- FSD, April [Recipe Report: Regional American Recipes](#)
- *Chef Magazine*, March/April [Seafood Industry](#)
- *Flavor & the Menu*, May/June [Banh Mi from the Sea](#)
- *Food Fanatics*, Summer "Adding Alaska Pollock to the Menu" (Print)
- FSR, March [Alaska Salmon Season Has Begun](#)
- *Cafe Gold Medal Classroom*, May [Sustainable, Certified and Cooked from Frozen – Alaska Seafood Paves the Way for Wild-Caught Practices](#)
- *National Culinary Review*, June "Bowling" (Print)
- FSD, June [Grilled Alaska King Salmon](#)
- *Restaurant Business*, June [Recipes for the Grill](#)
- FSR, June [Seattle Spotlights Alaska Herring with Alaska Herring Week](#)
- FSD, June [Seafood Swims Upstream on College Menus](#)
- *Catersource*, June [Catering the Busy Summer Season](#)
- FSD, June [Summer Seafood](#)
- *Restaurant Business*, June [Summer Seafood Recipes](#)
- FSR, June [Alaska Sockeye Salmon Poke](#)
- *Flavor & The Menu*, July/August Devil's On a Roll (Print)
- *Food Management*, July [Translating the Hottest Food Trends for K-12](#)
- FSR, July [Alaska Crab Surimi Poke Bowl](#)
- FSR, August [Alaska Seafood Partners with Non-Profit C-CAP for SWAP Meat Demo](#)



FY18 Foodservice Highlights:

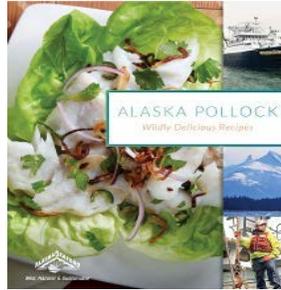
Partnership for Healthier America (PHA) Healthy Campus Initiative

AND Event-in-a-Box ASMI sponsored Healthy Campus Week. In support of the effort six new Alaska pollock recipes were developed for a new booklet with written endorsements from Seafood Nutrition Partnership (SNP), and National Fisheries Institute (NFI) as well as an introduction by Chef Garrett Berdan and Jillian Griffith (RD) PHA.

ASMI Foodservice Program is sponsoring the PHA Healthy Campus Initiative (HCI) that reaches 52 colleges across the U.S. These colleges have pledged to comply within three years of signing on to meet PHA HCI guidelines. ASMI has made it easy for these colleges to meet the HCI Guidelines in with the new *Alaska Seafood Event-in-a-Box* toolkit which includes:

- Six newly developed Alaska pollock recipes by author and media contributor, Chef Garrett Berdan RDN.

- Free point of sale, videos, tattoos, wristbands, educational materials for decorating your dining facilities
- Free product sample offers from a variety of Alaska pollock producers
- The first five schools that sign up to host an Alaska Seafood Event will receive free geo-fencing mobile ads for one month



SuperChefs Cookery for Kids: an organization focused on battling against childhood obesity in Canada by teaching the essentials of balanced nutrition, food preparation, and social etiquette toward inspiring lifelong habits of physical and social well-being. In partnership with professional sports team BC Lions and under the direction of professional chefs and educators, kids learn the joy of healthy cooking. The domestic program sent coho salmon for a cooking demonstration at their 9th annual cookery event where kids learned how to remove pin bones, fillet and prepare salmon tacos.

FoodableTV:

This episode will be a culinary training and event educating culinary students on the impressive quality of frozen Alaska seafood. To be held on November 3rd and 4th in partnership with C-CAP, Santa Monica Seafoods, Long Beach Community College, Chef Dustin Trani and Chef Drew Johnson (Kincaid Grill, Anchorage). Targeting professional and future chefs airing on Foodable TV pre-Lenten season.

Day 1: Students will be learn about frozen techniques and compete against one another creating chef-developed recipes for Alaska salmon and cod. ASMI Technical Director, Michael Kohan will present on the superior freezing techniques of Alaska seafood industry from a taste, quality, sustainability and food waste angle.

Day 2: An Alaska seafood luncheon at J. Trani's will be held inviting 10 C-CAP supporter chefs to enjoy meals using frozen Alaska salmon and cod prepared by Chef Dustin, Chef Drew and the team leaders from Day one. Local press will be invited.

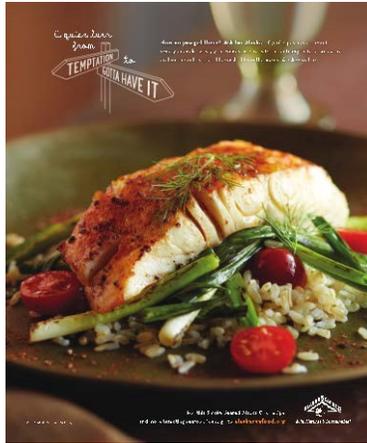
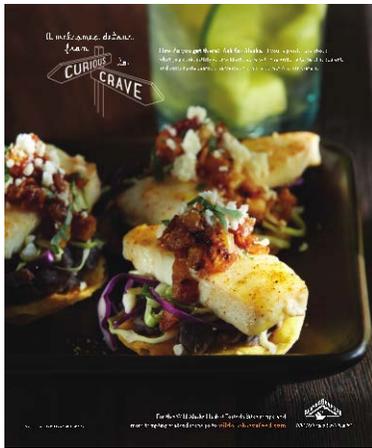
FoodableTV – RSMI Custom Report

With years of social consumer analysis based on restaurant consumer habits and traits, Foodable has access to the largest database of social data specific to the restaurant and hospitality industry. This allows them to analyze top brands, restaurants around all topics seafood related. Foodable will be developing a custom Restaurant Social Media Index report for ASMI with the focus on seafood: culinary trends, origin info, brand info, consumer habits, etc. In 2016, ASMI had Foodable generate a Seafood Trends Report and it generated 500 downloads. <http://www.alaskaseafood.org/wp-content/uploads/2016/08/2016SeafoodTrends.pdf>

TRADE ADVERTISING:

The Foodservice Program continues to advertise in a variety of foodservice trade publications. Consumer research confirms that taste is the leading driver of increased seafood consumption at restaurants. ASMI developed a campaign that positions Alaska Seafood as the place for great tasting, craveable seafood with beautiful food photography. There is also a digital campaign that focusses on SWAP Meat. Print and digital media placements can be found in the following publications.

- *Plate Magazine*
- *Flavor & The Menu*
- *Smart Brief – CIA ProChef and NRA*
- *QSR (Quick Service Restaurants)*
- **Commercial Restaurants:**
- Fine Dining
- Casual Dining
- QSR
- Fast Casual Timing:
- October, Pre-Lent, Lent, Fresh Season Key Message:
- Print –So wildly delicious, they'll lick the plate
- Digital – SWAP Meat for Alaska Seafood
- **Print:**
- Plate 7x –
- Circulation: 48,500 Audited, 130,900 readers with pass-along, 89% of readers involved in decision-making
- CPM: \$52.32
- Flavor and the Menu 5x –
- Circulation: 35,000 Audited, 118,948 readers with pass-along, 88% of readers involved in decision-making
- CPM: \$67.74



Smartbriefs - Culinary Institute of America (CIA) and National Restaurant Association (NRA) Opt-in, e-mail newsletter read by highly engaged foodservice professionals interested in news pertaining to the foodservice industry. Comprised of the day's top news for and about restaurants, chef, decision-makers, sourced from hundreds of top media outlets and trade publications. • CIA circulation: 49,880

- NRA circulation: 94,120
- CPM: \$22.10

RETAIL PROMOTION REPORT FY 2017 to Date



- Ste. Michelle Wine Estates Over the past four years ASMI's retail program has conducted a national co-op promotion with Ste. Michelle Wine Estates (SMWE) stretching from June through September. The promotion features all Alaska seafood species, although the hero graphic is usually Alaska salmon (sockeye or keta). The promotion involves:
 - o Wine displays located in/near the seafood department, including counter cards for seafood cases.
 - o Coupons off Alaska salmon/seafood: \$2 Instant Redeem Coupon (IRC), \$1 IRC and a \$4 Mail in Rebate (MIR). Note: coupon offer will vary based on state liquor laws.

Summer 2016 Co-op Participation: 25 retailers, representing 19,343 stores

Coupon redemption through 8/27/2017:

\$2 IRC = 36,885 coupons redeemed = 13.7%

\$1 IRC = 492 coupons redeemed = <1%

\$4 Mail in rebate = 1,129 redeemed = 1%

Coupon quantities were increased 40% overall from 2015 to 2016. Redemption was up significantly more than that, yet remained within the allocated co-op budget.

Participating Retailers, SMWE Summer 2017:

- Ahold/Delhaize (2,031 stores)
- Albertsons/Safeway Corp. (2,353 stores)
- Basha's/AJ's Fine Foods (116 stores)
- H.E.B./Central Market (320 stores)



Preliminary Results, Summer 2017 Co-op Participation: 19 retailers, representing 20,021 stores

Coupon redemption through 8/27/2017: 11,648 coupons, or 1.7%



New Opportunities with Ste. Michelle Wine Estates:

- Ste. Michelle Wines Estates has asked to participate in ASMI's in-store demo program (liquor laws permitting), splitting the demo cost equally. Several joint demos have been conducted over the Lenten and summer timeframe.
- We also explored expanded co-op opportunities such as different promotion timeframes (Lent), different SMWE brands, and on-premise/foodservice tie-ins such as with the Alaska Herring Week promotion in June 2017.

Alaskan Brewing Company

After a hiatus of several years, in July/August 2016 we worked with Alaskan Brewing Company on a co-op promotion with Texas retailer H.E.B. (320 stores). The promotion involved in-store displays located near the seafood department featuring large Alaska crab and Alaska salmon cutouts and a \$2.00 instant-redeem coupon for Alaska seafood. Alaskan Brewing Company installed 80 to 90 displays and supported the promotion with samplings at 70 stores.

- The promotion was repeated in Texas over the Fall/Holiday timeframe and involved both H.E.B. (320 stores) and Sprouts Farmers Markets (232 stores).



Summer 2016 Coupon redemption through 8/27/2017:

\$2 IRC = 987 coupons redeemed = 16.2%

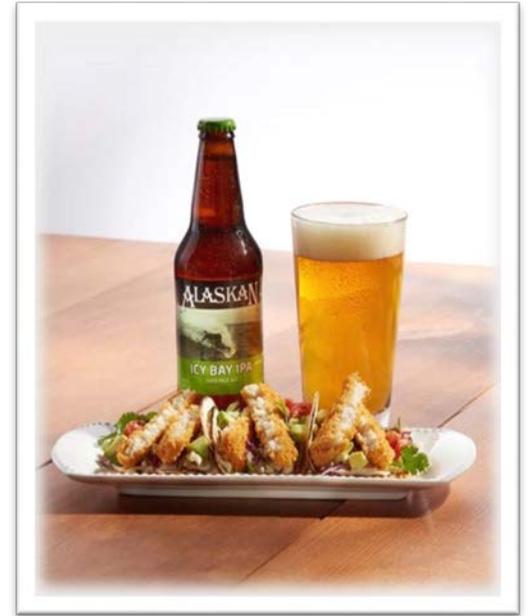
Holiday 2016 Coupon redemption through 8/27/2017:

\$2 IRC = 563 coupons redeemed = 5.6%

New Opportunities with Alaskan Brewing Company:

ASMI has agreed to a long-term partnership involving three promotions a year (spring, summer and holiday) in as many as 18 markets (western, southwestern, northwestern and the Midwest) in FY2017 and FY2018. Alaskan Brewing Company bears most of the cost of these promotions, with ASMI sharing coupon redemption and/or providing seafood product as consumer prizes (“text to win”). ASMI has been able to generate new retail promotions due to these co-ops, such as Meijer, where joint Alaska Seafood/Alaskan Brewing Company demos were conducted.

- An Alaska Fish Taco promotion featuring Alaska whitefish varieties (including breaded/battered Alaska pollock) and Alaskan Icy Bay IPA was conducted in April/May 2017; display materials included a cardboard surf board standee and posters.
- An Alaskan Amber and Alaska Seafood summer promotion was conducted over the summer 2017 timeframe.
- The holiday promotions will feature Alaska crab and smoked salmon; Alaskan Brewing's existing king crab stand-up will be featured in-store.
- All three promotions center around in-store displays and include a \$5 instant redeem coupon as well as a \$10 mail-in rebate (minimum purchase requirement \$10 Alaska seafood plus one 12-pack of Alaskan beer). Alaskan Brewing Company is coordinating coupon redemption through their fulfillment company and will invoice ASMI for our share of the redemption.



Alaska Pollock Lenten Promotion

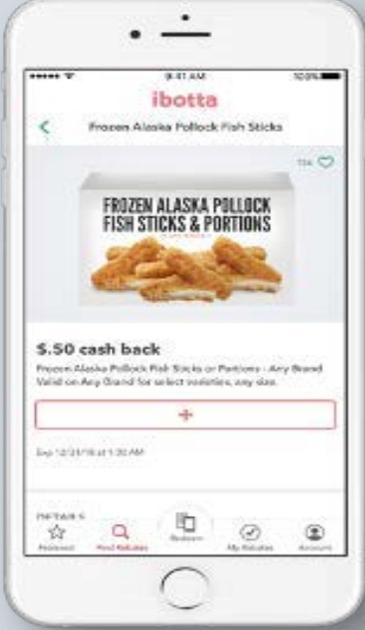
At the All-Hands meeting in October, the Board asked for greater support for Alaska pollock in all market segments. Working closely with the Alaska pollock industry, the retail program developed a Lenten promotion for frozen breaded/battered, grilled/sauced or skinless/boneless fillets.

- A new digital ad was developed and a recipe collection featuring breaded Alaska pollock was added to the www.wildalaskaseafood.com website.
- A coupon for frozen Alaska pollock (breaded/battered, grilled/sauced and skinless/boneless fillets) was launched 3/1/2017 on the Ibotta platform (an app-based coupon platform that handles both the coupon offer and redemption).
- Ibotta is the dominant coupon platform on mobile devices.
- Customers purchase the product at the store and use the app to take a picture of the product UPC and the cash register receipt. The coupon amount is then loaded directly into their Ibotta bank account, and can be transferred to their PayPal or bank account or shopping cards such as Best Buy, Amazon.com, etc.
- Ibotta coupons are valid in 158 grocery retailers, including WalMart, Kroger, Albertsons/Safeway, Hy-Vee, H.E.B. and Publix as well as club stores such as SAM's Club and Costco.

RETAIL TRADE PROMOTIONS: ASMI conducts customized promotions with retailers throughout the year:

- Summer 2016: In addition to the co-op promotions with Ste. Michelle Wine Estates and Alaskan Brewing Company, ASMI's retail program was able to secure several custom retail promotions during the fresh/summer season:

- WalMart: A nationwide fresh overwrap program for wild Alaska salmon. Their farmed salmon suppliers were asked to purchase/pack wild Alaska sockeye salmon using ASMI’s salmon on-pack; this effort led to similar overwrap programs for the Bristol Bay RSDA and the Arctic Circle wild salmon brand.
- SAM’s Club: Nationwide demo program for fresh sockeye salmon in June/July.
- Albertsons/Safeway: ASMI developed a custom oval case sign that featured their “Responsible Choice” messaging. These case signs were shipped to six divisions just after the 4th of July and are currently in use in eight divisions.



- Coupon Results, 3/1/2017– 5/26/2017
- 22,468,081 impressions
- 118,633 coupon unlocks
- 37,966 rebates redeemed (packages sold)
 - 32.0% redemption rate
 - 102 different UPC codes
 - 142 different retailers; tops were Walmart 31%, Kroger 10.3%, Food Lion 5.4%, Publix 3.5%, Giant Eagle 3.4%, Meijer 3.4%, Target 2.8%, ShopRite 2%, Military Commissary 2% and Safeway 1.8%
- Total cost: \$55,039.30
- Key learning: coupon redemption dropped off sharply immediately after the Lenten season ended, making a Lenten offer crucial

- ASMI’s first domestic online retail promotion was conducted with Fresh Direct, a regional online retailer based in New York City with distribution in a five-state area.
 - First activation late June through 4th of July weekend; and a second activation 7/21/2016 – 8/4/2016.
 - These were multi-species promotions: Alaska sockeye and coho salmon and black cod.
 - Conducted Alaska pollock demos for several WinCo grand openings in Texas.
- Fall 2016: A series of COOK IT FROZEN! in-store demos was conducted in October:

Retailer	Demo Details	Remarks
H.E.B.	516 demos featuring frozen Alaska cod; Pricing: \$5.97 – 7.97/lb -- regular price \$9.99	20% - 40% price reduction

HY-VEE	370 demos featuring frozen Alaska cod, <u>Pricing:</u> Cod \$5.98/lb -- regular price \$8.98	33% reduction in price
SCHNUCKS MARKETS	70 demos featuring frozen Alaska cod; co-op with Kikkoman Teriyaki Sauce <u>Pricing:</u> Cod \$7.99/lb -- regular price \$9.99	20% reduction in price

Summary: 1,146 demos in 10 retail chains across the U.S., October 2016
\$62.27 average cost per demo
26% average price reduction
23.6% average total lift for all stores

	Fall 2015	Fall 2016
Number of demos/retail chains	646/15	1,146/10
Average cost per demo	\$197.68	\$62.27
Average price reduction	25%	26%
Average total lift for all stores	23.5%	23.6%

- Holiday 2016: In addition to the co-op program with Alaskan Brewing Company in Texas, the retail program was able to secure several in-store promotions:
 - Albertsons/Safeway: COOK IT FROZEN! in-store demos in the Eastern Division (Washington, D.C.) featuring Alaska sockeye salmon and cod.
 - Earth Fare: Month-long promotion featuring Alaska salmon (sockeye and coho) and cod.
 - Kroger Texas: COOK IT FROZEN! in-store demos featuring Alaska cod in Tom Thumb and Randall stores.
 - Sprouts: Alaska sockeye salmon promoted in-store and via social media.

Retailer	Promotion Details	Remarks
Kroger, Southwest Division (Houston, 219 stores)	50 demos featuring frozen Alaska sockeye salmon portions <u>Pricing:</u> \$9.99/package – regular price \$12.99/package	23% reduction in price
Safeway Eastern Division (126 stores)	14 demos featuring frozen Alaska sockeye salmon sides <u>Pricing:</u> \$9.99/lb – regular price \$12.99/lb.	23% reduction in price

Summary: 64 demos in two retail chains across the U.S., Holiday 2016
\$67.19 average cost per demo
23% average price reduction
27% average total lift for all stores

- Lent 2017: The retail program lined up COOK IT FROZEN! in-store demos and custom
- promotions throughout the U.S., as follows:

Retailer	Promotion Details	Remarks
Southern Division (TX, 108 stores)	96 demos featuring Alaska cod and salmon	
Southwest Division (Phoenix, 224 stores)	30 demos featuring Alaska cod and salmon	Pricing \$7.99 - \$9.99/lb.
Safeway TX (Randall's/Tom Thumb 101 stores)	75 demos featuring Alaska cod and salmon	Pricing \$7.99 - \$9.99/lb.
Southern California (356 stores) Vons/Albertsons/Pavilions	84 demos featuring Alaska cod and salmon	Retailer requested videos to play in seafood dept. in 200 stores
DEMOULAS MARKET BASKET (76 stores)	35 demos featuring Alaska pollock (skinless/boneless)	Demos supported new Alaska pollock item priced at \$5.99/lb.
EARTH FARE (43 stores)	78 demos featuring Alaska cod and salmon	Coho & sockeye \$9.99 - \$12.99 Cod \$6.99 - \$7.99/lb.
GIANT EAGLE (433 stores)	In-store promotion involving custom signage, in-store displays and	
HARRIS-TEETER (232 stores)	20 demos featuring Alaska cod and salmon	
H.E.B. (320 stores)	385 demos featuring Alaska cod and salmon	Free 33 oz. jar of Veracruz sauce with 1.5 lbs. Alaska cod purchase
HY-VEE (402 stores)	370 demos featuring Alaska pollock (breaded)	Demos supported new Alaska pollock item priced at 2 for \$4; refreshed sockeye/cod program
QFC (64 stores)	20 demos featuring Alaska cod, salmon	Demo program followed by in-store merch. Contest in May
SAM'S CLUB (655 stores)	100 demos featuring frozen Alaska salmon	Pricing \$11.99/lb.

PUBLIX (1,117 stores)	3700 demos breaded Alaska Pollock	Private label Alaska Pollock featured as BOGO during demos
SCHNUCK MARKETS (99 stores)	80 demos featuring Alaska pollock (skinless/boneless)	Pricing reduced 28% during demo program

	Lent - June 2015*	Lent - June 2016	Lent - June 2017
Number of demos/retail chains	4.964/10	5,375/16	5,165/16
Average cost per demo	\$54.31	\$35.89	\$31.77
Average price reduction	29%	28%	30%**
Average total lift for all stores	56.2%	40.1%	82%***

*Special appropriation from the Board for frozen Alaska sockeye demos post-Lent

**Few price reductions reported to date

***Buoyed by new Alaska pollock product introductions

RETAIL TRADE SHOWS and CONFERENCES:

- Seafood Expo North America (Boston Seafood Show), 3/19 – 3/21
- Concurrent trade shows to encourage more Alaska seafood items in the retail deli/take-out section:
 - *Progressive Grocer’s* Retail Dietitian Symposium, Anaheim, 6/3/ – 6/5
 The symposium format allowed one-on-one conversations with corporate dietitians from key retailers: Walmart, Kroger, Ahold (Giant, Hannaford), Spartan Nash, Wakefern/ShopRite, United, Topco, Reasor’s and Loblaw. There were 75 retail dietitians in attendance to learn how to engage with shoppers and enhance the work of the supermarket dietitian for feeding healthier foods to today’s customers. “Speed dating” sessions were conducted with various dietitians to provide educational materials and support. ASMI was a bronze level sponsor. As a result of meeting with the Kroger team, ASMI was able to secure sponsorship at Kroger’s Hispanic Heritage month with a digital coupon, online recipes and in-store demos.

RETAIL TRADE SUPPORT:

Activities in this area support promotions in the retail marketplace, such as:

- The digital asset library: www.alaskaseafoodassets.com, used by retailers and foodservice operators across the country to develop custom Alaska seafood promotions.
- Recipe development and photography: ASMI Retail completed new recipe testing and photography for Alaska pollock (breaded/battered and skinless/boneless fillets), featured on www.wildalaskaseafood.com during the Lenten season.

- Patron research: Two research studies were completed:
 - Datassential study updating 2009 and 2011 data on consumer attitudes about frozen Alaska seafood, familiarity with ASMI's COOK IT FROZEN!® techniques and the impact of the word "Alaska"/the Alaska Seafood logo on consumer purchase decisions.
 - Target: Consumers aged 25 to 74; must have purchased salmon or other seafood within the past three months; income at least \$100k per household;
 - A sample of 500 (out of 1,300) was dedicated to obtain a robust base of Millennials in order to dig deeper into the importance of environmental and social factors and to provide guidance on messaging to this group. Income qualification requirements were different for this age demographic.
 - Costco-specific study to determine the value of the Alaska brand, purchase motivators, and the impact of better origin identification/labeling of fresh Alaska seafood items at retail. Respondents included both Costco members and non-members; a nonproprietary version of this report is available.

Retail Trade Relations: FY17 through YTD

FY17 through YTD Retail Trade Total PR – 4.2M Media Impressions and 12 Placements

Retail PR Activities:

A trade relations program was added in FY2017 in order to augment ASMI's visibility to retailers via retail publications. Revelry Agency has been working with ASMI's foodservice program for two years, with impressive results. During this first year with ASMI retail, the program was able to generate a total of 4.2 impressions from 12 media placements.

Revelry retail trade PR activities have focused on COOK IT FROZEN!, sustainability messaging, in-store demos and cross merchandising programs, Lent promotions, and the ibotta coupon campaign. Revelry also pitched stories about Alaska Herring Week, the Publix Alaska salmon in-store demo and coupon program, Chateau Ste. Michelle cross-merchandising and recently pitched detail on October National Seafood Month Alaska seafood retail activities.

Coverage Highlights:

- *Seafood Source*, October [Innovative Marketing Program is Spiking Frozen Seafood Sales](#)
- *Grocery Headquarters*, January [A Frosty Reception](#)
- *Progressive Grocer*, February [Frozen Food Handbook](#)
- *National Provisioner*, February [Promoting Seafood through Retail Marketing](#)
- *Progressive Grocer*, March [Grocers Showcase Alaska Pollock for Lent](#)
- *GMA SmartBrief*, March [Retailers Look to Boost Pollock Purchases During Lent](#)
- *Seafood Source*, March [ASMI Launches US Retail Demos, Coupons for Lent](#)
- *Undercurrent News*, March [US Retailers Showcase Alaska Pollock for Lent](#)
- *Grocery Headquarters*, March [Anchors Away: Boston Seafood Expo](#)

- *Seafood Source*, June [ASMI Uses Shopping App. To Reach Millennial Consumers](#)
- *Grocery Headquarters*, July [The Best of the Pacific Northwest](#)
- *Seafood Source*, July [Publix Uses Wine Tie-ins, Discounts to Boost Alaska Salmon Sales](#)

RETAIL TRADE ADVERTISING:

Activities in this area include our FEED YOUR FITNESS® program and consumer advertising:

- FEED YOUR FITNESS® with Alaska Seafood:
 - We have renewed our sponsorship of spokespersons Ryan and Sara Hall (through calendar year 2017) and Kikkan Randall (video rights only through June 2017).
 - ASMI retail exhibited at the Academy of Nutrition & Dietetics Food & Nutrition Conference & Expo (FNCE) in Boston, 10/16/2016 – 10/18/2016. This annual conference was attended by 10,000 food and nutrition professionals.
 - *Alaska Salmon Salad Sandwiches* were sampled to show attendees.

The FEED YOUR FITNESS® campaign moving forward is to focus on functional food messages: short statements that communicate the specific health benefits that Alaska seafood offers, such as “*Alaska Seafood repairs/rebuilds muscles*” or “*Alaska Seafood reduces inflammation.*” ASMI’s technical program is determining the functional food claim guidelines.

Consumer Media:

During the FY2017 budget build, the retail committee requested that the retail program fund a consumer advertising buy in order to maintain FEED YOUR FITNESS® and SWAP Meat® messaging as well as the national 15-second radio traffic report sponsorships, as retailers reported sales due to the radio ads.

- The media buy maintains paid search and retargeting all year long, but flights the digital and radio ad schedule into two promotion periods:

The Lenten media initiated March 1st as planned, but with several changes:

- We were unhappy with how the FEED YOUR FITNESS® native content was handled by the Competitor Group (Competitor.com, WomensRunning.com and Triathlete.com) so the 2017 portion of the Competitor Group buy was cancelled, with the funds moved to a new display campaign on AdReady.
- An analysis was conducted on the paid search keyword and click-through performance, and the keywords/campaigns modified to improve performance. A small portion of the budget was allocated to test a new campaign celebrating cultures and food-based holidays/traditions (Lent).

Walmart conducted a nationwide overwrap promotion for wild Alaska salmon; significantly more stickers were requested this year over last year.

- ASMI was able to conduct the first promotion with **Costco** in July. The effort included a two-page feature article in the *Costco Connection* magazine, an on-pack sticker test, and an in-store coupon.
- A series of three activations were conducted with online retailer **Fresh Direct** over the summer, highlighted by the launch of a new video for Alaska salmon featured on their homepage over the Labor Day weekend.
- Fresh Alaska sockeye salmon demos were conducted with:
 - Jewel-Osco, July o SAM's Club, 7/29
 - H.E.B., 7/29 – 8/1: Over half the demos were conducted as part of a special Viva Espana promotion



- Publix's annual wild Alaska salmon promotion featured 3,700 demos the week of 7/14, and 3,700 demos the week of 7/21. Three six-hour cooking classes featuring Alaska keta salmon were conducted in Orlando, Boca Raton and Plantation in mid-August.



- ASMI participated in Kroger's Hispanic Heritage Month, 9/15 – 10/15. This promotion is enterprise-wide, and features in-store POS with recipe cards, radio, digital outdoor billboards and social media.
 - Coupons were offered for private label Alaska sockeye salmon and Alaska pollock fillets.
 - Demos were conducted in nine banners with high Hispanic populations: Food 4 Less, Smith's, Ralphs, King Soopers, Fry's, Dillon's and the Houston, Dallas and Atlanta division.

End report.