

ASMI Foodservice Promotions Partnership Program

All Hands on Deck Meetings
11/1-4/23

Foodservice Partners: Target Audience

Chains

- QSR (Alaska pollock, cod and flounder)
- Fast Casual
- Regional up and coming (that focus on healthy, fresh or seafood)
- Casual/Family

Look of the Leader

- White Tablecloth Leah Krafft's

College and University

- Good Food Culinary Training with Lentils and Mushrooms Sarah Wallace's





Operator Promotions

2023 Foodservice Promotion Partners



New 2023 Operator Promotion Partners



Kwik Trip



Wild, Natural & Sustainable®

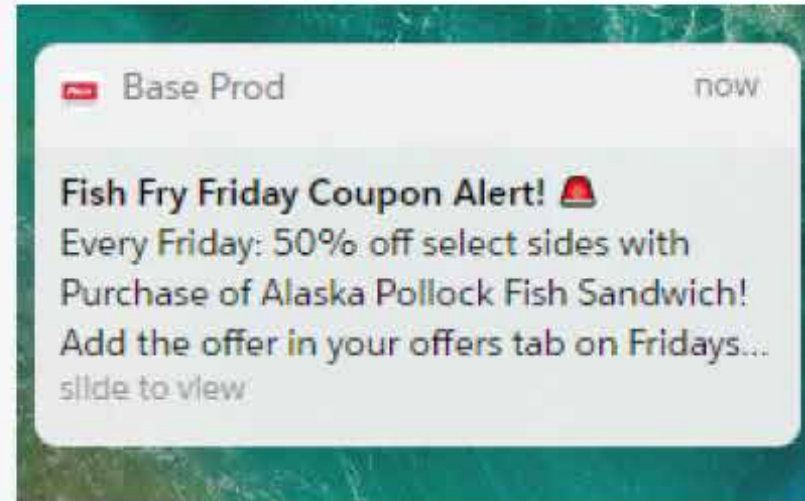


Kwik Trip

Instagram Story



Push Message



Email



Fridays Only
50% Off Select Sides with
Purchase of Alaska
Pollock Fish Sandwich**

[see all coupons](#)

POPEYES
Rewards



Order Any Seafood Item &
Earn 200 Bonus Points Now to Redeem
For **FREE FRIES** Later!



Limited time at participating US restaurants. Terms apply.
TM & © 2023 Popeyes Louisiana Kitchen, Inc.



POPEYES
Rewards

Flounder Fish
Sandwich



Order & Earn 200 Bonus Points Now
to Redeem For Free Fries Later!



Popeyes.com or the app



Alaska Flounder
Caught in the US

Limited time at participating US restaurants. Terms apply. TM & © 2023 Popeyes Louisiana Kitchen, Inc.



Wild Alaskan Fish Sandwich



Sandwich

Combo

Dairy Queen

Wild Alaskan Fish Sandwich



Off the hook flavor



Wild Alaskan Fish Sandwich



Pacific Catch

FEATURED ENTREE



Miso Black Cod 33
broiled miso Alaskan sablefish, forbidden black rice, maitake mushrooms, green bean sesame goma.



NOW SERVING *Wild Alaska Halibut!*

Enjoy wild caught Alaska halibut on our 'Fresh Catch' menu for a limited time at our Northern California locations only.



Our new Alaska halibut is certified sustainable by Alaska Responsible Fisheries Management and the Marine Stewardship Council.

DID YOU KNOW?



Alaska halibut has all nine amino acids that the body can't produce by itself!

It is a complete protein of the highest quality with health benefits such as regulation of metabolism, acting as a powerful antioxidant, protecting against heart disease and so much more!

GET OUR NEW ALASKA HALIBUT WHILE YOU CAN!

Now available for dine-in at NorCal Pacific Catch locations, for a limited time only!

Gulf of Alaska, Bering Sea and Aleutian Islands



Alaska Cod is the highest quality cod available, with slightly sweet flavor and a moist, firm texture that makes it suitable for a wide variety of preparation methods.

Served as Fish & Chips



GOOD FOR YOU

Rich in protein and Omega-3 oils, eating cod as part of a healthy diet can reduce your risk of heart disease and is also beneficial to both joint and brain health.

Enjoy it in our Hot Fish or Traditional Baja Taco one your next visit.

ORDER NOW



GOOD FOR THE OCEAN

Alaska Cod is wild and pure, responsibly managed for continuing abundance.

Harvested throughout the Gulf of Alaska, Bering Sea and Aleutian Islands, Alaska Cod is available all year-round.

LEARN MORE





**ALL HANDS
ON DECK**
Conference 

Taco John Radio Commercial



NEW

— ALASKA —

FLOUNDER

FISH • TACOS

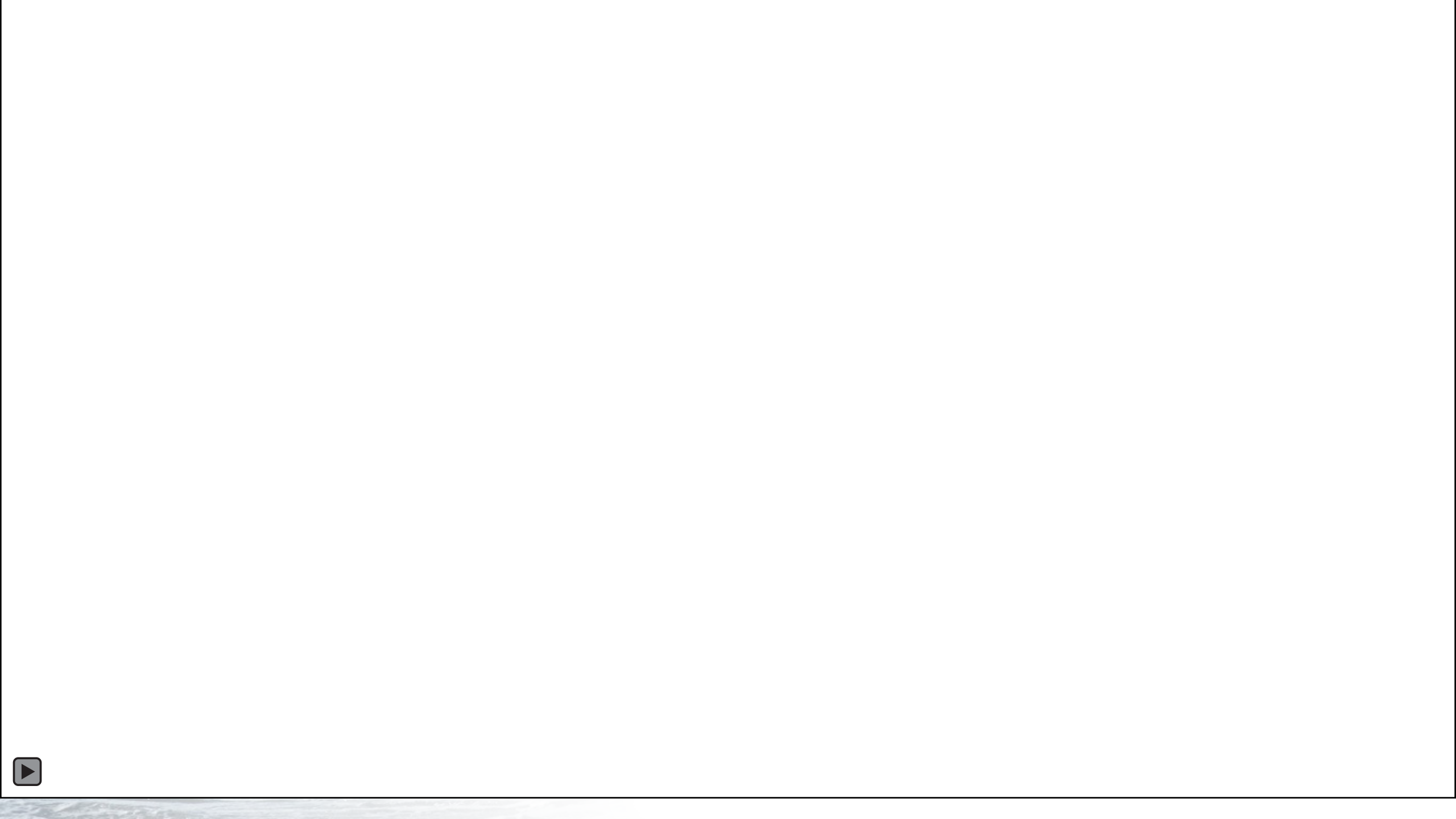
taco john's

LIMITED TIME ONLY

ALASKA SEAFOOD

Wild, Natural & Sustainable®

Two fish tacos are shown on the right side of the advertisement. The taco on the left is topped with a drizzle of orange sauce, while the one on the right is topped with a dollop of white sauce. Both are filled with flounder, tomatoes, and lettuce in soft shells.



Farmer Boys



2/21/23 VIF Campaign

RICH MESSAGE

Go WILD for Fish 🐟🍟

The Alaska Pollock we proudly serve at Farmer Boys® is wild-caught by generations of dedicated families in the pristine, icy waters of Alaska. 🐟 Taste the freshness in our cooked-to-order 3pc Fish & Fries or 4pc Fish Platter beer-battered in our own secret recipe 😊



3/16/23 VIF Campaign – 1

PUSH NOTIFICATION



RICH MESSAGE

Reel in the savings 🐟🍟

Enjoy 15% off 3pc Fish & Fries or 4pc 🐟 The Alaska Pollock we proudly serve is wild-caught and cooked-to-order 😊 It's so delicious! Visit the REWARDS section



Farmer Boys

4 Sec Videos



Freddy's Frozen Custard and Steakburgers

Now using Alaska Flounder



MONTHLY GOODNESS

Oceans of Flavor

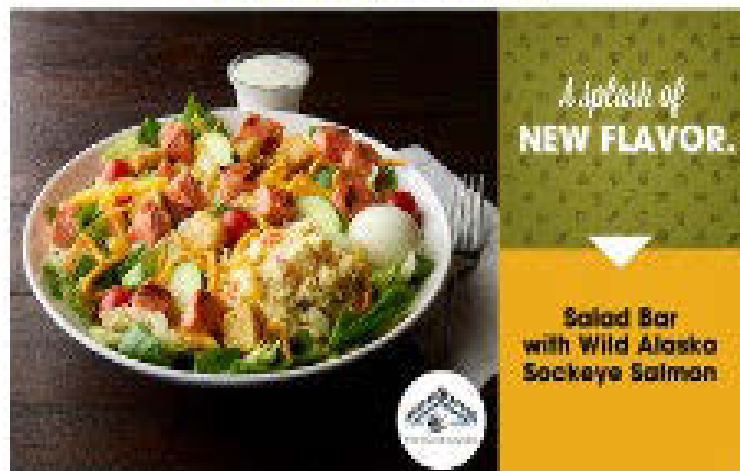
Introducing our NEW Hawaiian Salmon Bowl!

Featuring a delicious wild Alaska sockeye salmon filet served over rice with steamed broccoli, pickled red onions, and pineapple pico de gallo and topped with tangy lime vinaigrette, the Hawaiian Salmon Bowl is sure to transport you to a tropical paradise.

So order the **NEW** Hawaiian Salmon Bowl today because it's only here for a limited time.

ORDER NOW →





**Salad Bar
with Wild Alaska
Sockeye Salmon**

The Jason's Deli salad bar has been a go-to for guests wanting the freedom of building a salad with the exact garden-fresh ingredients they desire.

But for those who want a little extra splash of flavor added to their salad bar, we also have a variety of proteins that can be added for a slight upcharge, including marinated wild Alaska sockeye salmon.

Enjoy the delicious flavor of wild Alaska sockeye salmon on your next salad bar order. Stop by your [local deli](#), or order [online](#) or through our mobile [app](#) for pick-up or delivery.

[Order Now](#)

DELI DOLLARS POINTS TRACKER

Care, your current Deli Dollars balance is 0 points.



**Dreams of
FLAVOR.**

New!

**Hawaiian
Salmon Bowl**

Now this is feel-good food! Our **NEW** Hawaiian Salmon Bowl features a delicious, wild Alaska sockeye salmon fillet served over steamy rice with broccoli, pickled red onions, sweet pineapple and pico de gallo. All topped with tangy time vinaigrette.

Order your Hawaiian Salmon Bowl today because it's only available for a limited time. Stop by your [local deli](#), or order [online](#) or through our mobile [app](#) for pick-up or delivery.

[Order Now](#)

DELI DOLLARS POINTS TRACKER

Care, your current Deli Dollars balance is 0 points.



**Taste the
WILD SIDE.**

**Proudly
Serving Wild Alaska
Sockeye Salmon**

Jason's Deli has always taken pride in the quality of the ingredients we serve our guests. From being the first national chain to remove hydrogenated oil from our menu to removing artificial flavors, we serve ingredients you can pronounce and trust.

That's also why when we source the salmon we serve, we source only genuine, wild Alaska sockeye salmon. Being wild-caught allows the fish to grow at a natural pace while maintaining sustainability for both the ocean ecosystem and the families that make their living in the waters of Alaska. And of course, the flavor and texture of Alaska seafood is world-renowned.

Our wild Alaska sockeye salmon is available daily, so stop by your [local deli](#), or order [online](#) or through our mobile [app](#) for pick-up or delivery.

[Order Now](#)

DELI DOLLARS POINTS TRACKER

Care, your current Deli Dollars balance is 0 points.

Results

Total Operator Promotions
Alaska seafood sales volume
Weighted % Change 23 vs 22

+ 2.7% FY23

+ 4.7% FY22

^14,000 units





Future QSR Lent Opportunities:

New
Product
Innovation

Distributor Promotions

State of the Industry

- Supply issues
- Decentralization leading the growth of smaller regional distributors and protein suppliers
- Employee/business distractions
 - ✓ Employee turnover
 - ✓ Pulled in more directions
 - ✓ Employee burnout



ASMI 2023 Distributor Partners



Martin Bros.
DISTRIBUTING CO INC



Distributor Promotions

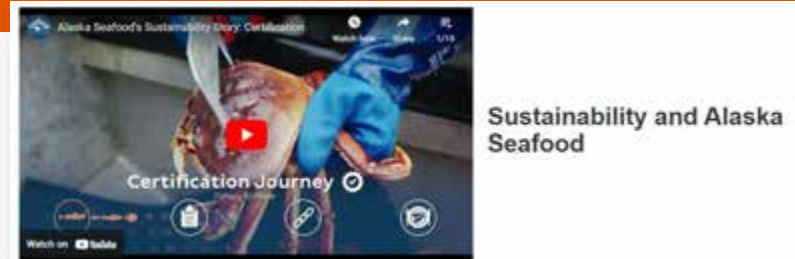


SyscoFoodie.com



Wild	Environmentally Responsible	Versatile
Wild-caught Alaska salmon, whitefish, varieties and shellfish mature at a natural pace, and swim freely in the pristine waters off Alaska's rugged 34,000-mile coastline.	Careful management based on conservation assure abundant stocks of salmon, halibut, sole, pollock, and shellfish, so Alaska seafood is an environmentally responsible choice.	It's easy to prepare Alaska seafood using your favorite cooking method. Whether you like to grill, poach, bake, or sauté, you can have a delicious meal on the table in minutes.

Portico Seafood offers the finest Alaskan seafood items sourced with integrity for operators that want quality, sustainably sourced fish, shellfish, and more. Click here to discover all things Portico: <https://sysco.co/3R0wbO4>



Improve your menu with Alaska Seafood

Wild Alaska seafood is healthy & versatile with superior flavor & texture. At foodservice, the power of the Alaska Seafood brand is proven to increase seafood sales, as diners repeatedly show that they are more likely to order a dish with the word "Alaska" or the Alaska Seafood logo on the menu. Become an ASMI partner to gain access and leverage the Alaska seafood logo and brand guide in your marketing and menu.

Email us today SHOP ASMI Items

Sea your profits grow brochure

ASMI & Sysco Brand seafood brings all of the options & flavors to this Lenten Seafood season.



Foodie Magazine Relaunch: 2023

CALCULATE YOUR SAVINGS

Don't waste time and money breaking down whole salmon or fillets yourself – *utilize Portico Seafood portions* instead. Use these formulas to accurately calculate the cost per serving using Portico portions and set profitable menu prices:

Whole head-on salmon to a 6-ounce portion:

Calculate the true cost of the portion before factoring in labor used to produce the portion from the whole fish: $\text{Whole fish price per pound} \times 2 = \text{final portion cost}$

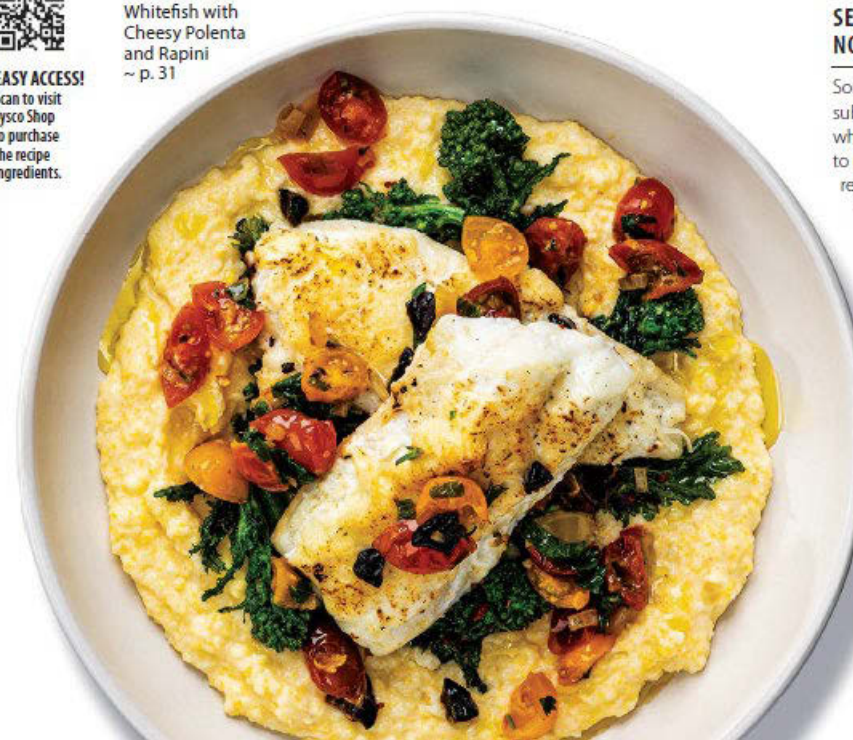
Fillet to a 6-ounce portion:

Calculate the true cost before factoring in labor and time used to produce the portion: $D\text{-trim salmon fillet price per pound} \times 1.25 = \text{final portion cost}$



EASY ACCESS!
Scan to visit
Sysco Shop
to purchase
the recipe
ingredients.

Mediterranean
Whitefish with
Cheesy Polenta
and Rapini
~ p. 31



SELL THE DISH, NOT THE FISH

Some seafood species are substitutable in recipes, which is why it's important to understand how seafood reacts to different cooking methods. If a recipe calls for white, flaky fish such as *Portico Cod or Haddock*, then you can easily substitute *Portico Alaskan Pollock* in its place. Once you grasp which species are interchangeable, you can better make sound purchasing decisions.

Sysco
FOODIE 23

Seafood Edition with Alaska Seafood mention

BEHIND THE RECIPE: FLAVOR NOTES FROM CHEF MARINA CARDOSO

Cod is a prominent protein in my culture, and this Lagavero Cod dish is inspired by Basque – Portuguese – Jewish, called cod that's made a bit sweeter, and my family's go-to dish for any celebration. I made it with a beautiful piece of pre-portioned Portico cod because it's sourced with integrity: it's farm-raised in Norway, ASC certified, and all-natural without using GMOs, antibiotics, or parasites. It usually takes 12 hours to remove the salt from the cod, but this dish brings out those flavors without the wait.

COD

THIS FOR THAT

With a flaky texture and mild flavor, cod makes an excellent substitute for varieties like haddock, pollock, and halibut. And, like these other types of fish, it pairs well with a wide range of flavors and ingredients, making it super-versatile.

PORTIONS OFFER A PLUS

Portioned fish fillets are cost-effective and ensure that each dish is of the same high quality, no matter how many guests are dining. They also allow chefs to spend more time focusing on creativity and flavor rather than worrying about the logistics of preparing large servings of fish.

SEAFOOD WORTH SHARING

Our consumers the variety, adventurous flavors, and socialization they're craving with diners that share impulsive ideas, like check out these, and allow this to inform your stock strategically. Portico's farm cod portions are perfect for family-style offerings.



Lagavero Cod
~ p. 30



EASY ACCESS!
Scan to visit Sysco Shop
to purchase the recipe
ingredients.



Samuels Seafood



Harness the power of Alaska.



[SAMUELS ADVANTAGE](#) [PRODUCTS](#) [GIUSEPPE'S MARKET](#) [EVENTS & MEDIA](#) [MONGER PODCAST](#) [RECIPES](#) [CONTACT](#) [!\[\]\(92fe6ec8c8b0011d3746d04c5962f469_img.jpg\)](#) [!\[\]\(331831374f10e8c7fe483c7fa2c6e388_img.jpg\)](#) [!\[\]\(59a6d1a83fdb24579739802677391c72_img.jpg\)](#)

We Know Seafood

BEST SELECTION, GLOBALLY SOURCED

Samuels Seafood offers the finest selection of seafood available. We source globally and provide the freshest products, the best customer service, and deliver anywhere.

[LEARN MORE](#)





Restaurant Depot



Wild, Natural & Sustainable®


TACO 'BOUT WILD!



GET THE BUFFALO COD
TACO RECIPE



US Foods



GREAT FOOD

OUR SERVICES

- CHICK BUSINESS TOOLS
- GHOST KITCHENS
- FAST FOOD SERVICE ORDERING
- MENU DESIGN
- BUSINESS TRENDS
- WHY WE SERVE

WHY US FOODS


- TOOLS AND RESOURCES
- ABOUT US FOODS
- CAREERS
- INVESTORS
- LOCATIONS

SEARCH CONTENT

BOOKMARKS

SIGN IN

BECOME A CUSTOMER




LENTEN MENU IDEAS FOR RESTAURANTS AND FOODSERVICE OPERATIONS

This year, Lent runs between February 22 and April 6. Get your menu and promotional strategy ready with the latest trends, expert advice and products. For free 1:1 support with our experts, schedule a consultation [here](#).


[BACK TO RESOURCES PAGE](#)

QUICK LINKS TO TOPICS:
[TRENDS FOR A PROFITABLE LENTEN MENU](#) | [TIME- AND LABOR- SAVING PRODUCTS](#) | [PLANT-BASED PRODUCTS](#)


TRENDS FOR A PROFITABLE LENTEN MENU




RECIPES ⓘ
An extensive list of proven recipes from US Foods® is available to help you plan and execute quality menu items your patrons will love, recommend and come back for.
[Read More »](#)



ALASKA SEAFOOD ⓘ
Alaska seafood arrives from Alaska's waters to your plate, and is the most wild, natural and sustainable seafood in the world. Find out more about Alaska Seafood.
[View More »](#)




LENTEN MENU AND MARKETING TRENDS AND IDEAS FOR RESTAURANTS ⓘ
Diners are looking for more fish and seafood dishes at restaurants. Learn how you can make your Lenten menu more profitable with sustainably seafood dishes here.
[Read More »](#)




SEAFOOD THAT ATTRACTS DINERS IN WAVES ⓘ
Watch this webinar recording that features our Food Services Chefs and Category Management team, where they discuss the state of the seafood supply chain heading into the Lenten season. Learn how to offer low-labor, high-profit menu solutions and hear about seafood trends for the new year that are sure to lure customers.
[View More »](#)

TIME AND LABOR- SAVING SEAFOOD PRODUCTS FOR LENT



FRESH CHURNED COD ⓘ
Harbor Barks® Fresh Churned Cod comes frozen and ready to cook. It's easy to use, and it's healthy.



SMOKED NORWEGIAN STEELHEAD TROUT ⓘ
Harbor Barks® Smoked Norwegian Steelhead Trout is a delicious, versatile and profitable





May 05 through July 01, 2023

WIN CASH

You will be earning some incentives on the Alaska Seafood items

■ \$3.00 Spiff will be paid on all sales

■ Minimum payout: \$25.00

MORE CASH

ALASKA SEAFOOD: You will be competing with Sales Associates and the promotion is sponsored by The Alaskan Seafood Marketing Association. Associates who sell the highest increase in pounds and dollars of ALASKAN SEAFOOD win cash.

The **TOP FIVE** Sales Associates will win a cash payout

1st Place \$3000	2nd Place \$2000
3rd Place \$1000	4th Place \$750
5th Place \$500	6th Place \$250

This is a great opportunity to earn some cash, have fun and sell lots of seafood. It's well worth all the effort!!



Harbor Seafoods

- Sales contest





Restaurant Depot Oct 22 Seafood Month Campaign

- Print: Ad Panel in all EC & WC monthly print publications
- Digital: sent to all EC & WC subscribers 333,000




Results

Total Distributor Promotions
Alaska seafood sales volume
Weighted % Change 23 vs 22

-6.1%



A fisherman in an orange rain suit is pulling a large net full of fish on a boat. The net is dark and filled with fish, and the fisherman is standing on the edge of the boat, holding the net. The background shows a blue sky and mountains.

We're here to help You make your customers successful.

Jann Dickerson, National Accounts

Sarah Wallace, Domestic Marketing Coordinator

Leah Krafft, Foodservice Marketing Manager

Megan Rider, Director of Domestic Marketing

SEGMENT	UNITS	2023 ACTUAL REAL GROWTH	2023 PROJECTED REAL GROWTH	2024 PROJECTED REAL GROWTH	2024 OPERATOR SPEND (\$)	OPERATOR SHARE OF SPEND
TOTAL	1,538,709	+5.1%	+0.1%	+0.2%	\$312.9	100%
Restaurants	837,365	+3.9%	-0.5%	-0.3%	\$184.3	59%
QSR	377,649	+3.6	-0.1	+0.0	81.1	26
Fast Casual	98,156	+1.5	-0.8	-0.2	21.5	7
Midscale	114,396	+0.2	-2.2	-1.7	20.3	6
Casual Dining	218,295	+6.2	-0.9	-0.5	56.6	18
Fine Dining	7,479	+11.8	+0.2	+0.3	3.3	1
Food Truck	20,728	+4.0	+0.4	+0.8	0.6	<1
Ghost/Virtual Restaurants	562	+45.0	+12.0	+9.0	0.8	<1
Retail Foodservice	269,467	+2.3%	+0.4%	+0.6%	\$44.7	14%
Supermarkets/Grocerants	102,270	+1.7	+0.4	+0.6	25.9	8
Convenience Stores	157,178	+2.8	+0.5	+0.6	17.9	6
Club Stores	1,800	+1.5	+0.4	+0.2	0.6	<1
Other Retailers	10,664	+7.3	+0.0	+0.1	0.3	<1
Education	139,359	+9.0%	+1.5%	+1.5%	\$21.7	7%
K-12	134,381	+1.9	+0.7	+0.8	12.1	4
College & University	4,978	+14.9	+2.2	+2.0	9.7	3
Business and Industry	16,806	+11.0%	+0.2%	-0.1%	\$5.6	2%
Office/White Collar	8,422	+6.1	+0.4	+0.1	1.7	<1
Manufacturing/Warehouse	8,384	+12.3	+0.2	-0.1	4.5	1
Travel & Leisure	159,583	+12.1%	+2.8%	+2.0%	\$26.2	8%
Recreation	83,267	+17.1	+2.5	+1.9	9.2	3
Lodging	73,940	+9.4	+3.1	+2.2	15.4	5

ASMI Operator Dollar Spend
For Every \$1 ASMI Spends
The avg. marketing \$ chains spend=\$114

1:114

