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

- ALASKA COLLECTION
- Jason's deli
- Bob Evans
- Popeyes
- KWIK TRIP
- Crabby Mike's
- Pacific Catch
- First Watch
- Wahoo's
- Cooper's Hawk
Kwik Trip

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**Instagram Story**

*It's Friday, Folks! Pick up a Fish Sandwich today for $1.99. 🍔*

**Push Message**

*Introducing the Kwik Trip Fish Sandwich!*

**Email**

*Fridays Only*

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

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

Flounder Fish Sandwich

Order & Earn 200 Bonus Points Now to Redeem For Free Fries Later!
Popeyes.com or the app
Pacific Catch

FEATURED ENTREE

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

33

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 essential acids that the body can’t produce by itself.

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

GET OUR NEW ALASKA HALIBUT WHILE YOU CAN!

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

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 Tostones Baja tacos on 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

[Map of Alaska and Ocean]
Taco John Radio Commercial

NEW ALASKA FLOUNDER FISH TACOS

LIMITED TIME ONLY

taco john's
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 😊

It is sustainable and delectable.

You’ll go WILD for it.

3/16/23 VIF Campaign – 1

PUSH NOTIFICATION

Reel in the savings 🎣

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

3 pc FISH & FRIES

WILD CAUGHT ALASKAN POLLOCK

ALASKA SEAFOOD

Wild, Natural & Sustainable
Freddy’s Frozen Custard and Steakburgers

Now using Alaska Flounder
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.
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.
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
Distributor Promotions

[Image of Sysco logo: At the heart of food and service]
Discover Alaska Seafood

Alaska Seafood Delivers a Sea of Success
There is no time like the present to choose seafood from Alaska. From salmon to wild Gulf fish, there's something perfect for every menu.

Features:
- Non-GMO
- RS200
- Lab tested
- Labor of love
- Environmentally responsible

Benefits:
- Carpeted management and certification processes
- Sustainable harvest of certain salmon, halibut, sole, and shrimp
- Environmental responsibility

Increase your profits with Alaska Seafood

Sea your profits grow brochure

Learn More About Alaska Seafood

Sustainability and Alaska Seafood

ASMI & Sysco Brand seafood brings all the benefits & flavors to the Alaska Seafood season.

Hooked on Seafood Toolkit

Improve your menu with Alaska Seafood

With Alaska seafood, enjoy a healthy diet with superior flavor & texture. At restaurants, the power of the Alaska Seafood brand is proven to increase seafood sales, as chefs repeatedly show that they are more likely to order a dish with the term "Alaska" on the Alaska Seafood logo on the menu. Become an ASMI partner to gain access to the Alaska seafood logo and brand guide in your menu and marketing materials.
Foodie Magazine Relaunch: 2023

Seafood Edition with Alaska Seafood mention

Calculate Your Savings

Don’t waste time and money breaking down whole salmon or fish yourself—use 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, and then to produce the portion from the whole fish. Whole fish price per pound x 2 = final portion cost

Fillet to a 6-ounce portion: Calculate the true cost before factoring in labor and time to produce the portion. Determine salmon filet price per pound x 1.25 = final portion cost

Mediterranean Whitfish with Cheesy Polenta and Bacon

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 Arctic Cod or Haddock, then you can easily substitute Portico Alaska Pollock in its place. Once you grasp which species are interchangeable you can better make sound purchasing decisions.
Samuels Seafood
US Foods
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%
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
<table>
<thead>
<tr>
<th>Segment</th>
<th>Units</th>
<th>2022 Actual Growth</th>
<th>2023 Projected Growth</th>
<th>2024 Projected Growth</th>
<th>2024 Operator Spend ($M)</th>
<th>Operator Share of Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>1,538,709</td>
<td>+5.1%</td>
<td>+0.1%</td>
<td>+0.2%</td>
<td>$312.9</td>
<td>100%</td>
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<tr>
<td>Restaurants</td>
<td>837,365</td>
<td>+3.9%</td>
<td>-0.1%</td>
<td>-0.3%</td>
<td>$184.3</td>
<td>59%</td>
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<td>Quick Service Restaurants</td>
<td>377,649</td>
<td>+3.6%</td>
<td>-0.1%</td>
<td>-0.2%</td>
<td>$81.1</td>
<td>26%</td>
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<td>Fast Casual</td>
<td>98,156</td>
<td>+1.5%</td>
<td>-0.8%</td>
<td>-0.2%</td>
<td>$21.5</td>
<td>7%</td>
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<tr>
<td>Midscale</td>
<td>114,396</td>
<td>+0.2%</td>
<td>-2.2%</td>
<td>-1.7%</td>
<td>$20.3</td>
<td>6%</td>
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<td>Casual Dining</td>
<td>218,295</td>
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<td>-0.9%</td>
<td>-0.6%</td>
<td>$56.6</td>
<td>18%</td>
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<td>Fine Dining</td>
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<td>+11.0%</td>
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<td>+0.3%</td>
<td>$3.3</td>
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<tr>
<td>Food Truck</td>
<td>20,728</td>
<td>+4.0%</td>
<td>+0.4%</td>
<td>+0.8%</td>
<td>$0.6</td>
<td>1%</td>
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<tr>
<td>Ghost/Virtual Restaurants</td>
<td>662</td>
<td>+45.0%</td>
<td>-9.0%</td>
<td>+1.0%</td>
<td>$0.8</td>
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<td>Retail Foodservice</td>
<td>269,467</td>
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<td>+0.4%</td>
<td>+0.6%</td>
<td>$44.7</td>
<td>14%</td>
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<td>Supermarkets/Grocers</td>
<td>102,270</td>
<td>+1.7%</td>
<td>+0.4%</td>
<td>+0.6%</td>
<td>$25.9</td>
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<tr>
<td>Convenience Stores</td>
<td>157,178</td>
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<td>+0.5%</td>
<td>+0.6%</td>
<td>$17.9</td>
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<td>Club Stores</td>
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<td>+0.2%</td>
<td>$1.7</td>
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<td>Other Retailers</td>
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<td>+0.1%</td>
<td>$0.3</td>
<td>1%</td>
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<td>Education</td>
<td>139,359</td>
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<td>+1.5%</td>
<td>+1.5%</td>
<td>$21.7</td>
<td>7%</td>
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<td>K-12</td>
<td>134,381</td>
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<td>+0.7%</td>
<td>+0.8%</td>
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<td>+2.0%</td>
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<td>Business and Industry</td>
<td>16,806</td>
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<td>-0.2%</td>
<td>-0.1%</td>
<td>$5.6</td>
<td>2%</td>
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<td>Office/White Collar</td>
<td>8,422</td>
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<td>+0.4%</td>
<td>+0.1%</td>
<td>$1.2</td>
<td>1%</td>
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<tr>
<td>Manufacturing/Warehouse</td>
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<td>-0.2%</td>
<td>-0.1%</td>
<td>$4.5</td>
<td>1%</td>
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<tr>
<td>Travel &amp; Leisure</td>
<td>159,583</td>
<td>+12.1%</td>
<td>+2.8%</td>
<td>+2.0%</td>
<td>$26.2</td>
<td>8%</td>
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<tr>
<td>Recreation</td>
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<td>+17.1%</td>
<td>+2.5%</td>
<td>+1.9%</td>
<td>$9.2</td>
<td>3%</td>
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<td>Lodging</td>
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<td>+9.4%</td>
<td>+2.1%</td>
<td>+2.2%</td>
<td>$15.4</td>
<td>5%</td>
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</tbody>
</table>
ASMI Operator Dollar Spend

For Every $1 ASMI Spends
The avg. marketing $ chains spend=$114

1:114