



To: Alaska Seafood Marketing Institute (ASMI) Board of Directors

Date: May 29, 2026

From: Megan Rider, Domestic Marketing Director
 Leah Krafft, Domestic Marketing Manager
 Amy Dukes, Marketing Specialist
 Sarah Wallace, Marketing Specialist
 Margie Sherman, Marketing Specialist

RE: FY27 Proposed Program Budget

	FY26	FY27	
Foodservice	Budget	Proposed Budget	Difference
Program Operations (Staff) +Travel	\$451,000	\$456,500	\$5,500
Marketing Operations (Reps)	\$227,500	\$237,500	\$10,000
Operator Promotions	\$275,000	\$375,000	\$100,000
Distributor Promotions	\$275,000	\$305,000	\$30,000
Tradeshows and Conferences	\$277,500	\$201,000	-\$76,500
Trade Support	\$249,000	\$200,000	-\$49,000
Trade Advertising	\$145,000	\$50,000	-\$95,000
Total	\$1,900,000	\$1,825,000	-\$75,000

Foodservice:

The Alaska Seafood Marketing Institute (ASMI) Foodservice program spans both commercial (restaurant operators) and noncommercial segments (colleges & universities, healthcare, and distributors) across the U.S. and Canada—key channels for driving volume and influencing menu adoption at scale.

The foodservice industry continues to demonstrate resilience, with projected growth supported by steady consumer demand for dining experiences. However, this growth is occurring within a high-cost operating environment. While inflation has moderated from peak levels, operators continue to face sustained pressure from elevated food, labor, and logistics costs. As a result, menu prices remain elevated, and operators are managing tighter, more efficient menus to protect margins.

Traffic trends have stabilized with modest gains, but consumers remain increasingly value-conscious—balancing dining out with at-home occasions. This dynamic places greater emphasis on ingredients that can deliver both **menu differentiation and perceived value**, creating a strong opportunity for Alaska seafood.

Seafood is uniquely positioned within this environment. It aligns with top consumer priorities including health, quality, and flavor, while also offering operators versatility across menu formats. ASMI is strategically prioritizing fast casual and emerging chain segments, where menu innovation, health-forward positioning, and scalability intersect. This segment continues to present one of the strongest opportunities for expanded penetration of Alaska seafood.

At the premium end of the market, ASMI’s revitalized fine-dining strategy—anchored by the Alaska Seafood Culinary Alliance—leverages influential chefs to elevate brand equity, generate earned media, and reinforce Alaska seafood’s premium positioning. Fine dining continues to serve as a critical “halo channel,” shaping broader consumer perception and downstream menu adoption.

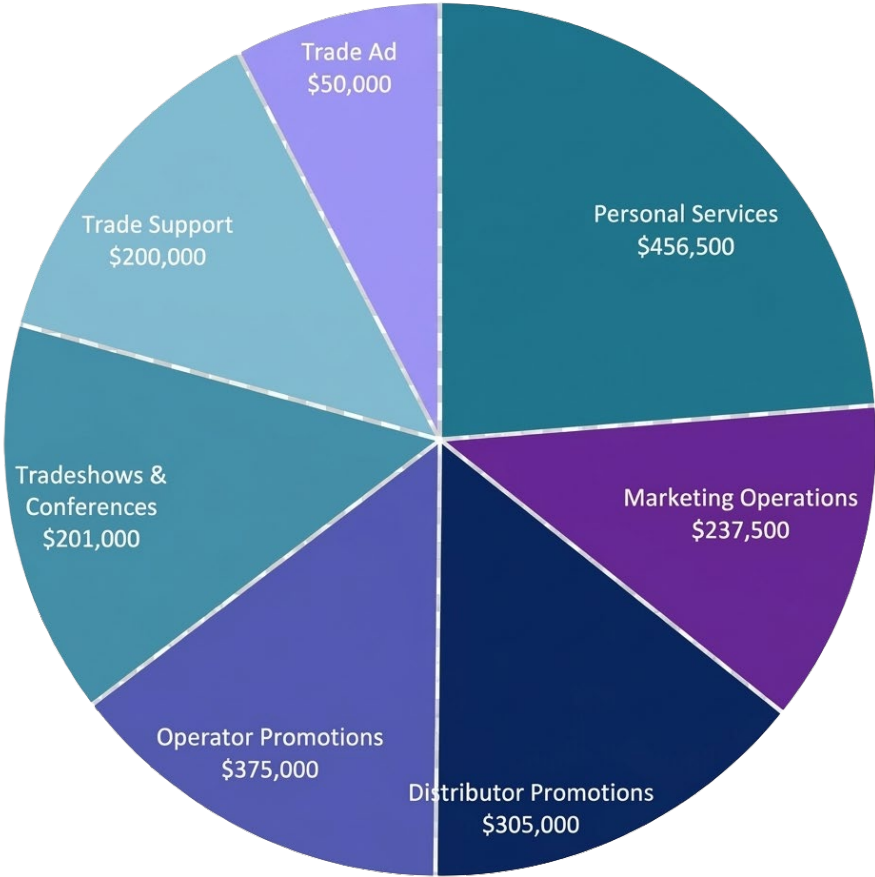
Importantly, distributor and operator partnerships remain central to success. Strengthening these relationships ensures Alaska seafood maintains visibility and preference throughout the supply chain, particularly as operators consolidate purchasing decisions and seek trusted, high-quality suppliers.

Given the scale of the U.S. foodservice industry and its continued growth trajectory, sustained investment is essential. The proposed increases—particularly in program operations and trade support—are directly aligned with:

- Expanding industry engagement
- Supporting operator adoption through product, training, and content
- Offsetting rising costs associated with logistics, events, and execution

These investments ensure ASMI remains competitive and continues to drive measurable demand for Alaska seafood across the foodservice channel.

Foodservice FY27 Budget Breakdown:



	<u>FY26 Budget</u>	<u>FY27 Budget</u>
<u>Total Foodservice Budget:</u>	\$1,900,000	\$1,825,000
<u>PROGRAM OPERATIONS:</u>	\$451,000	\$456,500

↑\$5,500 recommended

(Salary and benefits funding determined by ASMI Fiscal)

Budget salary level slight increase reflects addition of a position, as well as salary steps.

This category funds 50% of the Domestic Marketing Director,(Megan Rider), 100% of the Domestic Marketing Manager (Leah Krafft), 50% of the Marketing Specialist (Sarah Wallace) and 33.5% of Marketing Specialist (Margie Sherman).

MARKETING OPERATIONS: \$227,500 \$237,500
↑\$10,000 recommended

This category funds Foodservice Marketing Representatives and all of their travel and expenses. These representatives include 100% National Accounts Representative (Jann Dickerson), and 50% Marketing Consultant (Tricia Sanguinetti).

OPERATOR PROMOTIONS: \$275,000 \$375,000
↑\$100,000 recommended

This category covers customized national restaurant account promotions, which have been effective in expanding menu visibility of Alaska seafood. This program has been important in supporting species that need help in the marketplace as well as creating demand for all Alaska seafood. Furthermore, this space is key for creating Alaska seafood logo recognition to a very broad audience of consumers.

DISTRIBUTOR PROMOTIONS: \$275,000 \$305,000
↑\$30,000 recommended

ASMI works with the top distributors in the U.S. to generate increased demand for all species of Alaska seafood. The majority of distributor promotions involve the sales of frozen Alaska seafood items into all foodservice segments. Distributors are a critical link in the foodservice sales path because they sell to chain accounts, foodservice management companies, and independent operators. Through these promotions, the domestic team has been successful in partnering with distributors at the corporate level to facilitate the growth of the Alaska seafood brand. Target segments include:

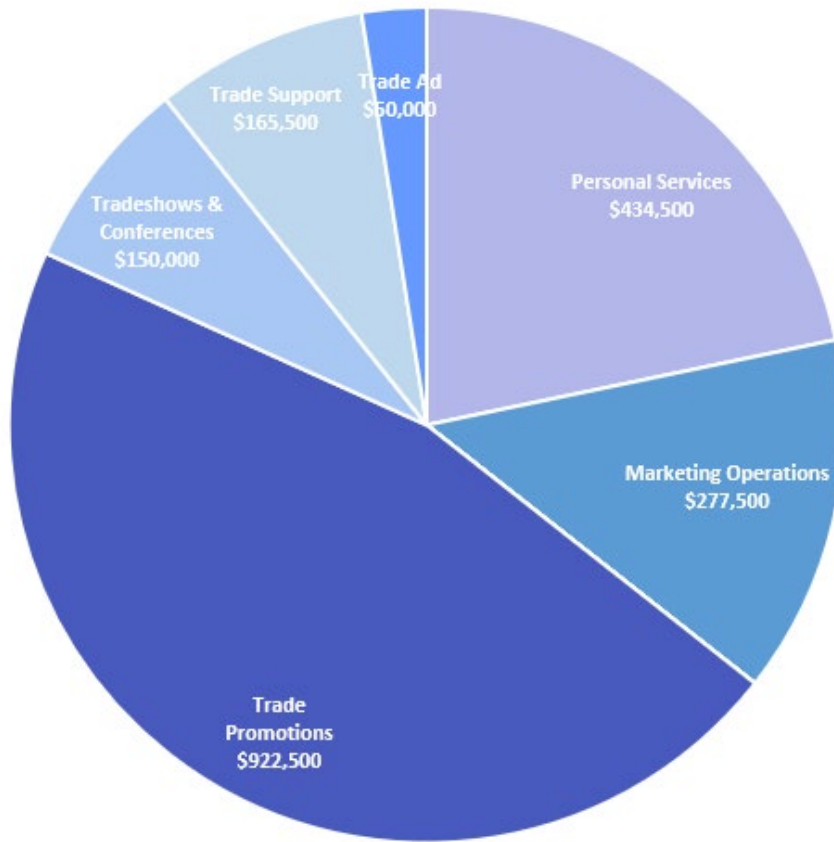
- Top broadline distributors
- Seafood specialty distributors
- Sushi kiosks at grocery (foodservice at retail)

TRADESHOWS and CONFERENCES: \$277,500 \$201,000
↓\$76,500 recommended

↓\$95,000 recommended

Foodservice trade advertising is used to strengthen brand awareness and communicate key attributes about Alaska Seafood to operators and distributors. The foodservice media plan will be digital, as well as print in reputable trade magazines such as Plate Magazine, Restaurant Dive, and Flavor in the Menu.

RE: FY27 Proposed Retail Program Budget



	FY26	FY27	
Retail	Budget	Proposed Budget	Difference
Program Operations (Staff)+Travel	\$406,000	\$434,500	\$28,500

Marketing Operations (Reps)	\$272,500	\$277,500	+\$5,000
Special Projects	\$187,000	\$0	Eliminate Line
Trade Promotions	\$711,000	\$922,500	+\$211,500
Tradeshows and Conferences	\$150,000	\$150,000	\$0
Trade Support	\$113,500	\$165,500	\$52,000
Trade Advertising	\$160,000	\$50,000	-\$110,000
Total	\$2,000,000	\$2,000,000	\$0

Retail:

Retail FY26 Budget Breakdown:

The ASMI retail program spans the U.S. and Canada, supporting more than 36,000 retail units through integrated in-store and digital initiatives. The program is designed to influence purchase decisions across the full shopper journey—from inspiration to conversion—within an increasingly omnichannel environment.

The retail landscape remains stable but highly competitive. While inflation has moderated, price sensitivity continues to shape consumer behavior. Shoppers are more deliberate in their spending, actively seeking value through promotions, private label comparisons, and digital coupons. At the same time, retailers are balancing margin pressures with the need to maintain traffic and basket size.

A defining shift in the retail environment is the normalization of omnichannel shopping behavior. Consumers are seamlessly blending in-store and online experiences, using digital tools to plan, evaluate, and purchase. While the majority of transactions still occur in-store, digital engagement has become a critical driver of influence and conversion.

ASMI’s strategy directly reflects this shift. Investments in ecommerce, shoppable media, and digital partnerships enable Alaska seafood to reach consumers at high-intent moments and convert demand more efficiently. These capabilities are particularly important in overcoming historical limitations such as “clean store” policies, allowing ASMI to deliver brand messaging and product visibility in new ways.

At the same time, traditional retail partnerships remain essential. In-store promotions, merchandising, and retailer-specific activations continue to play a critical role in driving volume—particularly for frozen Alaska seafood, which remains a core category with strong alignment to at-home consumption trends.

Seafood overall continues to face category headwinds, including pricing pressure and competition from other proteins. This reinforces the importance of active demand generation, rather than passive presence at shelf. ASMI’s expanded investment in trade promotions directly addresses this need—supporting movement of key species, particularly in the face of increased supply.

The significant increase in trade promotions reflects a strategic response to market conditions, including:

- Anticipated higher or lower harvest volumes
- Increased retailer participation and demand for promotional support
- The need to remain competitive within a promotion-driven retail environment

At the same time, the reduction in trade support reflects a normalization following prior investments in point-of-sale materials and asset development, allowing for more efficient allocation of resources without compromising program effectiveness.

Overall, the retail program is structured to meet the realities of today’s market—prioritizing omnichannel engagement, value-driven activation, and strong retail partnerships to ensure Alaska seafood remains competitive and top-of-mind with consumers.

	<u>FY26 Budget</u>	<u>FY27 Budget</u>
Total Retail Budget:	\$2,000,000	\$2,000,000
<u>PROGRAM OPERATIONS:</u>	\$406,000	\$434,500

↑\$28,500 recommended
(Salary and benefits funding determined by ASMI Fiscal)

Budget salary levels are increased due to additional position and annual salary steps.

This category funds 50% of Domestic Marketing Director (Megan Rider), 100% of Marketing Specialist (Amy Dukes), 50% of Marketing Specialist (Sarah Wallace) and 33.5% of Marketing Specialist (Margie Sherman).

<u>MARKETING OPERATIONS:</u>	\$272,500	\$277,500
↑\$5,000 recommended		

↓\$110,000 recommended

ASMI is currently executing a combination of digital and print ads in reputable magazines such as Progressive Grocer, Grocery Business, FMI Daily Lead, Grocery Dive, and others.