DATE: Spring Budget Meeting May 12, 2022
TO: ASMI Board of Directors
FROM: Megan Rider, Domestic Marketing Director
SUBJECT: Domestic Board Report

Retail:

The ASMI retail program covers the U.S. domestic market, as well as Canada partnering with over 36,000 units currently. ASMI reaches out to retail headquarters/divisions throughout the year offering promotion assistance, training and POS material. It is important for Alaska seafood brands to be visible in those stores and in the digital space through retail media and ecommerce to provide consumers with a multichannel experience, reaching them at all consumer touchpoints with consistent messaging to build brand trust.

The retail sector has evolved with rapid and unprecedented speed and growth over the course of the last couple of years due to the global pandemic amongst other factors.

Currently, there are many moving parts affecting the U.S. retail sector to include the conflict in Ukraine, record inflation, labor shortages and supply chain logistical issues. According to IRI, inflation is likely to boost dollar sales while pressuring unit and volume sales. Online shopping is balancing out with around 5% of consumers buying all their groceries online, while 67% buy all groceries in store. The remaining 28% have adopted a hybrid system in which they purchase some items online and in-store. This is expected to continue as more and more retailers are embracing the digital age and integrated mechanisms associated with it.

Both brick and mortar and ecommerce grocery have thrived during the height of the pandemic and continue to do so. This has been a boon for certain categories such as frozen, fresh, and shelf stable canned. The ASMI team has shifted its marketing efforts to accommodate this quickly evolving retail landscape with omnichannel commerce becoming a larger force. The team has tapped into creative ways to capitalize on this marketing integration to reach the consumer on and offline at various touch points. As the post-pandemic era is looming, we are embracing this new normal by ensuring that we are focusing not just on in-store carts and shopper experiences, but also smart carts and other digital solutions.

As the lion’s share of the wild, Alaska seafood product the ASMI team promotes is in the frozen category it is especially noteworthy that current sales growth according to IRI was supported by all areas within the frozen category. The biggest sales boosts came from frozen meat/poultry/seafood. In frozen animal protein, seafood had the highest sales. This continues to be an area of focus as the challenge continues and remains to get new consumers in the category, as well as keep the existing new consumers in the category.
We have aggressively ventured into the ecommerce space in a dynamic and robust fashion working with various partners such as Fulton Fish Market, Target, ShopRite, Whole Foods, Walmart, Instacart, Lidl, Aldi, and more!

**Budget Memo**

To: ASMI Board of Directors  
Date: May 12, 2022  
From: Megan Rider, Domestic Marketing Director, Amy Dukes, Retail Marketing Coordinator  
RE: FY23 Proposed Retail Program Budget

<table>
<thead>
<tr>
<th></th>
<th>FY22</th>
<th>FY23</th>
<th>Difference</th>
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<tbody>
<tr>
<td>Retail Program Operations (Staff) + travel</td>
<td>$286,000</td>
<td>$273,000</td>
<td>($13,000)</td>
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<tr>
<td>Marketing Operations (Reps)</td>
<td>$226,000</td>
<td>$226,000</td>
<td>$0</td>
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<tr>
<td>Special Projects/Co-op Promos</td>
<td>$450,000</td>
<td>$600,000</td>
<td>$150,000</td>
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<tr>
<td>Trade Promos</td>
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<td>$0</td>
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<tr>
<td>Trade Shows &amp; Conferences</td>
<td>$200,000</td>
<td>$100,000</td>
<td>($100,000)</td>
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<tr>
<td>Trade Support</td>
<td>$183,100</td>
<td>$736,000</td>
<td>$552,900</td>
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<tr>
<td>Trade Advertising</td>
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<td>$0</td>
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<tr>
<td>ARPA Funds</td>
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<td>$0</td>
<td>$0</td>
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<tr>
<td>Total</td>
<td>$2,880,100</td>
<td>$2,500,000</td>
<td>$380,100</td>
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</tbody>
</table>

**Retail FY23 Budget Breakdown by Percentage:**
Total Retail Budget: $2,880,100

**PROGRAM OPERATIONS:**

- Personnel + Travel: $286,000
- Travel: $30,000

**FY23 Budget**

- Total Retail Budget: $2,500,000
- PROGRAM OPERATIONS: $303,000
- Personnel + Travel: $303,000

↑$17,000 (*Salary and benefits funding determined by ASMI Fiscal*)

*Budget salary levels are increased due to annual State of Alaska step increases.*
This category funds 50% of the Domestic Marketing Director (Megan Rider), 100% of the Retail Marketing Coordinator (Amy Dukes) and 50% of the Domestic Marketing Assistant (vacant), plus all travel expenses for staff members.

**MARKETING OPERATIONS:** $226,000
No change recommended

100% Marketing Representative (Mark Jones), 33% Marketing Consultant (Tricia Sanguinetti). Both Tricia and Mark have been integral and critical to the success of the Domestic program.

**SPECIAL PROJECTS /CO-OP PROMOS:** $450,000
$600,000
↑ $150,000 recommended

*Increase reflects expanding presence in online shoppable space as content is king. This has been a critical mechanism to reach consumers directly.*

Alaska Seafood coupons and co-op coupon promotions are funded in this category, as well as ecommerce shoppable recipes.

**TRADE PROMOTIONS:** $375,000
$375,000
No change recommended

In-store promotions, demos, merchandising contests, and custom point-of-sale materials. We are enjoying increased participation from retailers in the United States and Canada.

**TRADE SHOWS and CONFERENCES:** $200,000
$100,000
↓ $100,000 recommended

*Decrease due to the fact that there are less opportunities in the retail space in terms of trade shows and conferences that are a worthy investment.*

Key to building new partnerships, strengthening existing relationships, launching or amplifying new marketing campaigns, staying up-to-date with industry, and on top of trade trends.

**Yearly:**
Seafood Expo North America (SENA)
Retail Dieticians Business Alliance
Grocery Shop

**TRADE SUPPORT:** $183,100
$736,000
↑ $552,900 recommended

*Increase result of massive point-of-sale overhaul and refresh. The printing and distribution will happen with the lion’s share of our retail partners, thus, we are anticipating printing, shipping, and fulfillment costs.*

Also includes recipe development, photography/video production, research, POS development/reprints, storage and fulfillment costs, website updates, and seafood product for display and PR events.
TRADE ADVERTISING: $160,000 $160,000
No change recommended

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

RETAIL SPECIAL PROJECTS/CO-OP PROMOTIONS

Costco Quick and Easy Video
ASMI is partnering with Costco to produce a Quick & Easy recipe video featuring Alaska Pachanga Cod Tacos with Lime Sriracha Crema with one of Costco’s famed celebrity chef executing the recipes. The ASMI logo will be prominently displayed. In conjunction with this demo, a Facebook story will play across Costco’s social channels. This video will be released on Cinco De Mayo.

Ibotta Campaign
ASMI launched a digital national Ibotta coupon in February 2022 offering $1 off any brand of frozen or canned Alaska seafood for any variety of any size. The offer featured a spicy Alaska fish taco bowl recipe and ad banners for Publix, Whole Foods, and Albertsons. At the end of the month, due to great successes in sales lift - ASMI extended the promotion through the beginning of March offering $.50 off all Alaska seafood products.

Over 18,195,690 impressions were garnered. The overall redemption rate was 23.6% which is nearly 8 points higher than the benchmark. On average, nearly 9,000 units were moved daily. The best performing retailers participating were Walmart, Kroger, Aldi, and Publix.

The follow-on analysis showed that there was a 50% follow-on purchasers (organic purchasers without a coupon), 26% follow-on new purchasers and 2.65 average follow-on units purchased per trip after the promotion ran.
Serious Eats/Dotdash

ASMI partnered with Dotdash to promote Alaska seafood using Relish integration to create shoppable recipes promoted on Serious Eats website. This promotion included a custom recipe story, a custom recipe roundup story, and two custom shoppable smart module ad units. The new bowl recipe collection was featured for a new year, new you campaign with the healthful, delicious dishes.

The campaign resulted in 2.13 million impressions and 208k bonus impressions. Many of the recipes performed well above the benchmarks to include the Miso Alaska Sole Noodle Bowl which kept consumers on the page viewing it 30 seconds longer than average. The shoppable elements of the campaign also saw engagement rates exceeding benchmarks, showing strong purchase intent from readers. The smart modules had a conversion rate to retailer 10x higher than the benchmark.

The best performing retailers were Instacart, Walmart, Sam’s Club and Amazon Fresh.
Chicory
ASMI launched a digital campaign with Chicory to support Alaska seafood products at Whole Foods during January and February of 2022. The campaign aimed to drive traffic to the Whole Foods product pages targeting salmon (frozen, canned and smoked), cod, pollock, and halibut.

Nearly 7,500,000 impressions were garnered during the flight dates with nearly 20,000 clicks. The click-through-rate was 0.27% (with an average CTR of 0.14%).

The audience units had a really strong performance with highest engagement having a CTR of 0.25% (the benchmark is 0.04 – 0.07%).

The Alaska seafood products saw $21 million dollars in total sales during the campaign with Return on Assets (ROA) of $7.70 across Whole Foods stores.

Overall, the campaign performance far exceeded benchmarks with an average of .27% higher.
Instacart
ASMI executed a campaign promoting frozen Alaska seafood across the Instacart platform beginning in the end of 2021 into spring of 2022. ASMI aimed to increase brand awareness through the Instacart platform, and the campaign was successful with over 1,600,000 impressions and a 5.2x ROA. Brand awareness steadily increased throughout the campaign peaking at an average around 300 clicks a day throughout February and March.

Food52
In conjunction with the #AlaskaSeafoodHacks campaign, a shoppable recipe collaboration with Food52 entitled, “Dinner’s Off the Hook,” was executed. Food52 is a dynamic community of 13,000 gourmards, culinarians and at home chefs. Featured were several recipes hacks - the collection included a DIY Wild Alaska Canned Salmon Roll, Alaska Sole with White Beans and Garlicky Greens, Herby Coconut Poached Alaska Rockfish, Slow-Roasted Alaska Halibut with Citrus and Smashed Olives, Gochujang-Marinated Alaska Sablefish with Shiitakes and Sheet-Pan Breaded Alaska Cod with Sweet Potato Wedges.
Rosauers featured a variety of Alaska seafood species to celebrate National Seafood Month this past October, such as Alaska halibut, sockeye salmon, cod, and crab. The promotions included printed ads and TPR’s as well as social media spotlights on Alaska seafood products. Each store highlighted Alaska seafood in service cases by featuring the Alaska seafood logo and signage. Some locations also drew attention to the Alaska seafood cases using the beloved stand-up Alaska Seafood bear.
• **HyVee**  
ASMI’s partnership with retail partner HyVee resulted in another successful Codfest across HyVee’s 280 locations. The retailer amplified wild Alaska cod with enticing in-case displays and multiple point of sale materials, including clings, danglers, banners, posters, and fact sheets highlighting the numerous health benefits of wild Alaska cod. HyVee also promoted retail dietician recommendations for incorporating at least two servings of fish every week, highlighted in a striking display along with delicious cod loin samples and Alaska Seafood recipe cards.

• **PCC**  
ASMI partnered with PCC Community Markets during National Seafood Month to promote multiple species of Alaska seafood across 15 stores throughout October. The retailer featured products in-store using ASMI point of sale materials such as clings, danglers, and banners celebrating Alaska Seafood as the “best catch.” In addition to in-store promotions, PCC Community Markets also offered digital promotions using e-newsletters to highlight multiple Alaska species such as sockeye, halibut, scallops, cod, and king crab. The newsletters also emphasized Alaska’s sustainable and responsibly managed fisheries as well as the fresh and bold flavors of Alaska seafood.
• **Big Y**
Big Y promoted Alaska surimi, cod, smoked salmon, and frozen salmon across stores throughout October seafood month. Promotions included using the ASMI logo in ads, advertising sustainability online, in print, and in stores. Additionally, ASMI content and assets were used to produce a custom landing page with a Facebook ad, an email feature, and a custom recipe video also with a Facebook ad.

• **Costco Wholesale Midwest and West Coast**
ASMI partnered with Costco Wholesale beginning in September 2021 through May 2022 to promote refreshed Alaska salmon, cod, halibut, and sablefish. Costco placed Alaska Seafood Country of Origin stickers provided by ASMI on packages of included items across approximately 250 locations on the West Coast and Midwest. Additionally, Costco built case displays of refreshed Alaska cod during the promotion period.

• **Harris Teeter**
Harris Teeter participated in National Seafood Month promoting Alaska salmon, halibut, and pollock across 235 stores. Promotions included sales and merchandising contests, ASMI POS displays, and 4 weeks of Ads throughout the month.
• **New Seasons**  
New Seasons promoted Alaska coho salmon, sockeye salmon, and halibut during October National Seafood Month. Promotions included Alaska seafood call outs using the ASMI logo and case displays featuring Alaska seafood POS materials provided by ASMI.

• **Lunds & Byerlys (The Fish Guys)**  
Lund and Byerlys participated in National Seafood Month by promoting Alaska salmon, crab and halibut. Promotions included using the Alaska Seafood logo in ads, as well building case displays for Alaska seafood.

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**Winter 2021/2022**

• **Kroger Chef Demos**  
ASMI has partnered with Kroger Houston, Dallas and Atlanta in collaboration with 1000 Stories Wines to bring back chef demos for promoting Alaska seafood. Chefs across locations will perform in-store demos to promote wild Alaska salmon recipes accompanied by 1000 Stories Wine pairings. Demo displays include a wide variety of Alaska seafood promotional materials such as signs, posters, Alaska seafood logo banners, recipe cards, and the stand-up Alaska seafood bear.
• **Save-On-Foods**
  ASMI retail kicked off the new year in Canada by partnering with Save on Foods to promote Alaska seafood across 170 stores throughout January. The retailer featured Alaska seafood products such as Alaska sockeye, cod, and smoked salmon in their weekly digital ads. Save-On-Foods also showcased an array of promotional materials provided by ASMI in addition to their own exciting display’s such as giant shining salmon balloons, salmon cutouts, and fishing nets.

  ![Image of Alaska seafood display at Save-On-Foods](image1)

  ![Image of Alaska seafood display at Save-On-Foods](image2)

  ![Image of Alaska seafood display at Save-On-Foods](image3)

**Spring/Lent 2022**

• **Harris Teeter**
  ASMI partnered with retailer Harris Teeter over Lent to promote Alaska pollock (surimi), halibut, and salmon in 265 locations. The retailer displayed Alaska Seafood POS materials in store and executed a company-wide Alaska seafood sales and display contest. Alaska seafood was displayed in the service, self-service, and frozen bunkers throughout Lent.

  ![Image of Alaska seafood display at Harris Teeter](image4)

  ![Image of Alaska seafood display at Harris Teeter](image5)

• **Giant Eagle**
Giant Eagle promoted Alaska salmon, cod, smoked sockeye salmon and pollock at 225 locations during the 2022 Lent season. Promotions included the ASMI logo in ads, a company-wide sales and display contest, and in store Alaska seafood signage.

- **Hannaford Bros**
  Hannaford Bros partnered with ASMI during April of 2022 to promote Alaska pollock, Alaska surimi, sockeye salmon, cod, and smoked sockeye salmon. Promotions included advertising the included products in a designated extra page at 189 Hannaford Bros stores with the ASMI logo, in addition to producing in store and digital flyers, and in store signage.

- **QFC**
  QFC promoted Alaska whitefish, salmon, crab, and halibut during the 2022 Lent season. QFC advertised Alaska Seafood at all stores and partnered with St. Michelle Wines for Wine Displays in the Seafood Dept. QFC displayed and distributed Alaska Seafood Recipes, 100% Delicious POS, and sustainability information in stores throughout Lent in addition to promoting the health benefits of Alaska seafood products.

- **Raley’s**
  ASMI is partnering with Raley’s stores to promote Alaska halibut, cod, and salmon April-June 2022. Raley’s will promote Alaska seafood by distributing and displaying recipes, POS materials, sustainability and health information throughout stores. Raley’s will also post Alaska seafood content through their social media platforms during the partnership. Additionally, the retailer will promote Alaska seafood at the grand opening of a new location in Roseville the last week of May.

- **Rosauers Supermarkets**
  ASMI also partnered with Rosauers again during Lent 2022 to promote Alaska cod, halibut, salmon, rockfish, scallops and crab. For this promotion, Rosauers created and merchandised an Alaska seafood section in the service seafood case to call out Alaska seafood using the ASMI logo and messaging. The retailer also created in store signage, posted Alaska seafood content to social channels, and promoted the health benefits of Alaska seafood.

- **Albertsons**
  Albertsons promoted Alaska seafood including Alaska salmon, smoked sockeye salmon, cod, and surimi across 2252 stores during Lent 2022. Promotions included merchandising products in frozen bunkers and glass door cases, use of the Alaska seafood logo in ads, and a company-wide Alaska Seafood sales contest. ASMI offered custom POS kits with salmon, pollock and cod clings, danglers and rail strips to participating locations.
• **HEB**
  HEB is partnering with ASMI to promote Alaska salmon products in the late spring and early summer season. Promotions will include a featured recipe from the #AlaskaSeafoodHacks campaign, *DIY Alaska Salmon Hand Rolls*, as well as promotion across social channels and advertisements in the meat and seafood category.

• **Kroger Atlanta & Kroger Texas**
  Kroger Atlanta and Kroger Texas are both participating in Alaska seafood promotion in partnership with Fetzer Winer and The Wine Group. Promotions include 150 three-hour chef cooking demonstrations featuring wild Alaska salmon and whitefish in each region. Chefs will use Alaska seafood displays and will distribute POS materials, as well as health and sustainability information provided by ASMI.

**RETAIL TRADE SHOWS & CONFERENCES**

• **Seafood Expo North America (SENA)**
  After a two year hiatus due to Covid-19, ASMI attended the 2022 SENA show featuring a brand new Alaska Seafood booth. The domestic retail team was able to attend and host meeting for retailers and seafood industry as well as make and grow connections for future partnerships.
**RDBA Virtual Expo 2022**
The Alaska Seafood Marketing Institute participated as a sponsor in the 2022 Retail Dietitian Business Alliance (RDBA) Virtual Expo. Throughout the expo, ASMI's retail team conducted one-on-one meetings with retail dietitians from grocers across the country, and hosted a virtual expo booth to answer questions and connect RDs to Alaska Seafood resources. ASMI also hosted a virtual cook-along with Chef Barton Seaver which had a great turnout with over 90 RD's participating and engaging in the comment section. This event allowed the ASMI team to create connections for future promotions with RDs and educate about the endless benefits of wild and sustainable Alaska Seafood.
RETAIL TRADE SUPPORT

- **POS Refresh**
  ASMI support promotions in the retail marketplace with printed materials such as posters, counter cards, clings, danglers, rail strips, and in-ice signs. This year ASMI designed and is in the process of printing a new line of POS. The new POS was promoted during the 2022 Seafood Expo North America as well as during the RDBA Virtual experience and received extremely positive feedback and excitement from retail representatives. The POS is on track to be distributed across the United States beginning in May 2022.
• KP and Unisea
ASMI continues to support the retail marketplace with the previous POS materials in addition to recipe cards, and other miscellaneous materials for events and trade shows. ASMI provides this support through fulfillment warehouse KP and using a frozen seafood inventory.

• IRI Research
ASMI’s Domestic Retail team is working with IRI to generate shopper market basket analysis, which will be used to pursue future promotions and partnerships with retailers, as well as tailor marketing strategies to meet current market needs.

RETAIL TRADE ADVERTISING
Half page ad with Lidl featuring Wild, Alaska seafood.
PROGRESSIVE GROCER

42,491 circulation (Print + Digital Edition), 94% are retailers; 90% decision makers (Store Manager or Higher Titles) 54% own 11 or more stores

Print

- July 2021 Page 64-65 in Seafood feature + Sustainability issue

<table>
<thead>
<tr>
<th>2021</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
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<td><strong>1,973</strong></td>
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Remarketing:

- October: 73,161 impressions, 313 clicks
- November: 74,802 impressions, 372 clicks
- December: 67,899 impressions, 338 clicks
**Animated Infographic with Promotion:**

- Animated Infographic: [https://progressivegrocer.com/alaska-seafood-customers-choose-fish](https://progressivegrocer.com/alaska-seafood-customers-choose-fish)
MORE CONSUMERS ARE CASTING FOR SEAFOOD

Nearly one half of all consumers are trying to increase their seafood consumption.¹

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<thead>
<tr>
<th>Page Views</th>
<th>Content</th>
<th>Pageviews</th>
<th>Pageviews</th>
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<tr>
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<td>The Lure of Seafood</td>
<td>1,969</td>
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Email:

- Sending October 27

Newsletter ad to promote the Animated Infographic:

- Newsletter Mention
Browser Notifications:

- October 19, November 9

### Browser Notifications

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<tr>
<th>Date</th>
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<td>10/19/2021</td>
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<td>11/9/2021</td>
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<td><strong>Totals</strong></td>
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### Emails

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<th>Delivered</th>
<th>Total Opens</th>
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<th>Total Open Rate</th>
<th>Unique Open Rate</th>
<th>Total Clicks</th>
<th>Total Click Rate (% of Opens)</th>
<th>Total Click Rate (% of Delivered)</th>
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<th>Unique Click Rate (% of Opens)</th>
<th>Unique Click Rate (% of Delivered)</th>
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<tbody>
<tr>
<td>PG-ASM(AlaskaSeafood):BONUS-10</td>
<td>10/17/2021</td>
<td>53,231</td>
<td>17,700</td>
<td>12,844</td>
<td>33.25%</td>
<td>24.13%</td>
<td>389</td>
<td>2.15%</td>
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<td>219</td>
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<td>10/14/2021</td>
<td>48,915</td>
<td>17,599</td>
<td>12,496</td>
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<td>25.59%</td>
<td>12</td>
<td>0.07%</td>
<td>0.02%</td>
<td>12</td>
<td>0.10%</td>
<td>0.02%</td>
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<tr>
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<td>20,357</td>
<td>13,853</td>
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<td>28.87%</td>
<td>23</td>
<td>0.11%</td>
<td>0.05%</td>
<td>18</td>
<td>0.13%</td>
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<td>25.97%</td>
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<td>0.03%</td>
<td>0.01%</td>
<td>6</td>
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<td>0.05%</td>
<td>23</td>
<td>0.09%</td>
<td>0.03%</td>
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**Totals**: 102,846, 95,299, 55,340, 34.56%, 24.81%, 352, 1.11%, 0.38%, 234, 0.91%, 0.23%
Website Ads: 300x250 size

- October: 20,000 impressions on progressivegrocer.com

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<th>Size</th>
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<td>ROS</td>
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<td>February 2022</td>
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<td>9</td>
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<td></td>
<td><strong>100,002</strong></td>
<td><strong>60</strong></td>
<td><strong>0.06%</strong></td>
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</tbody>
</table>

Newsletter: Fresh Trends

- Week of 10/14 Sponsored content position and 300x250
USDA Working to Reduce Salmonella Illnesses Linked to Poultry
Gov’t initiative will gather data to determine next steps

How to Keep Cool Amid New Refrigeration Requirements
Standards create opportunities to gain efficiency, reduce climate impacts

Fall Publix Produce for Kids Program Gets Refresh
Campaign raises funds for local Feeding America food banks

SPONSORED
European Authenticity, Austrian Identity
From the high mountains that define Austria’s stunning landscape come some of Europe’s finest cheeses. Watch the video to learn more about the authentic flavor and quality of European cheeses that consumers will love.

Want more fresh insights? We’ve got it covered in this month’s print edition.

Subscribe Now!

• 12/9 – 300x250px
Save Mart Looks to AI to Power Its Fresh Programs
California retailer pilots Afresh's fresh operating system in select stores

Indoor Vertical Farm to Spur Agri-Food Innovation in Canada
Investment and Growth Fund helps GreenLeaf Farms build 74,000-square-foot facility in Calgary

Hy-Vee Rolls Out Seafood Supplier Code of Conduct
Initiative bolsters grocer's pledge to carry sustainable Responsible Choice product

Glow Up your Cheese Case with Tailored Insights and Marketing Support from Emmi Roth
A little shelf space can make a big impression if you want to increase interest and purchase of specialty cheeses. The specialty cheese experts at Emmi Roth share insights into consumer trends and provide innovative ideas for success in your stores.

Local Express Empowers Grocers With ShoptoCook
Upgraded software enables clients to integrate a deli and catering model into in-store media kiosks
Another Wild Year for Animal Protein?

Changing lifestyles and priorities are influencing how consumers shop for meat, poultry.

Indoor Farm Square Roots Reveals Reimagined Branding

New logo and packaging communicate the company's core values.

Multiregional Organic Farm Increases Growing Capacity With Acquisition

Duncan Family Farms acquires New York-based Pedersen Farms.

Albertsons Innovates Salad Bar Concept With European Tech

Picadeli provides turnkey AI-powered fresh food platform that's safe for consumers.
### Email Performance

<table>
<thead>
<tr>
<th>Deployment Name</th>
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<th>Total Clicks</th>
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<th>Total Click Rate (% of Delivered)</th>
<th>Unique Clicks</th>
<th>Unique Click Rate (% of Opens)</th>
<th>Unique Click Rate (% of Delivered)</th>
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<tr>
<td>PG Fresh Trends 1/13/22</td>
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<tr>
<td>PG Specialty Seafood 1/18/22</td>
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<td>26,247</td>
<td>19,453</td>
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<td>248,103</td>
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<td>32.57%</td>
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<td>0.03%</td>
<td>45</td>
<td>0.08%</td>
<td>0.03%</td>
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</tbody>
</table>
SN has been the voice of the food retail and grocery industry for over 60 years. Reaching over 30,000 print subscribers every month and a daily eNewsletter audience of over 50,000 subscribers.

Print:

Oct, Dec 2021, Jan, Feb, Mar 2022

SN Digital Enews:
Seafood in Focus

Grocery shoppers seek more seafood selections
Consumers eschewing restaurants for in-home preparation are open to purchasing a wider range of species.
FULL ARTICLE

Wild Alaska Seafood Bowls
Consumers love bowls and given today’s focus on health, wild Alaska seafood is the perfect protein for home cooks who want to make simple and delicious seafood bowls. Share this recipe booklet with your shoppers on social, website, or contact us for printed copies.

Seaside Sales at Retail Hit $16.9 Billion in 2021
Industry holds on to 2020 pandemic sales gains, says FMI Power of Seafood report.
FULL ARTICLE

Today’s Biggest Growth Opportunity: Seafood Recipes
With a whopping 30% increase in 2021 seafood grocery sales, store provided recipe ideas are consumers #1 reason for eating more seafood at home.
Alaska Seafood recipes
Frozen seafood sales heat up
But merchandisers still must effectively spotlight products if they are to sustain and expand activity.

Growing demand brings seafood supply issues to the forefront
Supermarket operators must maintain seafood inventories if they are to remain competitive.
Seafood makes a splash with the wellness shopper

Supermarkets that tout seafood’s nutritional attributes are in position to attract the growing base of health-oriented shoppers.

FULL ARTICLE
GROCERY DIVE

39,000+ subscribers; 167,000 unique monthly visitors. 51% executives; 26% managers

- **Grocery Dive Average Metrics**
  - Top Newsletter Sponsorship - NL - 22% open rate; 300-350 clicks
  - In-Line Sponsorship - NL - 22% open rate
  - Email Blast -1,000 - 1,500 clicks; 510-560 unique clicks; 21-22% open rate
  - Promoted Story - 1,200 - 1,400 pageviews; 50,000 impressions

- **Promoted Story (Dive Driven)**
  - Title: *Satisfy consumer demands with sustainable Alaska seafood*
  - Dates: 11/1-11/8
  - Impressions of promotion (FB, NL, Homepage): 63,790
  - Clicks to story: 301
  - Pageviews: 590
Display Ad Impressions: 1,514
Display Ad CTR: 0.40%

- **Grocery Dive In-Line Newsletter** - [Link]
  Date: 11/8
  Total Sends: 38,417
  NL Open Rate: 24.91%

- **Fake cryptocurrency news strikes again, this time hitting Kroger**
  A fraudulent press release on Friday about the grocer accepting Bitcoin Cash follows a similar hoax that hit Walmart in September.

- **Wild about seafood sustainability**
  Sustainability-focused seafood shoppers are increasing – from 29% in 2019 to 41% in 2021. [Read Alaska's story.]

- **Court stays employer vaccine mandate**
  The 8th Circuit ordered the stay due to "grave statutory and constitutional issues with the Mandate."

- **Grocery Dive In-Line Newsletter** - [Link]
  Date: 12/9
  Total Sends: 38,705
  NL Open Rate: 27.89%
Kroger and Ocado to build automated e-commerce site in North Carolina
The 200,000-square-foot facility in the Charlotte area, which will employ as many as 700 people over five years, is scheduled to open within two years after construction starts.

Walmart adds science-based targets to supply chain financing option
The program aims to help the retailer’s private brand suppliers, particularly smaller and mid-size ones, make their operations more sustainable.

SPONSORED CONTENT by Alaska Seafood Marketing Institute
Today’s biggest growth opportunity: Seafood recipes
With a whopping 59% increase in 2021 seafood grocery sales, store-provided recipe ideas are consumers’ No. 1 reason for eating more seafood. AlaskaSeafoodrecipes.

UPDATED
Publix to open second location in Kentucky
The grocer plans to begin operations at the new Louisville store in early 2024.

UPDATED
Ahold Delhaize expands Instacart convenience delivery across US banners
The grocer is deploying the 34-minute service at its Food Lion, Hannaford and Food Fresh chains, which join Stop & Shop and The Giant Company in offering the option to customers.

• Grocery Dive In-Line Newsletter - Link
  Date: 1/5
  Total Sends: 39,286
  NL Open Rate: 29.86%

Imperfect Foods taps Amazon, Target vet as new CEO
The e-grocer’s appointment of Dan Park follows a string of C-suite departures, including the previous CEO, and rounds of layoffs last year.

SPONSORED CONTENT by Alaska Seafood Marketing Institute
Alaska Seafood makes new year wellness easy for shoppers
Give your shoppers global flavors, loaded with functional foods and the unmatched quality of seafood from Alaska. Get the recipes.

Engage3 taps former Gorillas, Lidl exec to spearhead international growth
Stephen Edelman will lead the competitive pricing data startup’s efforts to expand to more than 30 countries in 2022.

DEEP DIVE
7 trends that will shape the grocery industry in 2022
Labor and inflation challenges will test retailers this year, but experts also see opportunities like new e-commerce services, more personalized offerings and a booming digital ads space.

• Grocery Dive Top Newsletter Sponsorship - Link
Date: 1/10-1/15/22
Total Sends: 238,175
NL Open Rate: 30%
Clicks: 413

DEEP DIVE
For grocers and food CPGs, finding harmony online is a difficult dance

With digital shopping now a priority for millions of consumers, both parties are trying to find faster, more efficient ways to manage their e-commerce listings.

Kroger takes the next step in testing ghost kitchens
The Kitchen United Mix location at a Ralphs in Los Angeles offers pickup and delivery orders from 10 different restaurants.

The Lure of Sustainable Alaska Seafood
More shoppers than ever are buying wild Alaska seafood... and for good reason. They know it's the best quality, sustainable, wild-caught seafood on the planet. When it comes to sustainable seafood, Alaska is really all you need to drive purchase.
Learn more about seafood shoppers purchasing behaviors:

• Grocery Dive Email Blast - Link
Date: 1/11
Total Sends: 39,420
NL Open Rate: 29.90%
Total Clicks: 1,091
Unique Clicks: 673
Unique CTR: 1.71%

- **Grocery Dive In-Line Newsletter** - Link
  Date: 2/3
  Total Sends: 39,708
  NL Open Rate: 30.29%
  Clicks: 45

---

**The Grocery Dive Outlook for 2022**
Food retailers continue to benefit from at-home eating, but they also face a slew of challenges that promise to make this a dynamic year for the industry.

---

**SPONSORED CONTENT by Alaska Seafood Marketing Institute**

**The lure of sustainable seafood**
More shoppers than ever are buying wild Alaska seafood...and for good reason. Learn more here about seafood shoppers.

---

**Shipt names Target operations executive as CEO**
Kamau Witherspoon will take over leadership of the same-day delivery company on March 1 from Kelly Caruso, another Target veteran, who has been at the helm since early 2019.

---

- **Grocery Dive Promoted Story** - Link
  Date: 2/14-2/21
  Title: Driving Seafood Sales With Home Cooking Hacks
  Total Impressions (promotion in NL, FB, Homepage): 57,900
  Total Pageviews: 1,009
  Avg. time on page: 3 min
  Total Clicks to story (NL, FB): 247
  Display Impressions: 2,310
  Display CTR: 0.22%
Foodservice:

The ASMI Foodservice program covers both the commercial (restaurant operators) and noncommercial (College & University, Healthcare, Broadline and Specialty Distributors) sectors in the U.S. market, as well as Canada.

The foodservice space is incredibly integral and important for wild, Alaska seafood. According to Datassential, 74% of seafood consumed at foodservice is from full-service restaurants that were impacted by the ongoing pandemic.

Furthermore, according to IRI, inflation has reached a 40-year high and consumers are extremely aware. In March 2022, IRI’s survey of primary shoppers found that 92% of consumers believe food prices are somewhat or a lot higher than last year, of whom 95% are concerned about it. This included 49% who are extremely concerned over coronavirus in the same survey – meaning inflation is much more top of mind than even Covid at this point.

As a result according to IRI, six out of 10 consumers aim to cut back on restaurant spending, which resulted in 82% of all meal preparation happening at home versus a low of 77% in July of 2021. Fortunately, after an unprecedented decline in 2020, full-service restaurants are showing signs of growth and expected to reach pre-pandemic levels by 2023. As always, we will continue to invest in this sector as we see the value and rewards if we continue to do so.

The ASMI team is currently expanding their repertoire and targeting fast casual chain restaurants as health and wellness is top of mind for consumers as this is a perfect segment to maximize this trend. 89% of consumers agree that seafood is healthy and 48% increased their seafood intake because they love the
taste/flavor. This is perfect for the fast casual category as we always lead with taste in our marketing efforts but underscore the deliciousness with healthfulness.

As more and more Americans are inoculated and restrictions have lessened or cease to exist; the foodservice segment is being revitalized and restored. There are still challenges in this sector to include: inflation, labor shortages, supply chain issues, and much more. According to Datassential, seafood is the number two most missed entree at restaurants. Therefore, Alaska seafood is poised to shine when diners can return to brick and mortar establishments and beyond.

**Budget Memo**

To: ASMI Board of Directors  
Date: May 12, 2022  
From: Megan Rider, Domestic Marketing Director  
Leah Krafft, Foodservice Marketing Coordinator  

RE: FY23 Proposed Foodservice Program Budget

<table>
<thead>
<tr>
<th></th>
<th>FY22</th>
<th>FY23</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foodservice Budget</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Operations (Staff) + Travel</td>
<td>$272,000</td>
<td>$288,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>Marketing Operations (Reps)</td>
<td>$215,000</td>
<td>$215,000</td>
<td>$0</td>
</tr>
<tr>
<td>Operator Promotions</td>
<td>$275,000</td>
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</tr>
<tr>
<td>Distributor Promotions</td>
<td>$275,000</td>
<td>$275,000</td>
<td>$0</td>
</tr>
<tr>
<td>Trade Shows &amp; Conferences</td>
<td>$200,000</td>
<td>$302,000</td>
<td>$102,000</td>
</tr>
<tr>
<td>Trade Support</td>
<td>$364,500</td>
<td>$500,000</td>
<td>$135,500</td>
</tr>
<tr>
<td>Trade Advertising</td>
<td>$145,000</td>
<td>$145,000</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,746,500</td>
<td>$2,000,000</td>
<td>$116,000</td>
</tr>
</tbody>
</table>

Foodservice FY23 Budget Breakdown by Percentage:
Total Foodservice Budget: $1,746,500

PROGRAM OPERATIONS:
- Personnel + Travel: $272,000
- $16,000 (Salary and benefits funding determined by ASMI Fiscal)
Budget salary levels are increased due to annual State of Alaska salary steps.

This category funds 50% of the Domestic Marketing Director,(Megan Rider), 100% of the Foodservice Marketing Coordinator (Leah Krafft), 50% of the Assistant Marketing Coordinator (vacant), plus all travel expenses for staff members.

**MARKETING OPERATIONS:**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>$215,000</td>
<td>$215,000</td>
</tr>
</tbody>
</table>

No change recommended

*Increase reflects increase in costs for FS reps.*

This category funds Foodservice Marketing Representatives and all of their travel and expenses. These representatives include 100% National Accounts and Distributor Promotions Representative (Jann Dickerson), and 33% Marketing Consultant (Tricia Sanguinetti).

**OPERATOR PROMOTIONS:**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>$275,000</td>
<td>$275,000</td>
</tr>
</tbody>
</table>

No change 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:**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>$275,000</td>
<td>$275,000</td>
</tr>
</tbody>
</table>

No change 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, ASMI Domestic 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

**TRADE SHOWS and CONFERENCES:**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000</td>
<td>$302,000</td>
</tr>
</tbody>
</table>

↑ $102,000 recommended

*Increase due to more opportunities in this space, a renewed partnership with the Culinary Institute of America, and the need to continue to network with key marketing executives and decision makers.*

Current Tradeshows and Conferences:

- National Association College and University Foodservice (NACUFS)
- Marketing Executive Group (MEG)
- Culinary Institute of America (CIA)
- Seafood Expo North America (SENA)
- International Corporate Chefs Association (ICCA)
To heighten awareness of the Alaska Seafood brand and build relationships throughout the foodservice industry, ASMI Domestic participates in key trade shows and conferences. It allows staff the opportunity to meet a large number of key decision makers with minimal cost to the organization. Product demonstrations and chef seminars are conducted to maximize impact. Seafood Expo North America is the largest expenditure that comes out of this category.

**TRADE SUPPORT:**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$364,500</td>
<td>Recipe development, photography, website content, culinary training programs, patron research, seafood products for display or tasting at events, production (creative), and print costs of point-of-sale (POS) materials.</td>
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<tr>
<td>$500,000</td>
<td>Increase reflects creation of more recipes as content is king! Also, the quality of the photography and styling has improved which equates to slightly higher costs and fees. We are devoting energy to cultivating our chef ambassador program to ensure we have top chefs we can call on for PR, event, networking, and press purposes. Finally, we are conducting operator research.</td>
</tr>
</tbody>
</table>

Creating educational materials and programs for foodservice operators and distributors is an important part of the foodservice program. It is important to refresh collateral to remain on trend and inspire promotions with operators. These materials are extensively used by industry and the offer of collateral support is a wonderful sales tool.

Trade support includes recipe development, photography, website content, culinary training programs, patron research, seafood products for display or tasting at events, production (creative), and print costs of point-of-sale (POS) materials.

**FOODSERVICE TRADE ADVERTISING:**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$145,000</td>
<td>Foodservice trade advertising is used to strengthen brand awareness and communicate key attributes about Alaska Seafood to operators and distributors. The FY23 foodservice media plan will be digital, as well as print in reputable trade magazines such as Plate Magazine and Flavor in the Menu.</td>
</tr>
<tr>
<td>$145,000</td>
<td>No change recommended</td>
</tr>
</tbody>
</table>

Foodservice trade advertising is used to strengthen brand awareness and communicate key attributes about Alaska Seafood to operators and distributors. The FY23 foodservice media plan will be digital, as well as print in reputable trade magazines such as Plate Magazine and Flavor in the Menu.

**FOODSERVICE OPERATOR PROMOTIONS**

The Foodservice program continues to target operators across all sectors of the industry from non-commercial to fine dining to quick service. When partnering with key decision makers, the team develops 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.

In FY22, the Foodservice Program has partnered (to date) with the following operators:

- Crabby Mikes
- Dairy Queen *
- Dairy Queen Texas*
- Morrison Healthcare
- Nordstrom
- Saltwater Restaurants
Denny’s
Morrison Living
Farmer Boys*
Foster’s Freeze*
Freddy’s*
First Watch
Jack in the Box*
Kathy Casey Inc.
Long John Silvers*

Taco John’s*
Wienerschnitzel*
White Castle*

*denotes Lent promotion. Overall marketing spending by chains reduced vs. 2021 because of COVID-19. Lent 22 brought major shifts in promotion plans due to supply issues and Alaska pollock resources.

Promotion highlights include the following partner activations:

**Dairy Queen International:** For this year’s Lenten season, the quick service chain Dairy Queen International ran a limited time offer (LTO) featuring an Alaska pollock sandwich across more than 2,500 units nationwide. The promotion included callouts of Alaska Pollock Fish sandwich and logo across in-store transparencies, window clings, poster, menu boards, press releases as well as social channels and website.

**Dairy Queen Texas:** Texas Dairy Queen is a separate buying group with a different product profile and different marketing in Texas and Oklahoma consisting of approximately 500 units. Promotion materials include window clings, posters, menu boards, door signs.

**Freddy’s Frozen Custard & Steakburgers:** Fast casual chain that featured a Lenten LTO featuring cod in their Fish & Chips and Fish Sandwich across 415 units. The promotion includes POP materials, social channels, e-blasts, website and SMS text and TV advertising.

**First Watch:** First Watch has 389 units throughout the US and were leaders pivoting to takeout and online ordering in the early pandemic. All menus turned digital, table cards included a bar code and photo of the Loaded Smoked Salmon bagel.
**Foster’s Freeze:** Alaska cod is featured in a fish sandwich and fish & chips at 72 West coast units. The Alaska logo is on in-store POP materials and at the drive-thru.

**Denny’s,** under new management continues to offer an Alaska keta salmon on their core menu, on-line menu (Denny’s on Demand) and their over 55 menus. They also have the salmon as a salad protein add-on. There are over 1481 Denny’s units nationwide.

**Jack in the Box:** Quick service units that are running a Lenten LTO featuring their Wild Caught Alaska Pollock Fish Sandwich across 2,220 locations nationwide. The promotion includes in-store POP and a :30 TV spot in test markets.

**Long John Silvers:** Fast casual chain with 1,000 units serving Alaska pollock in fish sandwiches, dinners, combo meals and snacks. The promotion includes TV advertising, print (Parade, Valassis), in-store POP, email blasts, social and digital media.

**Lucky Louie’s Fish Shack:** Alaska pollock is the star of the menu and included in a sandwich and fish & chips at the SeaTac airport location. Relish Bar and Lucky Louie’s have a smoked sockeye salmon bagel and a smoked salmon and crackers snack on the menu.

**Taco John’s:** A new partner for ASMI featuring Alaska flounder in their original fish taco. Taco John’s, based in Minneapolis, MN has 379 units in the West, Central and Midwest. The Lent promotion included window clings, drive-thru signage, POS screens, Radio and a silent video loop running constantly in-store. Promotion materials included an email blast, 2-3 social posts, press release to industry and national publications.
**White Castle:** White Castle’s Fish Sliders and Fish Nibblers are made with “Wild, Natural, Sustainable” Alaska pollock. Visibility for the Alaska Seafood logo and Alaska callouts were given across direct-to-consumer print mailers and point of purchase materials, including drive-thru menus, as well as email blasts, website presence and social channels. There are 355 units based in the midwest.

**Wienerschnitzel:** A nationwide quick service chain owned by Galardi Group, successfully ran a Lenten limited time offer (LTO) featuring a Fish & Chips item with deep skin pollock. The promotion runs from the end of February to the end of April across 445 units. Callouts of Alaska and the Alaska Seafood logo were included throughout point-of-purchase sales materials, including menu boards, window clings, and drive thru speaker post signs, as well as their website and social channels.

**ASMI Partners with Sodexo on Global Culinary Report:** Over the past year, ASMI has been working with the Sodexo Global team to advise as part of the Future Food Collective which brings together Sodexo chefs, industry experts and key suppliers. The FCC has been working together most notably on their goal to serve 100% sustainable seafood by the year 2025. This week, Sodexo released their annual Global Culinary Report which features a piece titled “Celebrating a Love of Seafood – Sustainable Fish and Seafood Benefit People and the Planet.” Chef Barton Seaver discusses why sustainable seafood is so important to economies, ecosystems, people and fisheries. The piece highlights Alaska as the gold standard in sustainability and utilizes several ASMI assets.
TRADESHOWS, CONFERENCES & SPONSORSHIPS

**SENA:** ASMI staff members and contractors exhibited at Seafood Expo North America trade show in Boston March 13th-15th, unveiling a brand new Alaska seafood booth. The new booth features beautiful, scenic images of Alaska and the seafood industry and showcased whole, head on Alaska product. The tradeshows is the largest seafood tradeshows in the country and had more than 20,000 attendees over the course of the 3-day event. Many of ASMI’s foodservice partners were present for one-on-one meetings and networking with Alaska seafood industry and trade professionals. The show was a great success and ASMI staff look forward to moving forward on new partnerships developed during the show.

**CREATE: Future of Foodservice Conference Sponsored by Alaska Seafood:** Create: Future of Foodservice was held in Denver, CO on October 4th – 6th and was sponsored by ASMI. The conference brought together over 300 restaurant leaders from large chains to independent operators and featured insightful sessions from industry experts. Many topics were covered at the event including the latest market data and industry updates. ASMI staff also attended a sponsored VIP dinner that provided great networking.
**Flavor Forays in Austin:** Flavor Forays gathered in Austin for a culinary immersion with a focus on local cuisine. As a sponsor, Alaska Seafood attended the event that included ample networking opportunities with executive chefs and key decision makers from around the country. Attendees included chefs representing large-scale operations from quick serve and fine dining restaurants to the college/university and business/industry sectors.

**ICCA Summit in Providence:** The Alaska Seafood Marketing Institute (ASMI) attended the International Corporate Chefs Association (ICCA) annual summit in Providence, Rhode Island from June 26th – 28th. ICCA is an organization comprised of corporate chefs from the nation’s largest chains and multi-unit operations. The mission is to provide chefs with the tools necessary to advance in their career while creating a network of corporate chefs from the nation’s largest foodservice operations connecting them to partners like ASMI. Many topics were covered at the event including Covid recovery, food trends, the latest market data, and industry updates. Alaska cod, pollock and salmon dishes were served to attendees over the course of the event. ASMI is also a member of the Board of Directors serving a year term as a sponsor representative.

**ASMI Sponsors Flavor Experience:** The Alaska Seafood Marketing Institute (ASMI) sponsored and attended the Flavor Experience conference in Monterey, California from September 6-8th. The event attracted 150 foodservice operators from all over the country to network and gain insight on current trends and innovation in the restaurant space. ASMI partnered with CAP member and Head of Food and Beverage for Nordstrom, Keith Brunell who executed two delicious Alaska seafood dishes featuring Alaska salmon and Alaska cod. Brunell’s dishes were well received by the attendees thanks to their flavorful, inventive and healthful attributes.

**ICCA Webinar Highlights Alaska Seafood:** International Corporate Chefs Association hosted a webinar titled “Innovation to Inspire, a Vision for Tomorrow’s Menus” featuring Leah Krafft, Foodservice Coordinator at ASMI, Thea Thomas, Copper River salmon harvester as well as Marie Molde, from Datassential who shared consumer trends about Alaska seafood. Keith Brunell, Director of Food and Beverage from
Nordstrom also shared how Nordstrom features many types of Alaska seafood and how they use the Alaska seafood logo on their menu to increase consumer demand. The panel discussed topics such as the Alaska sustainability story in addition to how ASMI can assist operators with their promotions of Alaska seafood and arm them with resource to meet consumer needs. A recording of the video can be found here: https://www.youtube.com/watch?v=6cEFcfCm4rs

CIA Healthy Menus Collaborative: ASMI participated in the Culinary Institute of America’s (CIA) Healthy Menus Collaborative (HMC) in January 12-13 in Napa, CA. HMC members collaboratively engage with foodservice industry leaders, resource specialists, manufacturers, and other suppliers to identify and explore culinary insights, applications, strategies, solutions, tools, and resources that can help large volume foodservice providers fulfill their customers’ desire for delicious and nutritious menu choices. ASMI made a panel presentation about Alaska’s sustainability, trends and communication strategies for the foodservice industry. A hands-on prep session was held in the CIA test kitchens featuring Alaska rockfish and Alaska flounder.

ICCA Immersion in Nashville, TN: ASMI foodservice participated with 11 chefs and 10 sponsors to explore the innovative cuisine of Nashville, TN. New trends of Nashville Hot!, Tennessee Barbeque variations, seafood in innovative sushi and Indian dishes. ICCA immersions are tremendous networking opportunities to create Alaska seafood lovers among chefs and R&D directors throughout their food career.

COLLEGES & UNIVERSITIES

ASMI Teams Up with Stonybrook University to Promote Alaska Seafood: On August 18th, ASMI joined chef Barton Seaver at Stonybrook University for a talk on sustainable seafood where Seaver also prepared a seafood dinner featuring Alaska seafood for students. ASMI representative Jann Dickerson shared Alaska seafood information as well as details on Alaska’s sustainability story with students at the student dining
center to familiarize them with the Alaska seafood brand. Social media posts promoting the event reached over 10,000 students.

**ASMI Connects with Universities During Winsight Menu Directions Virtual Event:** ASMI staff participated in a virtual networking event on February 15\(^{th}\) and 16\(^{th}\) with ten different college and universities. The networking sessions included meetings with culinary directors and staff from campuses including University of Arizona, Boston College, Cornell University, Rutgers and University of Michigan. The purpose of the meetings was to promote menuing of Alaska seafood on C&U menus and discuss education and promotion opportunities with participating campuses. Resources such as the new Alaska seafood bowl recipes, sustainability and nutrition education materials were shared with the culinary staff.

**ASMI Participates in Menus of Change University Research Collaborative (MCURC):** ASMI virtually attended The [Menus of Change University Research Collaborative (MCURC)](https://www.menusofchange.org) January 19-20. MCURC is a nationwide network of colleges and universities using campus dining halls as living laboratories for behavior change. These are dynamic learning environments where applied research is bridged with operational innovation to advance the Menus of Change Principles of Healthy, Sustainable Menus. ASMI’s objective as a corporate member in MCURC is to build relationships with key menu decision makers at colleges and universities. Educate the C&U sector about the sustainable virtues of Alaska seafood, and influence new research that will change the way students make life-long decisions about what they eat and how it effects the earth.

**FOODSERVICE TRADE SUPPORT**

**ASMI Partners with ASMI CAP member and Nordstrom chef on new Alaska seafood recipes:** ASMI worked with Chef Keith Brunell of Nordstrom to develop eight custom wild Alaska Seafood Bowl recipes for foodservice and consumer audiences. The wild Alaska seafood bowls offer an explosion of healthy global flavors in an easily executable and beloved bowl format. Each bowl is a brilliantly delicious way to innovate around the consumer trends of immunity, self-care, convenience and indulgence. They’re loaded with functional foods like leafy greens, hearty grains, fresh veggies, and one of a kind dressings and sauces, all topped with quality seafood species from Alaska’s waters. Check out the new [Healthy & Fresh Alaska Seafood Bowls](#) recipe booklet and try one at home tonight!
Roe Recipe Development: ASMI collaborated with James Beard award winner, Iron Chef America winner, Portland chef Vitaly Paley to create seven new recipes featuring salmon and pollock roe for the foodservice audience. Chef Paley was tasked with creating recipes that would appeal to the domestic market in applications that would promote the use of roe in every day dishes like seafood salad, scallop crudo with salmon roe and gnocchi with a roe accompaniment. The domestic marketing team will be photographing these recipes in the upcoming weeks for promotion on trade PR outlets, social media and on the ASMI website.

Fish Taco Recipes: Acclaimed Minneapolis Chef Ann Kim, owner of Pizzeria Lola, Hello Pizza, Young Joni and Sooki and Mimi is developing seven new Alaska seafood taco recipes featuring various type of Alaska seafood. The recipes target foodservice chefs/operators at QSR, fast casual, casual and C&U and show how seafood from Alaska is the base for a delicious taco whether using traditional or new wave ingredients. The Alaska fish taco recipes will be featured on the ASMI website, social, trade and consumer public relations.

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. Custom POS, training materials, corporate branding including: quality control and corporate marketing programs are being handled at the corporate level, saving ASMI time and money.

- US Foods
- Sysco Corp.
- Performance
- Restaurant Depot
- CashWa
- Gordon Foodservice
- Lund’s
- Martin Bros.

Restaurant Depot displays Alaska surimi and pollock banners: ASMI designed banners showcasing Alaska surimi and pollock were featured in Restaurant Depot’s winter and spring advertising materials and featured QR codes linking to recipes on the ASMI website. The banners were printed on flyers and shown on digital marketing materials.
Sysco: Alaska seafood took over Sysco’s Portico brand website during Lent 2022 with the theme “Alaska Seafood Delivers a Sea of Success.” The website featured ASMI branded assets such as videos, recipes and photos which linked Sysco customers to the Alaska seafood website. The site also featured sustainability messaging from ASMI as well as a call to action to partner with Alaska seafood on promotions. A “Get
Hooked on Seafood” menu toolkit also shared information on how Alaska seafood can help customer’s menu stand out against the competition.

**US Foods Promotes Alaska Seafood:** Alaska seafood was promoted during the 2022 Lenten season. US Foods featured Alaska pollock and cod on their social media channels as well as external and internal websites. Digital initiatives also included email newsletters to operators and sales teams as well as a feature on the Lenten menu ideas webpage. Additionally, a seafood recipe newsletter was also distributed via email highlighting **White Ale Battered Wild Alaska Pollock** and discussing the significance of sustainability to consumers.

**FOODSERVICE TRADE ADVERTISING:**

**PLATE:** Total circulation 42,000 each issue
Passalong: 133,000

Plate’s major market segments include:

- Casual dining (including casual, polished casual & fast casual) restaurants (45% of our total circulation)
- Chef-driven restaurants (aka fine dining (22%) and casual dining
- Hotels, resorts, casinos and country clubs (13%).

The market we serve most uniquely and best, is the “market” of chefs. Two-thirds of Plate’s audience are chefs that are pivotal to decisions on purchasing and restaurant operations, and those most closely involved in menu planning and decision-making.

These job titles/functions constitute 72% of our total circulation. Moreover, 90% of Plate’s audience are involved in or influence purchase decisions for their operations.

**Supplied Print Placements**

- **Sep/Oct 2021** - pg 29.
- **Nov/Dec 2021** - pg. 12
- **Jan/Feb 2022** - pg. 43
- **Mar/Apr 2022** - pg. 5

**Supplied Print Creative in Order of Placement (L to R):**
Supplied Newsletter Ads:

**FLAVOR & THE MENU**

Marketing analytics, July 2021-April 2022

**PRINT:**

Circulation: 35,300

Full-page ad in the following issues:

- Sept/Oct 2021
- Nov/Dec 2021
- Jan/Feb 2022
- Mar/April 2022
- ASMI also had the Cover image + complementary Signature Flavor feature in the Mar/April issue
- May/June 2022
DIGITAL:

Getflavor.com ROS program:

**Note: ASMI is scheduled to run a May ’22 ROS placement.

Flavor Flash e-newsletter placement

**Note: ASMI is scheduled to run a recipe, video and ad unit in May ’22.
RESTAURANT DIVE:
29,000+ subscribers; 115,000 unique monthly visitors. 50% executives and directors; 27% managers

Restaurant Dive Average Metrics

- Top Newsletter Sponsorship - NL - 23% open rate; 220-270 clicks
● In-Line Sponsorship - NL - 23% open rate; 40-50 clicks
● Email Blast - 630-680 clicks; 300-350 unique clicks; 20-21% open rate
● Promoted Story - 850-1,100 pageviews; 60,000 impressions

Top Newsletter Sponsorship - Link
Date: 10/4-10/9/21
Total Sends: 152,657
NL Open Rate: 18.02%
Clicks: 214

Restaurant Dive In-Line Newsletter - Link
Date: 1/6
Total Sends: 30,869
NL Open Rate: 29.26%
Clicks: 44

Chipotle, KFC and Donatos ring in 2022 with plant-based launches
These products are only limited-time offerings, but come as the plant-based meat market is expected to grow more than 20% per year through 2028.

SPONSORED CONTENT by Alaska Seafood Marketing Institute
Next-level seafood bowls from Alaska
Give your patrons global flavors, loaded with functional foods and the unmatched quality of seafood from Alaska. Get the recipe book.
**Restaurant Dive Promoted Story - Link**

Date: 1/31-2/7/22  
Title: Seafood Bowls Add Healthful Variety To Restaurant Menus  
Total Impressions (promotion in NL, FB, Homepage): 56,412  
Total Pageviews: 992  
Avg. time on page: 4 min 37 sec  
Total Clicks to story (NL, FB): 257  
Display Impressions: 2,491  
Display CTR: 0.48%

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**NATION'S RESTAURANT NEWS**

With over 90,000 engaged magazine subscribers and a daily eNewsletter subscriber base of over 92,000. NRN’s print and digital subscribers are decision-makers across all segments of the commercial foodservice industry.

**Recipe Watch:**
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**QSR**

Magazine audience: 33,700 Website audience: 1.8 million annual visitors Email audience: 38,300 contacts. 100% focused on QSR and Fast Casual
A Single Frozen SKU Ideal For Bowls, Tacos, Sandwiches, and More

One chef says this item solves multiple challenges each kitchen is dealing with.

Sponsored by Alaska Seafood Marketing Institute

Diners are looking for more direction than ever before, with the labor shortages, supply chain delays, and menu inflation. Alaska Seafood Marketing Institute is working on an expedition of culinary nourishment to bring new, delicious and nutritious seafood to every dish.

In the midst of a pandemic, marine-based proteins are an inviting ingredient that can help keep customers coming back for more. The challenge for chefs that is most frequently heard is finding the right ingredients to put on their menu to keep customers coming back, while also ensuring healthy and nutritious options.

The solution: Alaska seafood. Fresh. Local. Ocean. Right here in America. As we navigate through the pandemic, seafood provides a way to bring back familiar flavors, as well as a way to introduce new items to your customers.

Interested in learning the benefits of an Alaska seafood promotion? Contact Jann Dickerson for more information at jdickerson@alaskaseafood.org

*Statistical FLAVOR 2021

83% OF CONSUMERS LOVE/LIKE SANDWICHES*

Just about everyone loves a good sandwich and when you add wild Alaska seafood, you get a deliciously exceptional sandwich. Simply swap your protein for one of the many varieties of sustainable fish from Alaska.

The humble favorite never tasted so good.

Interested in learning the benefits of an Alaska seafood promotion? Contact Jann Dickerson for more information at jdickerson@alaskaseafood.org

*Statistical FLAVOR 2021

ADD HEALTHY VARIETY TO YOUR MENU WITH WILD ALASKA SEAFOOD BOWLS.

Lent or year-round, seafood bowls are simple, healthy, and convenient, especially in quick-service and fast-casual restaurants. Try any of our new flavorful and globally inspired wild Alaska Seafood Bowl recipes created by Keith Brumell, chef, and director of food and beverage at Nordstrom.

Bowl Recipes

Interested in learning the benefits of an Alaska seafood promotion? Contact Jann Dickerson for more information at jdickerson@alaskaseafood.org

*Statistical FLAVOR 2021