



Wild, Natural & Sustainable®

**ALL HANDS
ON DECK**

Conference



ALASKA SEAFOOD MARKETING INSTITUTE

Eastern Europe

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CRISP
CONSULTING

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Changing Fish Consumption Habits



Global Fish Consumption Trends

Younger generations eat fish differently



Health focus

Millennials (29–44) & Gen Z (13–28) seek **functional foods** for gut health, immunity, and mental well-being.



Value-driven choices

Preference for affordable, ethical, and sustainable foods.



Environmental awareness

27% of Gen Z and 22% of Millennials **reduce seafood consumption** to protect the ocean.

The MSC label is part of school curriculums.

Research of 27,000 people across 23 countries, MSC/Globescan, 2025



Diet shift

Gen Z leads in alternative diets. In Europe:

- 7% vegetarian
- 4% vegan
- 5% pescatarian

ProVeg/Smart Protein, 2023

Activities FY25/26 Highlights



Pan-European Surimi Project

FY24/25

Key Challenges & Goals

Low transparency

Consumers know surimi but don't understand what it's made from

Misinformation

Much online content is inaccurate or negative

Our role

Share clear, trustworthy, and engaging information on Alaska pollock surimi

Our goals

Educate, correct myths, and boost consumption

Project Structure



Audience research

Data-driven insights **based on real user questions** and behavior

Content hub

Central platform with **clear answers** to top questions: “What is Alaska Pollock surimi?”, “Is it safe?”, “Can I eat it during pregnancy?”

Amplification

PR, KOLs, and targeted Meta & Google ads to **spread accurate information**, tailored to specific audiences

Project Structure

Done

- Consumer research
- SEO analysis across EU markets

SEO research



Audience research



Next Steps

- Launch **multilingual educational website** with store locator
- Develop **trendy surimi recipes**
- **Drive traffic** to the website



Reaton Product Launch

Wild Alaska Seafood in the Baltics

Riga & Vilnius | September 9–10, 2025



Reaton Product Launch

Wild Alaska Seafood in the Baltics

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- Reaton introduced **wild Alaska sockeye, sablefish, and pollock** as a new premium seafood category in the Baltics
- Locations: U.S. Ambassadors' Residences in Latvia and Lithuania
- Supported by ASMI and FAS USDA Warsaw
- **Over 80 top chefs and purchasing directors** from the Baltic HRI sector



Reaton Product Launch

Wild Alaska Seafood in the Baltics

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Impact:

- Added **three Alaska species** to Reaton's premium assortment
- **Strengthened Alaska's image** as a premium, sustainable seafood choice
- **Ongoing promotion** through chef master classes (Q3–Q4) across the Baltics



Viciunai Educational Sessions

Kaunas, Lithuania | August 20–21, 2025



Viciunai Educational Sessions

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- Two educational sessions for Viciunai Group
- 50+ top executives and marketing specialists
- **Focus:** wild Alaska pollock, salmon, and sustainability advantages



Viciunai Educational Sessions

Kaunas, Lithuania | August 20–21, 2025

Impact:

- Strengthened cooperation with a leading European processor
- Raised awareness of Alaska seafood's quality and sustainability to key decision makers
- Opened opportunities to add wild Alaska salmon to Viciunai's range



Upcoming Events



Baltic Trade Mission

Latvia, Lithuania, April 11–19, 2026



Baltic Trade Mission

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Why the Baltics?

- Lithuania is the **leading importer of Alaska seafood in the EEU** — 18,150 MT valued at \$79.5 million (2024) — reprocessing and re-exporting Alaska fish throughout the EU.
- Klaipeda Port serves as a **key logistics hub for the seafood trade** in the region.



Baltic Trade Mission

Latvia, Lithuania, April 11–19, 2026

Program Highlights:

- Visits to **seafood processing facilities**
- **Tour of Klaipeda Port**
- **One-on-one meetings** with importers, buyers, retail & HRI representatives, market briefing with FAS



Omnichannel & Sales-Oriented Campaigns

Goal

Drive sales, strengthen partnerships, and maintain **visibility in all key markets**

Focus

On **top product + top partner** in each market

Campaign / Partner	Country	Product	Type of Promotion
Fozzy	UA Ukraine	AK pollock, pink salmon, salmon roe, smoked salmon	Retail, PR, SMM
Viciunai	LT Lithuania, FI Finland, UA Ukraine	AK pollock surimi	Retail, Digital
Stockmann retailer with Caviar House	LV Latvia	Salmon roe	Retail, SMM, KOLs
Maxima retailer with Fish Factory	LT Lithuania	Salmon roe	Retail, SMM
Ocean Fish	MD Moldova	Salmon roe, keta, AK pollock	Retail, SMM, KOLs, Radio
Caviar House Rodina	IL Israel	Salmon roe	Retail, SMM, KOLs, Radio
Ocean Star	IL Israel	Salmon roe, sockeye, sablefish	Retail, Digital

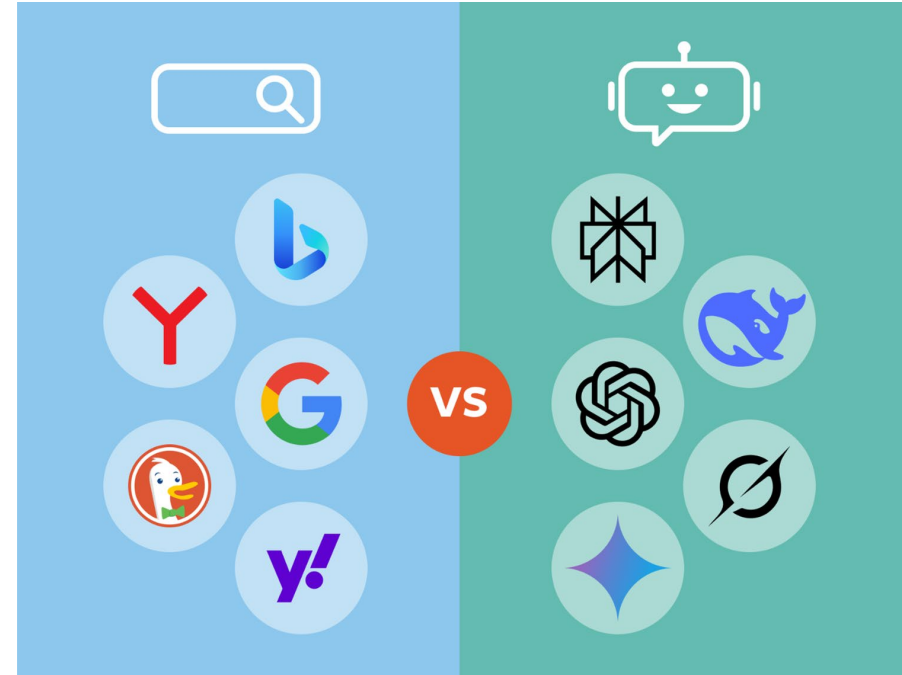
Digital Trends into Action

Insight

- AI search is growing
- Gen Z leads adoption (82% use AI tools)
- Millennials balance AI and classic search

Our Actions

- GEO optimization
- AI-friendly content on our regional websites



Digital Trends into Action

Insight Gen Z

- Consume differently
- Decreasing salmon roe demand
- Social media & influencers drive discovery



Digital Trends into Action



Our Actions

- **PR activation:** Salmon roe in Ukraine — taste tests, viral videos, influencers
- Consumption ideas specifically for Gen Z audience
- Goal: **connect trends to real engagement and sales**, engage with younger audience

Plans for Additional Federal Funding



Alaska Seafood Gen Z E-Commerce Campaign

Why

Gen Z (30–40% of consumers by 2030) values **authenticity, sustainability, and mobile shopping.**

Alaska Seafood Gen Z E-Commerce Campaign

Approach

- **Omni-channel:** e-commerce + social media + micro-influencers
- **Viral video storytelling** and UGC
- **Creative angles:** Protein Power / Healthy Living / Blue Planet Lifestyle

Goal

Boost seafood consumption, build emotional connection, drive online sales



Thank you!

