



Alaska
Pink Salmon
WILD
MADE
EASY

Alaska Pink Salmon is Wild Made Easy

Thank you for helping us spread the word about convenient, versatile, and affordable wild Alaska pink salmon.

We've built a collection of tools and resources that are sure to make more people fall in love with pink salmon. Use these to create your own social posts, sales materials or digital content.

TOOLKIT



Video

We have short and exciting cooking and meal prep videos ready for social media, as well as longer storytelling videos celebrating the pink salmon fishery and our harvesters.

B-roll of harvesting and processing is available, depicting Alaska's sustainable abundance and high-quality product.

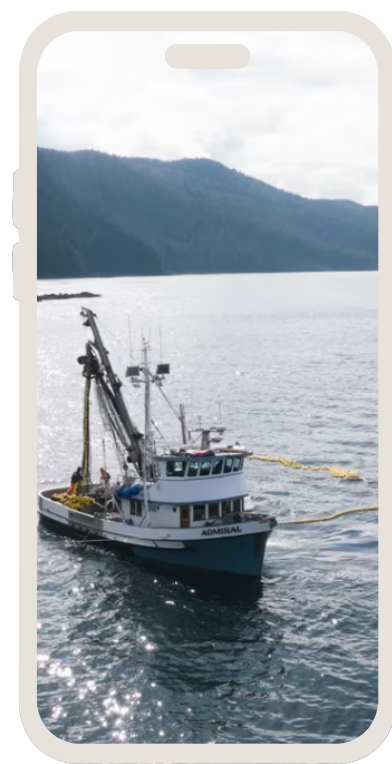
ALL VIDEOS



MEAL PREP



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SUSTAINABILITY

Photo

Our collection features beautiful photography of achievable meal prep recipes, as well as on-trend dishes, including Asian convenience foods, tinned fish feasts, and inventive foodservice meals.

We also have new harvesting and processing images ready to use in your sales and marketing efforts.



RECIPE PHOTOS



RECIPE PHOTOS



HARVESTING



PROCESSING

RECIPE PHOTOS

HARVESTING PHOTOS

PROCESSING PHOTOS

Brand Assets

Give your post a cohesive, contemporary look with Alaska Pink Salmon x Alaska Seafood campaign logos that are ready for you, as well as a brand guide.

BRAND ASSETS

Alaska Pink Salmon
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Alaska Pink Salmon Campaign Messaging

There's so much to love about wild Alaska pink salmon. These messages are designed to speak directly to what today's customers want: quick, easy, and healthy protein options that fit seamlessly into busy lives. These messages also highlight what sets Alaska pink salmon apart: it's wild, sustainable, and brought to you from hardworking Americans.

VALUE

Affordable and accessible, Alaska pink salmon is a weekly must-buy that fits every budget.

VERSATILE

Alaska pink salmon is versatile and makes meal prep a breeze.

CONVENIENT

Whether canned or frozen, Alaska pink salmon is fast and easy, sometimes already cooked.

HEALTHY

Alaska pink salmon is a clean, lean protein with infinite possibilities.

ALASKA CAUGHT BY AMERICAN FISHERMEN

Pink salmon is harvested from the pristine waters of Alaska by American fishing families. Pink salmon provides consumers with an easy way to purchase American-produced protein.



x

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