



To: ASMI Board of Directors

Date: May 9, 2024

From: Megan Rider, Domestic Marketing Director
 Leah Krafft, Domestic Marketing Manager
 Amy Dukes, Retail Coordinator
 Sarah Wallace, Marketing Coordinator

RE: FY25 Proposed Program Budget

	FY24	FY25	
Foodservice	Budget	Proposed Budget	Difference
Program Operations (Staff) +Travel	\$348,000	\$347,000	-\$1,000
Marketing Operations (Reps)	\$227,500	\$227,500	\$0
Operator Promotions	\$275,000	\$275,000	\$0
Distributor Promotions	\$275,000	\$275,000	\$0
Tradeshows and Conferences	\$329,500	\$300,000	-\$29,500
Trade Support	\$650,000	\$505,500	-\$144,500
Trade Advertising	\$145,000	\$145,000	\$0
Total	\$2,250,000	\$2,075,000	-\$175,000

Foodservice:

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

This industry has seen a renaissance and resurgence in 2024 forecasted driven partially due to an increase in menu prices by about 3.2% (according to National Restaurant Association). There are still struggles with rising costs with 92% of operators saying the cost of food is a significant issue for their restaurant forcing many operators to cut 53% of their items.

This is at least partially due to inflation, which peaked at a 40 year high in June 2022, however, is now moderating yet food costs still remain high. Although the rate of away-from-home inflation is not as high as at home, foodservice costs are more than four times those of at-home eating occasions, with the absolute dollar gap widening. Higher food costs have had an impact on discretionary spending.

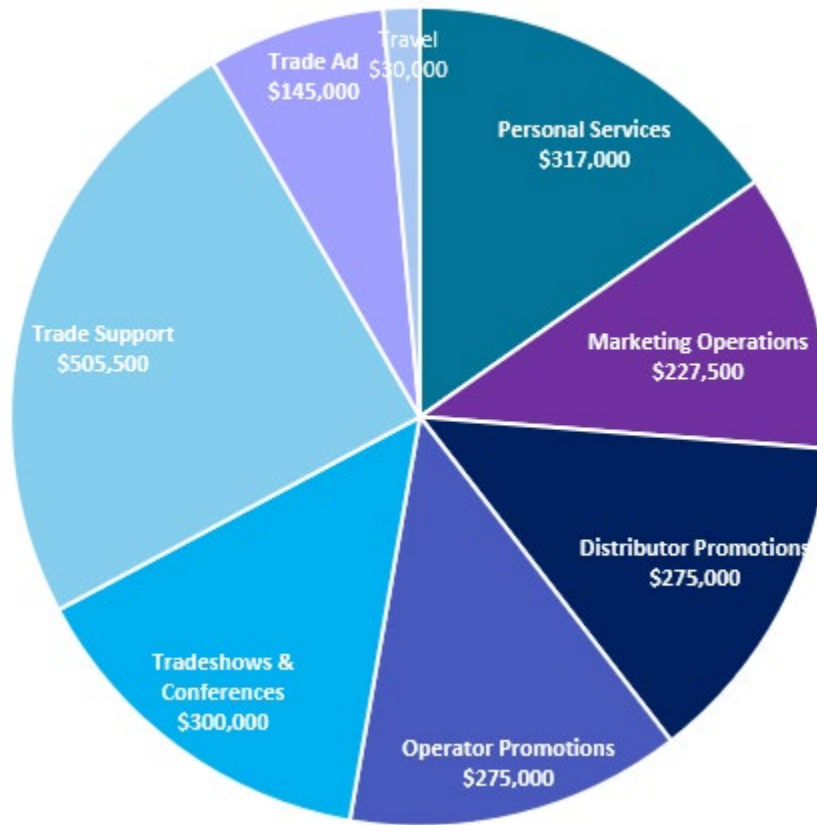
Although still down from pre-pandemic counts, the number of restaurants in the U.S. grew by 33,240 locations, according to NPD's fall 2023 restaurant census. Total foodservice traffic, restaurants and retail foodservice combined, increased 2%, and restaurant visits increased by 3% in January.

The ASMI team is currently expanding their repertoire and targeting fast casual chain restaurants as health and wellness is top of mind for consumers, hence, this is a perfect segment to maximize this trend. Nearly 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 the team leads with taste in their marketing efforts at foodservice but underscore the deliciousness with healthfulness.

Finally, the team continues to revamp the white tablecloth fine-dining space partnership program in a robust and meaningful way. This is a wonderful opportunity for public relations with top tier chefs menuing Alaska seafood and sharing out the content on their social platforms and with media outlets. The cache of these all-star chefs is invaluable for the Alaska seafood brand. According to Datassential, 98% of fine-dining establishments menu seafood, thus, it makes perfect sense to showcase the pristine quality of Alaska seafood and tell the story. As a result of this, the Alaska Seafood Culinary Alliance has been reborn and resurrected, featuring some of the top chefs in the country with accolades such as Michelin stars, James Beard awards, and Top Chef awards.

Lastly, the NRA report forecasted the US foodservice industry reached \$997 billion in sales in 2023 according to a report released in February. As always, we will continue to invest in this sector as we see the value and rewards if we continue to do so.

Foodservice FY25 Budget Breakdown:



FY24 Budget FY25 Budget

Total Foodservice Budget:	\$2,250,000	\$2,075,000
<u>PROGRAM OPERATIONS:</u>	\$348,000	\$347,000
Personnel	\$318,000	\$317,000
Travel	\$30,000	\$30,000

↓\$1,000 recommended

(Salary and benefits funding determined by ASMI Fiscal)

Budget salary level slight decrease reflects loss of the 12.5% floating assistant position.

This category funds 50% of the Domestic Marketing Director, (Megan Rider), 100% of the Domestic Marketing Manager (Leah Krafft), 50% of the Marketing Coordinator (Sarah Wallace).

To heighten awareness of the Alaska Seafood brand and build relationships throughout the foodservice industry, 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: **\$650,000** **\$505,500**
↓ Decrease \$144,500 recommended

Decrease reflects sponsoring key events at slightly lower levels for example going from a platinum to a silver sponsor so we still have a presence but perhaps are not the headliner, thus typically much less product is required.

We are continuing to devote energy to cultivating our chef ambassador program to ensure we have top chefs we can call on for PR, event, networking, and press purposes but the initial investment was made last fiscal year thus, the price point has come down.

This line also encompasses 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, seafood products for display or tasting at events, production (creative), and print costs of point-of-sale (POS) materials.

Finally, this line will pay for 50% of the trade PR line Edelman provides.

FOODSERVICE TRADE ADVERTISING: **\$145,000** **\$145,000**
No change 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.

Operator Promotions

The ASMI Foodservice program targets 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 marketing programs that include the following: menu mentions which include the word Alaska and the Alaska Seafood logo, custom point-of-sale materials, advertising, training opportunities, and social media. In 2024, the Foodservice Program has partnered (to date) with the following operators:

- | | |
|---------------|--------------------|
| Bob Evans | Nordstrom |
| Crabby Mikes | Pacific Catch |
| Cooper’s Hawk | Popeye’s* |
| Dairy Queen * | Pursuit Collection |

Dairy Queen Texas*
Foster's Freeze*
Freddy's*
Holland America
Ivar's
Jack in the Box*
Jason's Deli
Kwik Trip*
Lucky Louie's + R'ish

Sharky's Woodfired Grill*
Sonic Drive-In*
Taco John's*
White Castle*
Wahoo's Fish Taco
McDonald's

*Denotes Lent promotion

Promotion highlights include the following partner activations:

Bob Evan's: a new partnership with 437 national units. Bob Evans is a family casual restaurant based in New Albany, OH. Alaska cod is featured in a Fish Fry and Fish Sandwich. Early results for Lent fish sales are up 230%.



Cooper's Hawk Winery and Restaurants: an upscale fine dining restaurant based in Chicago with 58 units in the Central, Midwest and East Coast. Cooper's Hawk features handcrafted wine and classic cuisine. Alaska cod is presented in their Fish N Chips and Crispy Fish Sandwich and Alaska Halibut seasonally.



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 2,400 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 and TV commercials.



Freddy's Frozen Custard & Steakburgers: Fast casual chain that featured a Lenten LTO introducing Alaska flounder 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.



Foster's Freeze: Alaska cod is featured in a fish sandwich and fish & chips at 66 West coast units. The Alaska seafood logo is on in-store POP materials and at the drive-thru. This year Foster's Freeze ran a BOGO (Buy one, get one free) promotion.

Holland America Cruise Lines: are promoting many Alaska species on all six ships traveling to Alaska. The promotion covers press releases, consumer recipe cards, Alaska Seafood logo on the menu and that all Alaska species called out as "Alaska," before the species name. But most importantly, HAL has customized ASMI's Seafood University program to train all food workers and management. They even created a lapel pin to award "certified" participants. The pins will be worn by on board staff, to elicit awareness and questions about Alaska seafood by customers.



Jack in the Box: Quick service units that are running a Lenten LTO featuring their Wild Caught Alaska Pollock Fish Sandwich across 2,221 locations nationwide. The promotion includes in-store POP, and menu board banners.



Now this is feel-good food! Our NEW Hawaiian Salmon Bowl features a delicious, wild Alaska sockeye salmon fillet served over steaming rice with broccoli, pickled red onions, sweet pineapple and pico de gallo. All topped with tangy lime vinaigrette.

Order your Hawaiian Salmon Bowl today because it's only available for a limited time. Stop by your [local deli](#), or order [online](#) or through our mobile app for pick-up or delivery.

[Order Now](#)



Jason's Deli: a new partner with ASMI, Jason's Deli uses a pregrilled IQF Alaska Sockeye salmon patty in their new Hawaiian Salmon Bowl. Based in Grand Prairie, TX, Jason's Deli has 246 fast casual units. They use the Sockeye Salmon as a sandwich, and a protein topping to salads and bowls. Besides social media when you walk into the store, there is a big digital mural where Jason's Deli shows some of ASMI's sustainability video.

Kwik Trip: Chain of convenience stores with gas pumps based in Wisconsin and has over 800 units. They feature a battered Alaska Pollock fish sandwich throughout the year. Kwik Trip tested a "Buy one Alaska Pollock Fish Sandwich and get 50% off Waffle Fries, or a free side dish for Lent 2024." Email blasts, texts and social media were sent to their 3.5 million guests.



Signature
ALASKA FISH & CHIPS
We feature Wild Alaska Pollock dipped in Pike Place Ale batter & crispy panko. Served with crinkle fries and Rock the Boat Tartar™

3 PIECE FISH & CHIPS	11.99
4 PIECE FISH & CHIPS	14.99
5 PIECE FISH & CHIPS	16.99

Sub a Small Caesar instead of fries 2.99 Sub Rice for fries no charge
UPGRADE TO CHOWDER FRIES 4.99



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 hot smoked keta salmon bagel and a smoked keta salmon and crackers snack on the menu. This year parent company, Kathy Casey, Inc. has promoted an "Upgrade to Pub Style Wild Alaska Salmon" and Alaska Salmon Tacos with Sriracha Sauce,

HONEY TERIYAKI ALASKA WILD SALMON 16.99
Served over steamed jasmine rice with pickled cucumber salad

COMBO #1 14.99 3 Piece Fish & Chips, small Colelaw Fountain drink or Dasean bottled water UPGRADE TO 4 & 4 PIECE 17.99	COMBO #2 17.99 3 Piece Fish & Chips, Cream Chowder taster Fountain drink or Dasean bottled water UPGRADE TO 4 & 4 PIECE 20.99	COMBO #3 18.99 3 Piece Fish & Chips, Cream Chowder taster, small Colelaw, Fountain drink or Dasean bottled water UPGRADE TO 4 & 4 PIECE 21.99	COMBO #4 18.99 4 Crispy Shrimp, 2 Piece Fish & Chip, Fountain Drink or Dasean Bottled Water ADD FRIED CLAMS 4.99
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Sesame Slaw and Pickled Onions to the menu.

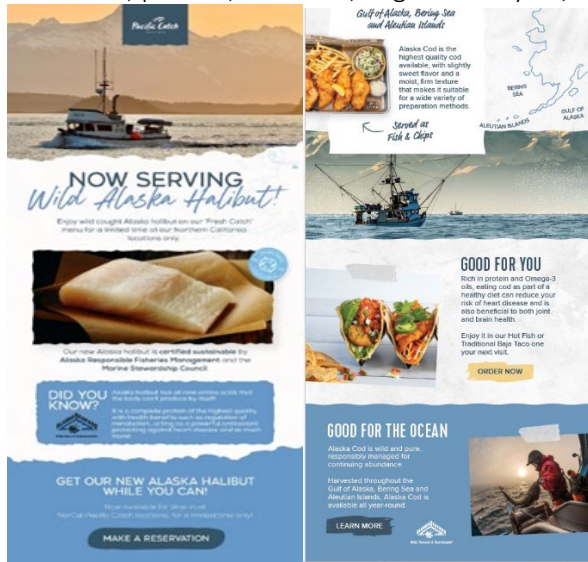
McDonald's USA, LLC.: New this year! 14,300 units throughout the US, McDonald's continues to promote its Filet-O-Fish sandwich. Throughout the year McDonald's is promoting the Filet-O-Fish as well as a double filet option. The callout to Alaska pollock and the Alaska Seafood Marketing Institute is on their website. This year's funding went to social and in-app marketing. We are working closely with McDonald's, marketing, and legal departments to have package and more marketing materials include the Alaska seafood logo and callout.





Nordstrom: Back this year bigger than ever. Nordstrom and Chef Keith Brunell created two new menu items, Blackened Wild Alaska Salmon Taco Salad and a Wild Alaska Salmon Oscar and promoted via a “Chef’s Feature Sheet” with the menu including a pdf UPC code link to the ASMI website. Nordstrom also hosted a virtual event for employees on April 18, 2024, called Lunch & Learn: Casting a Spotlight on Women in Sustainability. Alaska Fisherman Megan Corraza and Nordstrom Chef Kati Lauffler were the two experts interviewed in a lively, fun and engaging conversation about fishing in Alaska and our commitment to sustainability.

Pacific Catch: Pacific Catch: Based in the San Francisco Bay Area, Pacific Catch is a rapidly growing upscale regional fast casual chain with 14 units on the West Coast. Pacific Catch features Alaska cod in their original fish tacos throughout the year, as well as a special "Tokyo Summer" promotion with Alaska Halibut and Miso Black Cod featuring Alaska sablefish. The promotion included an LTO menu, posters, A-Boards, bag stuffer flyers, website, FB, IG and X, and four eblasts.



Popeyes: 2960 units nationwide featured Alaska flounder in their infamous Popeye’s Flounder Fish Sandwich. The Alaska logo was showcased much more broadly this year on cable TV, YouTube, Tik Tok, Twitter, Facebook, X, on the website and on high impact displays in store and trade public relations.



Sharky's Woodfired Grill: 23 units based in Southern California, Sharky's featured a Wild Alaska Salmon Burrito, Wild Alaska Salmon Power Plate and a Wild Alaska Salmon Power Bowl. Marketing materials included social media (Facebook, X, Instagram), website and an e-blast.

Sonic: Alaska pollock in a fried fish sandwich and Alaska surimi in a seafood and crab sandwich were featured in the Lent promotion. Sonic advertised the Alaska products with social media promotions, a radio spot and on lot, and in store POP materials. Sonic currently has 3500+ units.



Taco John's: 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 345 units based in the Midwest.

Wahoo's Fish Tacos: based in southern California with 41 units on the West Coast, Central and East Coast features Alaska Keta salmon and Alaska flounder fish tacos and a Crispy Fish Sandwich. Wahoos has created a waitstaff sales contest for the Alaska flounder Crispy Fish Sandwich as well as radio, social media and car wraps (also known as a moving car display).

Distributor Partnerships

Distributor partnerships continue to be challenging because of the pandemic and its disruption in the industry. There has been decentralization leading to the growth of smaller, regional distributors and "protein suppliers" (distributors and buying companies selling chicken, beef, pork and seafood). Employee turnover is a huge issue with some of the broadline distributors having over 50% new employees in the last two years.

The ASMI foodservice program has maintained partnerships and already gained back partnerships that did not promote during Covid. ASMI pivoted to provide new valued resources for distributor

promotions—education materials (especially around sustainability), photos and digital video, training programs like Alaska Seafood University, foodservice recipes to link and content for their online cooking demonstrations, contests, social media and newsletters.

In 2024, the Foodservice Program has partnered (to date) with the following distributors:

- Cash-Wa Distributing
- Gorton Foodservice
- Harbor Foodservice
- Martin Bros. Distributing
- Restaurant Depot
- Samuels and Sons
- US Foods
- Sysco US



Cash-Wa: a cash and carry distributor based in the Midwest, with approximately 6,700 customers, Cash-Wa promotes fresh and frozen Alaska pollock, cod, salmon, halibut, and flounder. The promotion includes sales rep spiffs, customer allowances, apparel giveaways, customer flyers, a customer facing order portal, social media and a short video for “Monday Morning Briefing.” Jann Dickerson, ASMI contractor gave a virtual presentation about “Why Partner with ASMI” to Cash-Wa sales associates at a sales meeting in February 2024.



Gordon Foodservice: new again after a four-year pandemic hiatus, Gordon operates out of Detroit, Michigan to the Midwest, East, South and Central areas of US and also to Canada.

Harbor Foodservice: based in the Seattle, WA area is a new partner that has 1,230 foodservice customers on the West coast. They are running a case-off allowance and sales incentive for sales reps. They use social media and their own website to promote Alaska salmon, halibut, and cod.

Martin Bros Distributing: Based in the Midwest with over 1,000 restaurant customers, Martin Bros. promotes Alaska salmon, Alaska pollock, and Alaska cod.

The promotion included cash prizes for salespeople, flyers, internal website education and eblasts.

Sysco Corporation: The largest broadline foodservice distributor in the country with 320 operating companies and over 650,000 customers and over \$53 billion in total sales. Promotion vehicles throughout the year featured callouts and the Alaska seafood logo in sales rep training materials, videos, direct to customer emails, weekly internal sales team announcements and multiple social media posts. Sysco also runs their “Foodie” training seminars with a seafood focus this year.

US Foods: is the second largest US distributor with 300,000 customers and over \$28 billion in sales. US Foods promotions include mostly frozen Alaska seafood across all species and surimi. The promotion includes case off allowances, Lenten national sales flyer, eblasts, Lent landing page, featured ASMI

foodservice recipes and photography. US Foods also sends links to ASMI's "Alaska Seafood U" as part of their training materials. Their Lent Menu Ideas website also links to the ASMI website.

Restaurant Depot: a cash and carry distributor warehouse with 94 operating units and over 600,000 customers primarily on the East and West coasts. The fall 2023 promotion featured ASMI callouts and the logo in print ads in a monthly flyer, a sneak peak eblast, eDeal eblast and an eDeal banner developed by the ASMI foodservice team.



Samuels Seafood Company: A yearlong promotion kicked off July 1, 2023, after a pandemic partnership hiatus. Philadelphia based distributor with almost 10,000 customers, Samuel and Sons has created several social media posts for the Lenten season featuring fresh and frozen Alaska sablefish, keta roe and sockeye salmon. Additionally, their quarterly Fish Tales magazine will feature ASMI imagery and will promote Alaska halibut, salmon and crab in their spring issue.



Tradeshows, Sponsorships and Trade Support



Women in Nordstrom Lunch and Learn

Nordstrom recently hosted the "Women in Nordstrom Lunch and Learn" event on April 18th, featuring Chef Kati Lauffer and fisherman Megan Corazza. Chef Kati discussed Nordstrom's ongoing partnership with the Alaska Seafood Marketing Institute (ASMI) and her passion for cooking with seafood from Alaska. Megan shared her experiences growing up in a fishing family and her career as a commercial fisherman. The event provided insight into how working women professionals engage with seafood in diverse ways. It was presented internally to Nordstrom staff members who will be serving Salmon Limited Time Offer (LTO) dishes at Nordstrom restaurant group locations throughout March and April 2024.

Alaska Seafood Presents at Stanford University in collaboration with Lentils.org and the Mushroom Council

On April 9th ASMI organized the 2nd installment of the "College and University Roadshow" at Stanford University. This event's goal is to interact with and educate culinary and sustainability professionals at universities. Organized in collaboration with Lentils.org, the Mushroom Council, and ASMI, the event explores future menus, emphasizing flavor, nutrition and sustainability. Attendees engaged in consumer insight presentations, hands-on culinary demonstrations, and collaborative cooking exercises. Chef Barton Seaver led a seafood demonstration highlighting dishes that included salmon, breaded pollock, and surimi. This event was attended by 40 university professionals from Stanford and nearby California schools.





Holland America Cruise lines Implements Alaska Seafood University training for staff

Holland America will be implementing Alaska Seafood U as part of their culinary training for both cruise ships and their land-based hotel culinary staff. Alaska Seafood U is an online educational tool that teaches an overview of Alaska seafood species, sustainability and nutritional benefits of wild Alaska seafood and is used as a resource for back of house, culinary staff and front of house staff to differentiate Alaska seafood from other menu items.

Seafood Expo North America

ASMI staff members and contractors exhibited at Seafood Expo North America trade show in Boston March 10th-12th. The ASMI booth featured beautiful, scenic images of Alaska and the seafood industry and displayed gorgeous whole, head-on Alaska product. The tradeshow is the largest seafood tradeshow in the country and had more than 20,000 attendees over the course of the 3-day event. Many of ASMI's foodservice and retail partners were present for one-on-one meetings and networking with Alaska seafood industry and trade professionals. The trade show was a great success and ASMI staff look forward to moving forward on new partnerships developed during the show.



ASMI's popular Go Wild reception was held on the evening of Monday, March 11th and showcased all of the delicious species that hail from Alaska's waters. Chef Richard Rayment of the Seaport Hotel highlighted over 10 different Alaska seafood species in addition to Portland, Maine chef Jordan Rubin of Mr. Tuna who prepared a variety of Japanese dishes including an Alaska pink salmon handroll, which was a crowd favorite. Executive Director Jeremy Woodrow honored Senior Director of Global Marketing and Strategy, Hannah Lindoff, with an Alaska state flag to commemorate her time with ASMI as she transitions



to her new position as Executive Director of Seashare. The reception was a wonderful opportunity to share all of the delicious Alaska seafood products with the Alaska seafood industry, trade and their guests.

Portland Chef Jordan Rubin Develops New Alaska Seafood Recipes

The ASMI Foodservice team recently worked with chef and restaurateur Jordan Rubin to develop 7 new recipes featuring a variety of Alaska seafood species. Rubin is the owner of Mr. Tuna, Crispy Gai, and Bar Futo all located in Portland, Maine and all heavily focused on seafood and Asian flavors. Rubin developed clean, delicious recipes that make the seafood the star of the plate some examples include Crispy Surimi Fritters, Alaska Pollock Katsu Sando, and Alaska Scallop Sashimi with miso brown butter. These recipes are intended for a foodservice audience with a few created specifically to be shared at events. These fun and vibrant images will be used to promote the recipes on the ASMI recipe database as well as in upcoming advertising campaigns, tradeshow and conferences and will be available on ASMI's photo library, Netx, for industry use.



Triangle Wine and Food Experience Features Alaska Seafood

Raleigh hosted the annual Triangle Wine and Food Experience to benefit the Frankie Lemmon School. The event featured an incredible lineup of James Beard Award winning chefs including Ashley Christensen, Chris Shepherd and Mason Hereford. ASMI provided smoked sockeye salmon, halibut, salmon roe, scallops, bairdi and golden king crab for the event, which was elegantly prepared and served by these esteemed chefs. The Alaska seafood logo was prominently displayed on signage and the host chef, Ashley Christensen called out the Alaska origin many times throughout the weekend.

ASMI Reboots the Alaska Seafood Culinary Alliance with Star Chefs

“On behalf of the nation’s largest source of wild domestic seafood, the Alaska Seafood Marketing Institute (ASMI) today announced its ongoing partnership with an esteemed group of chefs nationwide who will serve as culinary stewards of Alaska seafood. Chefs of the new [Alaska Seafood Culinary Alliance \(ASCA\)](#) not only feature and promote Alaska seafood, which is guaranteed to be wild and sustainably caught, within their own operations, but will help educate and inspire others in the foodservice industry and home cooks to do the same. ASCA chefs include Top Chef Masters winner Chris Cosentino, Jordan Rubin, chef/owner of Mr. Tuna and Bar Futo, and co-owner of Crispy Gai all located in Portland, Maine, Rachel Yang, cookbook author and chef at Revel and Joule in Seattle, Barton Seaver, one of the world’s leading sustainable seafood experts and educators, Keith Brunell, Director of Food and Beverage at Nordstrom Restaurant Group, Ashley Christiansen, James Beard Award-winning chef and owner of more

than 6 restaurants in Raleigh, North Carolina, Chris Shepherd, James Beard Award-winning chef and founder of Southern Smoke Foundation, and many more.”

Foodservice Advertising

Marketing analytics, April 2023 – April 2024

FLAVOR & THE MENU

PRINT: Circulation: 35,000

Full-page ad in the following issues: April 2023, July 2023, Oct 2023, Jan 2024

PLATE:

Total circulation 42,000

Passalong: 133,000

Plate’s major market segments include:

- Upscale and casual dining, including fast-casual
- Hotels, resorts, casinos and country clubs

PRINT:

- [March/April 2023](#) - pg. 68 (back cover)



- [May/June 2023](#) -pg. 33 (Custom Content Advertorial)

AN EXCEPTIONAL APPROACH TO SEAFOOD

CUSTOM CONTENT
ALASKA SEAFOOD
WILD, HEALTHY & SUSTAINABLE

The pristine waters of Alaska are the natural habitat for an abundant variety of sustainably harvested fish and shellfish. Wild-caught and frozen at the peak of freshness, Alaska seafood delivers impressive flavor, texture and versatility. As part of our ongoing series of engaging chef videos, a select group of world-class chefs offer their tips, insights and stories, while sharing some of their favorite recipes and highlighting the benefits of menuing Alaska seafood.

World-class chefs share their inspiration using wild-caught Alaska seafood

JAMIE MALONE

JO CHAN

Jamie Malone's Clay-Baked Alaska Salmon with Fennel, Orange and Olives

Pan-Seared Alaska Sablefish with Calabrian Chili Agrodolce by Jo Chan

A LONGSTANDING APPRECIATION OF SEAFOOD AND DELICIOUSNESS
Classically trained in French cooking, she's fascinated by the delicate umami of Japanese foods and is constantly exploring new ideas. She especially enjoys presentations that are creative and a touch quirky, hence the use of clay baking for her Alaska salmon recipe. "I've always loved seafood. It's a beautiful food," Malone says. "My partner was a fisherman in Alaska, giving me greater appreciation of seafood from that part of the world. It's always delicious. And in my book, delicious trumps all."

CONTRASTING FLAVORS BRING OUT THE BEAUTY OF ALASKA SABLEFISH
Austin's Chef Jo Chan grew up cooking alongside her grandmother, learning the language and cuisine of the Philippines. Preparing meals throughout the day, cooking became an integral part of her life. Along with culinary school, time spent at farmers markets and some impressive work experiences, Chan gained an appreciation for locally sourced, seasonal ingredients. Chan is enamored with wild-caught seafood from Alaska. "My style is simple. I love to bring a lot of beautiful ingredients together on a plate, letting them speak for themselves. Alaska as a point of origin means a lot. It has weight. It's certified by all the right people and appreciated by our clients. For this recipe, the fish is moist and tender and cooks up nicely. While agrodolce is more commonly associated with Italian cuisine, I've made some modifications. The beauty of the sablefish contrasts nicely with the sweet/flour notes of the agrodolce and the fresh, crisp winter greens."

SEE THESE CHEFS IN ACTION
To hear more from these fascinating chefs and get a glimpse of how their delicious dishes are prepared, scan the QR code.

EXPLORE THE FLAVOR, VERSATILITY AND FRESHNESS OF WILD-CAUGHT ALASKA SEAFOOD AT [ALASKASEAFOOD.ORG](#)

- [September/October 2023](#) (Custom Content Advertorial) – pg. 10

SEAFOOD THAT HITS ALL THE RIGHT NOTES

INNOVATIVE CHEFS APPRECIATE THE PERFORMANCE AND SUSTAINABILITY OF WILD-CAUGHT ALASKA SEAFOOD

Wild-caught fish and shellfish, sustainably harvested from the pristine waters of Alaska, consistently impress chefs with their rich flavor, texture and versatility. Featured in our ongoing series of engaging chef videos, these two notable chefs talk about menuing Alaska seafood, share some of their favorite recipes and reveal valuable tips, insights and stories.

JEFF POTTER
Cooking Baked Alaska Caviar with Smoked Tomato, Basil and Citrus

JUSTIN SUTHERLAND
Alaska Seafood Bar

Global Flavors Provide Tremendous Opportunity
Jeff Potter, Executive Chef at 610 Magaldi in Louisville, Kentucky, grew up in a multicultural household. Vietnamese, Hispanic and several other cultures. As such, he experienced different and flavorful food from an early age. While family meals in traditional French cooking, he still appreciates the respect and appreciation that global flavors represent. "It's a fun of these foods, never open to their cultures, and here we build upon the heritage."

When it comes to seafood, Potter explains, "There are so many options that are so varied, all providing endless opportunities for inspiration and experimentation." He adds, "Sablefish has been important to us here for our menu and plant, explaining, "It represents the exceptional flavor and texture of Alaska Caviar and other Alaska seafood. The fact that they're responsibly sourced and sustainably harvested is equally important."

An Inherent Sweetness, Meatiness and Flavor
Justin Sutherland, Minneapolis-based chef, restaurateur, author and television host, was inspired by the versatility that wild-caught fish has. He grew up in a grandmother's kitchen, learning to cook through food. "But the Japanese brought, there was always sashimi, bento, lunch and lots of seafood prepared in her kitchen. Add in his Southern heritage and you have a pretty unique mix that explains his selection of a crab ball for this video."

When preparing his recipe, Sutherland mentions, "There are lots of ways to make seafood balls. You can use a crabball, shrimp or whatever seafood you prefer, but with a twist. Sablefish." He continues, "I use wild-caught natural sweetmeats, meatiness and overall flavor of the Alaska Baked crab balls up to the added spices in the ball. The crab is also great (shell) and used in seafood soups, and it has an important presence center of plate. Whatever the application, I like the way the natural sweet, meaty and softness always come through."

EXPLORE MORE OF THE VERSATILITY, APPLICATIONS AND APPEAL OF WILD-CAUGHT ALASKA SEAFOOD AT [ALASKASEAFOOD.ORG](#)

CHEF SERIES LINEUP

 CHEF RACHEL STONE of Stone & Stone Beverly Hills, CA Sea and oyster dish with citrus and olive oil	 CHEF JAYLIN GUTIERREZ of Gutierrez Houston, TX and El Paso, TX Mushroom pasta with cheese and bread	 CHEF LEE WOLDEN of Wolden's Chicago, IL Bacon and cheese sauce with chicken and potatoes	 CHEF JOHN KIM of Kim's Menlo Park, CA Wild-caught Alaska Salmon	 CHEF JENNIFER O'CONNELL of O'Connell's Carmel, CA Alaska Seafood	 CHEF ANDREW HENSLEY of Hensley's New York, NY Alaska Seafood	 CHEF ANDREW HENSLEY of Hensley's New York, NY Alaska Seafood	 CHEF JANE MALONE of Jane's Seattle, WA Alaska Seafood	 CHEF JO CHAN of Jo Chan's San Jose, CA Alaska Seafood
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To hear more from these featured chefs or watch up on the entire series of chef videos, scan the QR code.

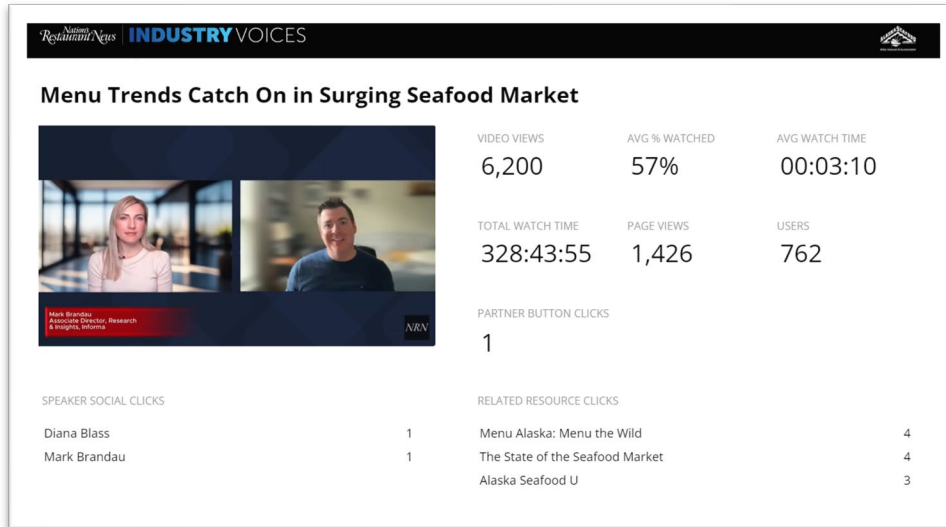
NATION'S RESTAURANT NEWS:

Circulation – 85,000 Magazine, 210,000 pass along, 350,000 website, 90,000 email

Chain Restaurant Focus publication

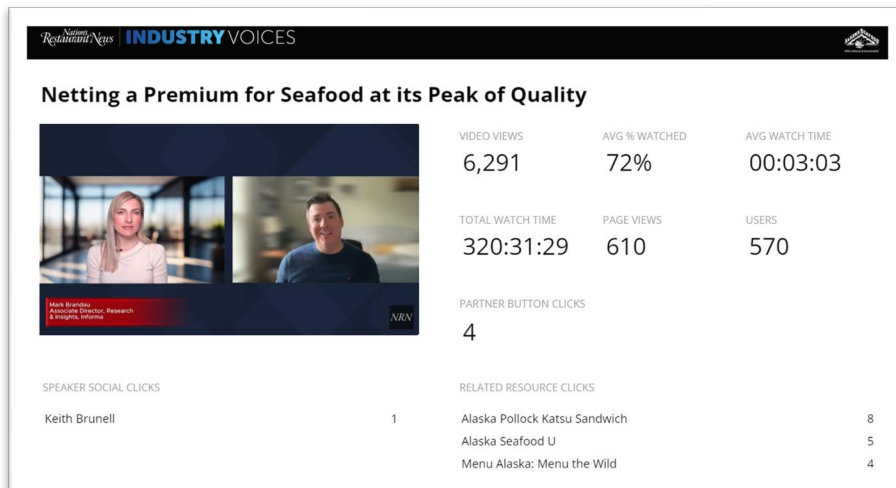
Industry Voices Video 1

<https://lookerstudio.google.com/reporting/5b7a623b-ebc1-43ca-9ea8-e85b08e4d025/page/1QMO>



Industry Voices Video 2

<https://lookerstudio.google.com/reporting/761aaa29-429c-4c14-8f0a-a526e42ef6dd/page/1QMO>



FY25 Proposed Retail Program Budget

	FY24	FY25	
Retail	Budget	Proposed Budget	Difference
Program Operations (Staff)+Travel	\$330,000	\$329,000	-\$1,000
Marketing Operations (Reps)	\$262,500	\$262,500	\$0
Special Projects	\$400,000	\$260,000	-\$140,000
Trade Promotions	\$875,000	\$841,000	-\$34,000
Tradeshows and Conferences	\$163,000	\$150,000	-\$13,000
Trade Support	\$709,500	\$397,500	-\$312,000
Trade Advertising	\$160,000	\$160,000	\$0
Total	\$2,900,000	\$2,400,000	-\$500,000

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 headquarter/divisions throughout the year offering promotional assistance, training, and point-of-sale material for both in-store and online. It is important for Alaska seafood brands to be visible in those stores and in the digital space through media and ecommerce to provide consumers with a multichannel experience, reaching them at all touchpoints with consistent messaging to build brand awareness and trust.

The United States domestic market continues to be strong as it is an established market with no tariffs, a strong currency, stable government, a growing consumer demand, and less shipping and logistics issues.

Currently, there are many challenges affecting the U.S. retail sector to include inflation, labor shortages and costs, consumer retention and engagement, as well as supply chain logistical issues.

Of those, perhaps the most pronounced issue, however, is inflation. According to Circana, 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.

With inflationary pressure across all food items to include seafood, many consumers are turning to couponing to help ease their spending. With a 3.5% increase in the U.S. Consumer Price Index, shoppers are looking for savings, according to Inmar Intelligence. Nearly one-third of shoppers increased their coupon usage in 2021 and 54 percent did so because of financial pressures.

Based on the report, these shoppers are turning to digital coupons over other savings options, with 76 percent of shoppers reporting they used a digital coupon in-store. There was a 13-percent increase in digital coupon redemption in 2021, as inflation started to take hold. Brands reacted swiftly to the increased shopper demand and increased digital coupon distribution by 28 percent in 2021, noted the research firm.

Both brick and mortar and ecommerce grocery are important channels to penetrate. According to Circana, 15% of total retail sales are ecommerce. Although, the majority of purchases by shoppers are made in-store, consumers increasingly rely on digital tools to aid and inform these purchases according to Profitero. The ASMI team has shifted its marketing efforts to accommodate this quickly evolving retail landscape with omnichannel commerce becoming the new paradigm. The team has tapped into creative ways to capitalize on this marketing integration to reach the consumer on and offline at various touch points. We embraced this multi-pronged approach by ensuring that we are focusing not just on in-store carts and shopper experiences, but also smart carts, virtual baskets, 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 Circana was supported by all areas within the frozen category. Sales of fresh, frozen, and ambient seafood in U.S. retail stores all decreased in June of 2023 in spite of prices for the first two categories dropping in the period, according to Circana. Furthermore, frozen seafood sales fell, dropping 5.3 percent to USD 627 million. 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.

Finally, ASMI domestic expanded its ecommerce footprint even further to target top nationwide retailers. The primary partner that ASMI domestic collaborates with is Chicory. Chicory is a commerce media company with a platform that encompasses recipe publishers and retailers that reach over 110 million high-intent grocery shoppers every month through hyper-contextual ads and in-recipes commerce solutions across 5200 blogs and websites. The target media combined with shoppable technology allows ingredients such as wild, Alaska seafood to be added to a virtual cart. There are over 60+ retailer integrations in their ecosystem to include club stores, C stores and traditional grocery stores. Past campaigns have shown significant sales lift of products featured in a campaign.

Historically, we were unable to partner with certain retailers due to their, "clean store," policies which prohibit point-of-sale materials such as shelf danglers, static clings, and in-ice signs in their brick and mortar units. This new way of partnering with the grocers digitally enabled ASMI to tell the Alaska seafood story directly to consumers with online banners, digital advertisements, imagery, influencer posts, blogs, and shoppable recipes.

Furthermore, it allows ASMI to partner with companies in different categories that we have not traditionally worked with. One example is Victoria pasta sauce. ASMI and Victoria executed a co-branded Lent promotion featuring all species of salmon to include smoked salmon. The pairing target was healthy mains, quick and easy, spring entertaining, Italian recipes, light eats, family friendly and more. The campaign yielded an 85% average click through rate, nearly 4.4 million impressions, reached 87,200 new

shoppers with \$1.7 million dollars in total sales. It enables us to enter a space such as Italian food, for example, to gain a new audience.

The targeting, strategies, and creative resonated with consumers. These tactics employed have proven to be effective in targeting digital native millennial shoppers who are a target audience. Furthermore, by promoting the private label brands it allowed ASMI to cultivate and foster even better relationships with their retail partners as this is a boon for them.

To complement this; ASMI is also partnering with its traditional retail partners like Costco, Walmart, Publix, Kroger and more to conduct brick and mortar trade promotions to further move product. Finally, the team has also expanded its partnership base to include new retailers like B.J.'s, Amazon Fresh, Sam's Club, and more.

The previous ecommerce campaigns have proven that the targeting, strategies, and creative resonated with consumers. These tactics employed have proven to be effective in targeting digital native millennial and Gen Z shoppers who are target audiences. Moving forward, ASMI domestic will continue in the digital space to create shoppable moments for consumers.

Retail FY25 Budget Breakdown:

	<u>FY24 Budget</u>	<u>FY25 Budget</u>
Total Retail Budget:	\$2,900,000	\$2,400,000
<u>PROGRAM OPERATIONS:</u>	\$330,000	\$329,000
Personnel	\$290,000	\$299,000
Travel	\$30,000	\$30,000

↓\$1,000 recommended
(Salary and benefits funding determined by ASMI Fiscal)

Budget salary levels are slightly decreased due to loss of 12.5% Assistant position.

This category funds 50% of the Domestic Marketing Director, Interim (Megan Rider), 100% of the Retail Marketing Coordinator (Amy Dukes) and 50% of the Domestic Marketing Coordinator (Sarah Wallace), plus all travel expenses for staff members.

<u>MARKETING OPERATIONS:</u>	\$262,500	\$262,500
No change recommended		

100% Marketing Representative (Mark Jones), 50% Marketing Consultant (Tricia Sanguinetti).

<u>SPECIAL PROJECTS:</u>	\$400,000	\$260,000
↓\$140,000 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.

SPECIAL PROJECTS/CO-OP PROMOTIONS

Costco Quick and Easy Video: Sablefish

ASMI partnered with Costco Quick and Easy during October Seafood Month to promote wild Alaska sablefish. Chef Randy Altig prepared a Japanese BBQ Miso Alaska Sablefish recipe which will be posted on Facebook and the Costco website and advertised on social media platforms. The video received over 1 million views.



Costco Quick and Easy Video: Salmon Burger

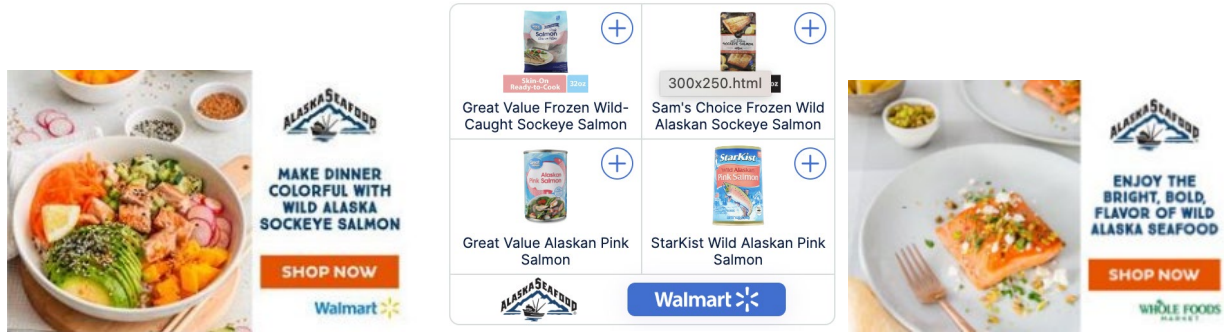
ASMI is also sponsoring another Costco Quick and Easy video featuring canned Alaska pink salmon. The video, which will be posted towards the end of May, will be focused on grilling season and advertise a recipe for Alaska salmon burgers made with Kirkland canned pink salmon.

Chicory FY24

ASMI has continued to partner with the ecommerce ad company Chicory to launch digital campaigns supporting Alaska seafood at large retailers nationwide throughout the fiscal year. ASMI has conducted a separate campaign for fall, New Years, lent, and will be sponsoring a spring/summer grilling campaign to close out the fiscal year. Retailers included in the FY24 campaigns were Walmart, Whole Foods, Sprouts, Target, Raleys, Sam's Club, Kroger, H-E-B, Hy-Vee, and Publix. Species included FY24 campaigns were salmon, cod, pollock, surimi, and sablefish. Recaps are still pending for the New Years and Lent campaigns, but initial reports indicate successful results within benchmarks.

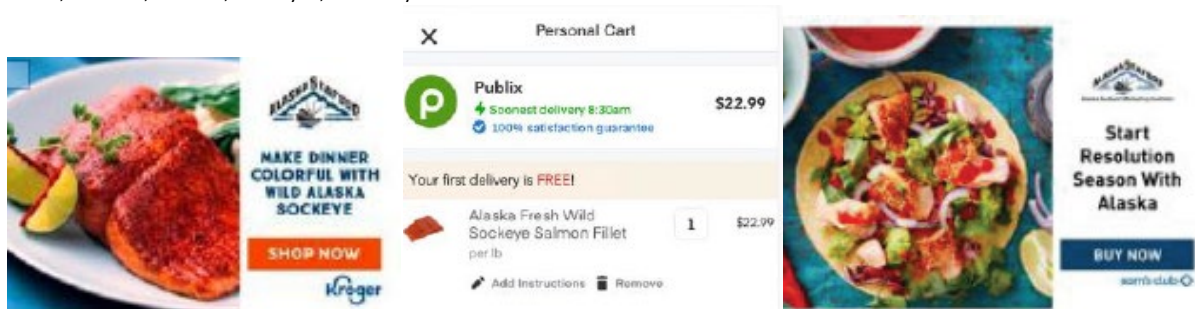
Chicory October National Seafood Month Campaign 2023

During the 2023 October Seafood Month, ASMI worked with Chicory to support wild Alaska salmon and cod at Walmart and Whole Foods.



Chicory New Year Campaign 2024

For New Years, ASMI worked with Chicory to support salmon, pollock, cod, and surimi at Kroger, Sam's Club, Publix, H-E-B, Raley's, and Hy-Vee.



Chicory Lent Campaign 2024

During Lenten season, the Chicory campaign targeted Target, Sprouts, and Whole Foods and featured the Alaska seafood species pollock, sablefish, cod, and pink salmon.



Chicory Spring-Summer Campaign 2024

The upcoming chicory campaign will target Walmart and feature pink and keta salmon. The imagery used in this campaign will be from a new line of recipes produced by ASMI, such as the Greek Salmon Burger and Szechuan Salmon Bites.



RETAIL TRADE PROMOTIONS

FY24 Year-Long

PCC

ASMI has a partnership with PCC markets for continuing promotions throughout the 2024 fiscal year that include monthly and/or quarterly in-store, digital, and mailed promotions. The Alaska seafood logo and images of Alaska seafood products are promoted through digital and physical mail to PCC customers, as well as on PCC social media platforms.



Sprouts Farmers Market & Chefs USA

ASMI partnered with Chefs USA and Sprouts Farmers Markets to highlight Alaska seafood species with seafood demos at all Sprouts locations. Demos include species such as cod, halibut, sablefish and sockeye salmon. The demo displays include the Alaska Seafood logo, POS materials provided by ASMI, and promote the sustainability and health benefits of Alaska seafood.

Summer 2023

Whole Foods Market

ASMI supported Whole Foods summer sockeye marketing through in-store cooking demos. ASMI provided talking points on Alaska seafood and cooking instructions to Brand ambassadors at 100 Whole Foods locations. The demonstrations featured air frying sockeye salmon paired with 365 Honey Soy Ginger or Garlic Teriyaki Marinades. Demo areas were decorated with ASMI imagery, logo, and QR code leading to the ASMI website.



Chefs USA - Publix

ASMI partnered with Chefs USA to promote sockeye salmon at Publix Supermarkets Charlotte NC Division. Promotions included 20 Three-hour Chef Cooking Demonstrations featuring Wild Alaska sockeye salmon. Chefs distributed ASMI POS Materials (supplied by ASMI), recipes, static clings, in-ice signs, nutritional infographic, and sustainability information. The chefs used Alaska Seafood Table Runners, promoted the health benefits of Alaska Seafood and the sustainability of Alaska's fisheries. The demos were set up in the store's seafood department where the chefs could hand sell the product.



Chefs USA Harris Teeter

ASMI partnered with Chefs USA at Harris Teeter in July of 2023 to promote frozen, refreshed, and smoked sockeye salmon. Chefs USA performed 120 three-hour cooking demonstrations using the various sockeye products, distributed ASMI POS materials supplied by ASMI, and used ASMI display items such as table runners, recipes, clings, in-ice signs, infographics, and sustainability information.



Fall/October Seafood Month 2023

Sendik's Markets

ASMI partnered with Sendik's Markets in August of 2023 to promote sockeye salmon, troll caught king salmon, sablefish, bairdi crab and Pollock. Promotion tactics included a front page print ad, broadcast radio for a full week for over 1 million impressions, OOH billboards for more than 1.5 million impressions, a dedicated Alaska seafood email, digital banner ads, a targeted text campaign, and earned social media posts.



Brookshire Grocery TX

ASMI partnered with 4 Star Demos to perform 40 Alaska salmon burger and surimi demos are Brookshires TX. Locations displayed the Alaska seafood products and information on wild Alaska seafood.



Sizzlefish

ASMI partnered with online seafood retailer Sizzlefish to promote Alaska seafood products such as Alaska snow crab, king salmon, coho salmon, sockeye salmon, weathervane scallops, and halibut during October Seafood Month. Sizzlefish used Facebook ads to promote videos and creatives that drove traffic to Alaska seafood products. Sizzlefish will also include free samples of Alaska products to incentivize customers to try new species. Sizzlefish will also drive traffic with Google Ads and develop SEO-optimized Alaska seafood recipes and blogs.



Harris Teeter

ASMI is partnered with Harris Teeter for October Seafood Month in 2023 to promote Alaska sockeye salmon, smoked sockeye, sockeye chowder, halibut, surimi, and sablefish in all 265 locations. Products were promoted with ASMI POS materials in self-service cases, service seafood counters, and frozen bunkers. Harris Teeter also executed a company-wide Alaska Seafood Sales display contest with ASMI POS.

<p>Wild Caught Alaska Sockeye Salmon Fillets</p>  <p>13.99 per lb.</p> <p>save at least \$1.00 per lb. with your VIC card</p> <p>VIC SAVINGS</p>	<p>Wild Caught Sablefish Fillets</p>  <p>14.99 per lb.</p> <p>save at least \$3.00 per lb. with your VIC card</p> <p>VIC SAVINGS</p>	<p>14 oz. Fishermans Market Flake or Leg Style Imitation Crab</p>  <p>3.99 each</p> <p>save at least \$1.00 each with your VIC card</p> <p>VIC SAVINGS</p>
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Rouses Markets

Alaska Seafood partnered with Rouse’s Markets for October Seafood Month to advertise Alaska salmon, sablefish, flounder, pollock, cod and crab across 76 Stores. Rouses conducted a sales and display contest across stores and promotions included seafood displays using Alaska Seafood POS materials such as posters, clings, in-ice signs, counter cards, and more.

<p>ALASKA WILD-CAUGHT Black Cod Steak</p> <p>\$11.99 LB</p> <p>ALASKA WILD-CAUGHT Black Cod Fillet \$13.99 LB</p>	 <p>ALASKA SEAFOOD Wild, Natural & Sustainable</p> <p>SAVE up to \$2.00 LB</p>	<p>WILD-CAUGHT FROM ALASKA</p> <p>Alaska's 34,000-miles of pristine coastline waters teem with delicious wild-caught seafood, from five different varieties of salmon, to the world's best halibut, and giant King crabs.</p>
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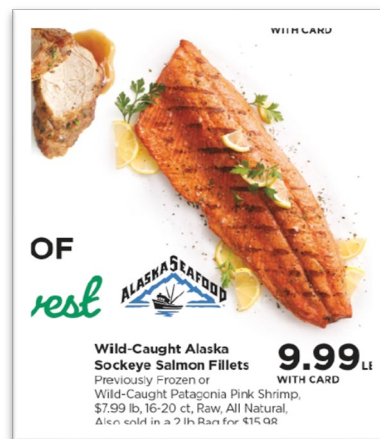
Hannaford Bros

Hannaford Bros promoted October Seafood Month with an Alaska Seafood Festival involving Alaska pollock, surimi, sockeye salmon, smoked sockeye, cod, and smoked sockeye salmon. During the festival, Hannaford Bros advertised Alaska species in a designated extra page ad featuring the ASMI logo, distributing over 2.3 million in-store flyers per week and 1.7 million digital flyers to My HRD rewards members weekly for 189 Hannaford locations. Hannaford Bros also produced in-store signage using the ASMI logo.



QFC

QFC promoted Alaska whitefish, salmon, and sablefish during October Seafood Month in 2023. QFC executed a company-wide Alaska seafood sales and display contest. QFC also advertised Alaska Seafood at all stores, displaying and distributing Alaska seafood recipes, 100% Delicious POS, and sustainability and health benefit information in stores.



Rosauers Supermarkets

ASMI is partnered with Rosauers Supermarkets this past October Seafood Month to promote a variety of Alaska seafood species such as Alaska halibut, sockeye salmon, coho salmon, scallops, rockfish, and crab. The promotions included in-store advertising throughout the month of October, creating and merchandising an Alaska seafood section in the service seafood case and calling out Alaska seafood using the ASMI logo and messaging. Rosauers also posted Alaska seafood content on Rosauers Social channels.

Save On Foods

ASMI partnered with Canadas Save on Foods to promote Alaska seafood across 178 stores throughout October of 2023 to promote Sockeye. Save-On- Foods featured Alaska sockeye in their weekly flyer with the Alaska logo, posted sockeye content in digital ads and E-newsletters, and also featured Alaska sockeye salmon on web banners and in Facebook posts.



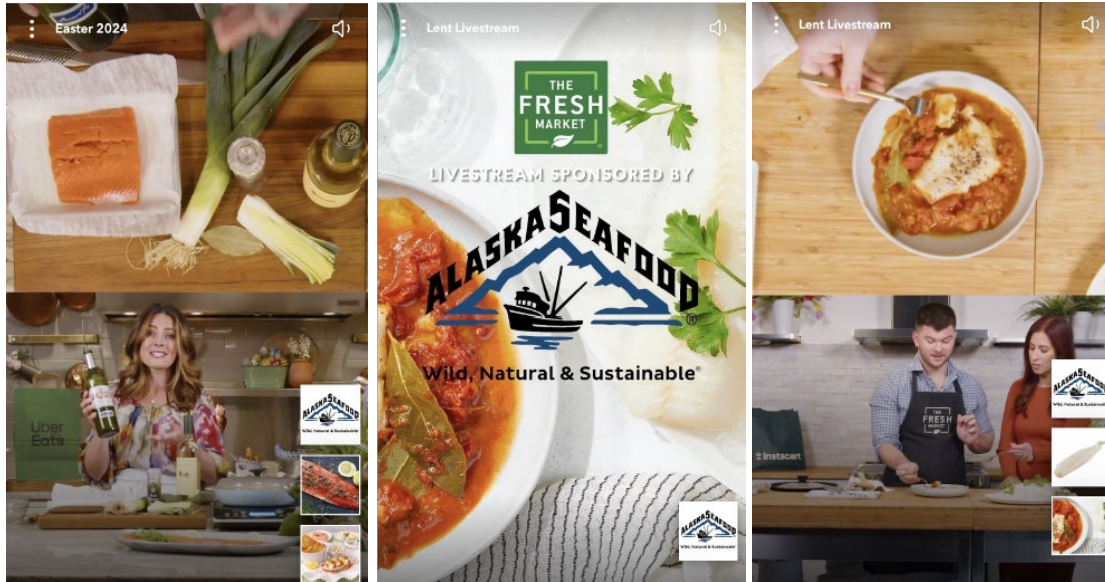
New Years/Lent 2024

Dierbergs Markets

ASMI brought back a partnership with Dierbergs Markets in December 2023 – January 2024 to promote Alaska seafood species such as sockeye salmon, bairdi crab, halibut, sole, and king crab. Dierbergs displayed ASMI POS at all 27 locations and promoted Alaska seafood species in a weekly flyer and in digital ads with the ASMI logo.

The Fresh Market

ASMI partnered with retailer The Fresh Market to sponsor Livestream cooking demonstrations in January, February, and March of 2024. Livestreams can be watched on the TFM website after the initial airing. Livestreams have an engagement rate between 10%-15% and accumulate over 250k views. Wild Alaska cod and sockeye salmon were featured.



Lunds & Byerlys

Lunds and Byerlys partnered with ASMI in Q1 of 2024 to promote Alaska seafood species including cod, sockeye, king, keta, sablefish, and halibut. Promotions included case displays built to feature available Alaska seafood species, inclusion in ads with the Alaska Seafood logo, and displaying ASMI POS in stores.

Fresh Direct

ASMI partnered with online grocery delivery service Fresh Direct to promote sockeye salmon in November of 2023 and again during Lent. The promotions run of site banners, a shopping page, email banners, fresh deals placement, and a dedicated recipe landing page. ASMI produced the creatives used during the campaign.

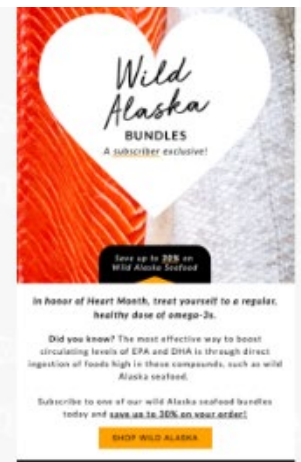
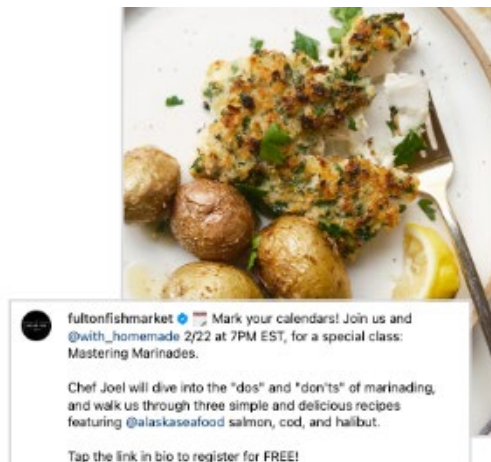


Hy-Vee

ASMI worked with the Hy-Vee retail dietitian team to sponsor all Alaska seafood products available in stores during a March 2024 Seafood Challenge event. The challenge sponsorship includes a post on the Hy-Vee dietitians' social pages, inclusion in the Hy-Vee Health e-newsletter with over 500k subscribers, placement in the Hy-Vee newsletter, inclusion in a weekly video and during in-store or virtual classes, store tours, and individual counseling when possible.

Fulton Fish Market Wild Alaska Seafood Promotions – December - March 2024

Fulton Fish Market, an online seafood delivery service, partnered with ASMI throughout the first quarter of 2024 to promote multiple Alaska seafood species, such as sablefish, halibut, cod, and salmon. Fulton Fish Market included images and recipes from ASMI's asset library on their website, email promotions, and social media pages. Additionally, FFM leveraged its partnership with Homemade Cooking to feature Alaska seafood in a virtual cooking class.



Save-On-Foods

ASMI partnered with Canadas Save-On-Foods to promote Alaska seafood across 178 stores throughout January of 2024 to promote sockeye. Save-On-Foods featured sockeye salmon in their weekly flyer with the Alaska logo, posted content in digital ads and E-newsletters, and hosted an in-store display contest and some locations created a contest where customers could win a gift card with a purchase of wild sockeye salmon.



Giant Eagle

Giant Eagle and ASMI renewed our annual partnership to promote Alaska salmon, cod, and pollock at 225 locations during the 2024 Lent season. Promotions included the ASMI logo in-store and digital ads, a company-wide sales and display contest, and island case merchandising with ASMI logo.

Harris Teeter

ASMI partnered with retailer Harris Teeter over Lent 2024 to promote Alaska pollock (surimi), halibut, sablefish and sockeye salmon in 265 locations. Harris Teeter advertised Alaska sockeye salmon, halibut, and surimi at all locations throughout Lent. All the included products were displayed and promoted with ASMI POS materials in self-service cases, service seafood counters, and frozen bunkers. Harris Teeter also executed a company-wide Alaska Seafood Sales display contest.



Jewel Osco

ASMI partnered with Jewel Osco Deli Department during this Lent season to promote Wild Alaska Cod. Jewel Osco is advertising Alaska Beer Battered cod at 188 stores by displaying Alaska Seafood point of sales materials such as pack labels, static clings, and table tents, as well as running a minimum of three ads during the promotion period. Jewel Osco will also promote Alaska cod using their social media.

Kroger – Nationwide

ASMI partnered with Chefs USA again to promote Alaska sockeye salmon and surimi at Kroger locations across the nation. The promotions included 300 three-hour chef cooking demonstrations. Chefs used Alaska seafood displays and distributed POS materials, as well as health and sustainability information provided by ASMI while providing samples of Alaska seafood products.

QFC

QFC conducted a successful promotion for Alaska sablefish, cod, and salmon during the 2024 Lent season. QFC advertised Alaska Seafood at all stores, displayed and distributed Alaska Seafood Recipes, POS, and sustainability information in stores throughout Lent in addition to promoting the health benefits of Alaska seafood products. QFC also execute a company-wide Alaska seafood sales and display contest.

Save Mart

Alaska Seafood formed a new partnership with California retailer Save Mart in Q1 of 2024 to promote Alaska seafood species such as surimi, keta, pink and sockeye salmon, and pollock in all 190 locations. Promotions at Save Mart included a display contest, ads including the ASMI logo, Alaska products displayed in self-service case, ASMI on pack stickers and signage, demos, liquor tie ins, and social media features. Save Mart also had ASMI video content looping on a monitor above the counters in eight test stores.

Albertsons

ASMI continued a Lent partnership with Albertsons across all 2252 stores during the 2024 Lent season. Albertsons promotions primarily focused on Alaska pink salmon and surimi. Alaska cod, sockeye salmon, and value-added brands and private label products with Alaska pink or keta salmon also qualify for the promotion. The included Alaska seafood products were displayed in frozen bunkers, glass door cases, and service cases. Albertsons used the Alaska Seafood logo in ads, executed a company-wide Alaska seafood sales contest, and use ASMI POS materials.

Rosauers Supermarkets

ASMI continued the partnership with Rosauers for Lent 2024 to promote Alaska sockeye salmon, coho salmon, halibut, pollock, rockfish, scallops, and golden king 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. Rosauers also created in store signage, posted Alaska seafood content to social channels, and promoted the health benefits of Alaska seafood.

Spring 2024

Whole Foods Market

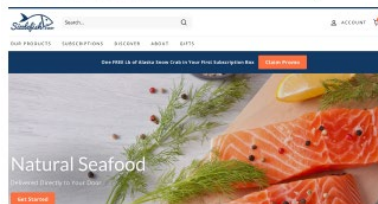
ASMI partnered with Whole Foods Markets to promote wild Alaska sablefish in late spring and early summer. Promotions include advertising Alaska sablefish via multi-channel marketing including in print and on Whole Foods website. WFM will also construct displays and merchandise Alaska sablefish.

Wild Alaska Salmon and Seafood

ASMI partnered with Wild Alaska Salmon and Seafood during the spring of 2024 to promote wild Alaska Sablefish. Starting at the beginning of April, Wild Alaska Salmon and Seafood promoted sablefish with a home webpage hero image, header carousel banner, and pop-up message. Wild Alaska Salmon and Seafood will also include sablefish in email marketing campaigns, and will have a special offer to include a free portion with purchases over a certain amount.

Sizzlefish

ASMI partnered with online seafood retailer Sizzlefish for a spring promotion of Alaska seafood products such as Alaska snow crab, king salmon, sockeye salmon, halibut, sablefish, Dungeness crab, and weathervane scallops. Promotions included developing new videos to use in Facebook ads, development of Alaska seafood recipe guide pdfs, driving paid traffic to Alaska-specific products through Facebook and Google ads, and offer promotions such as “Free lb of Alaska Halibut” and “Free lb of Snow Crab”.



Sam's Club

ASMI is working with Sam's Club in the spring through the end of the fiscal year to promote Alaska pink and keta salmon. The promotion will include unit discounts and increase the amount of product being distributed to store locations.

TRADE SHOWS & CONFERENCES

Seafood Expo North America (SENA)

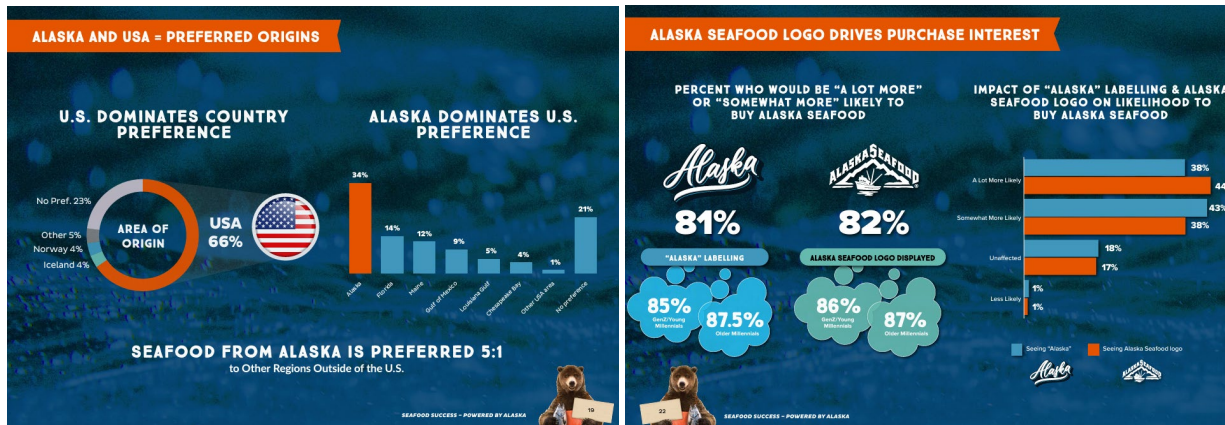
The domestic retail team was able to attend and host meetings for retailers and the seafood industry as well as make and grow connections for on-going and future partnerships. ASMI also hosted the annual Go Wild party again this year and featured winning products from Symphony of Seafood.



TRADE SUPPORT

New Retail Brochure

ASMI has produced an updated Seafood Success Powered by Alaska brochure highlighting current and updated research on seafood in the Retail industry. The brochure explains current consumer views on seafood, as well as the benefits of marketing Alaska seafood and wild caught seafood. The new brochure can be found on the ASMI website as well as in print, available in the ASMI printed materials store.



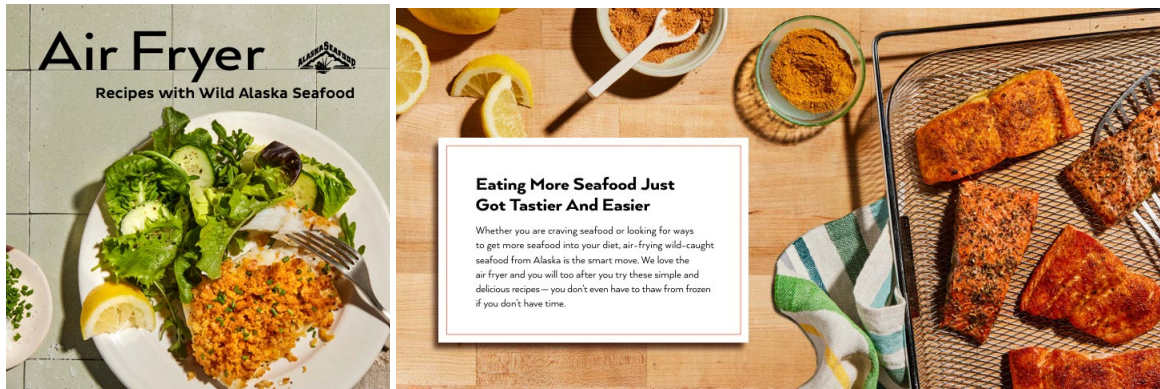
New POS – USA Origin

ASMI is in the process of printing a new line of POS that will call out the Alaska and USA origin of Alaska seafood. The new POS will feature Alaska scenery, the ASMI logo, a product of the USA call-out, and the classic Alaska seafood bear holding an American flag.



New Recipes and Booklet

ASMI produced a new set of air fryer themed recipes which were used to create a digital and physical recipe booklet. ASMI also produced imagery, gifs and videos for industry and partner use, which are now available on the ASMI media library. The recipes feature Alaska salmon, cod, and pollock.



Trade Advertising

Marketing analytics, April 2023 – April 2024

PROGRESSIVE GROCER:

45,000 circulation (Print + Digital Edition), 94% are retailers; 90% decision makers (Store Manager or Higher Titles) 54% own 11 or more stores. Website has 400,000 pageviews per month

PRINT:

April 2023 2 Page Spread -- Sustainable Grocers Edition: Issue [HERE](#)

February 2024 Editorial Coverage: Issue [HERE](#): Seafood Feature

April 2024 2 page Spread: Issue [HERE](#)

DIGITAL:

October 1, 2022 – September 30, 2023 Digital impressions:

Product	Delivered	Impressions/ Opens	Clicks	CTOR	CTR
Newsletters	627,772	201,591	101	0.05%	0.02%
Website	302,380	302,380	194	n/a	0.06%
Remarketing	338,701	338,701	1,279	n/a	0.38%
Blog - February 2023	281,274	109,900	414	0.38%	0.15%
Q&A Special Report - April 2023	393,712	150,371	932	0.62%	0.24%
Email	20,536	5,052	16	0.32%	0.08%
Sponsored Article - September 2023	397,664	101,858	277	0.27%	0.07%
	2,362,039	1,209,853	3,213	0.27%	0.14%

September 1 2023 - April 31, 2024 Digital Impressions

Product	Delivered	Impressions/ Opens	Clicks	CTOR	CTR
Newsletters	619,907	168,838	119	0.07%	0.02%
Website	144,178	144,178	142	n/a	0.10%
Remarketing	262,434	262,434	831	n/a	0.32%
Email	42,545	10,501	42	0.40%	0.10%
Sponsored Article - September	397,664	101,858	277	0.27%	0.07%
Sponsored Article - October	613,009	172,350	412	0.24%	0.07%
Sponsored Article - January	874,371	234,128	559	0.24%	0.06%
Animated Product Spotlight - February	859,626	223,346	236	0.11%	0.03%
Q&A Article - April				#DIV/0!	#DIV/0!
	3,813,734	1,317,633	2,618	0.20%	0.07%

Remarketing Metrics Sept 2023 - February 2024

Month	Impressions	Clicks	CTR
September	70,180	243	0.35%
October	62,643	258	0.41%
January	66,903	168	0.25%
February	62,708	162	0.26%
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Totals	262,434	831	0.32%

September 2023 Remarketing:

- 70,180 Impressions, 243 clicks CTR .35%

October 2023 Remarketing:

- 62,643 Impressions, 258 clicks, .41% CTR

January 2024 Remarketing:

- 66,903 impressions, 168 clicks, .25%CTR

February 2024 Remarketing:

- 62,708 Impressions, 162 clicks, .26% CTR

April Sustainability Newsletter Takeover

- April 6, 2023 + April 4 2024 44,739 impressions, 32,699 impressions 22 Clicks, 21 Clicks

Animated Product Spotlight: Promoted Feb, March, April 2024: 859,000 impressions

- 382 clicks, 608 pageviews
- <https://progressivegrocer.com/americas-appetite-for-seafood-surges>

April 2024 Digital Q&A

- <https://progressivegrocer.com/circana-research-reveals-how-catch-more-seafood-sales>

GROCERY DIVE

59,500+ subscribers; 108,500 unique monthly visitors. 50% executives and directors; 28% managers

Grocery Dive Promoted Story - [Link](#)

Date: 4/17/23-4/22/23

Title: Strategies to meet the demands of health-conscious shoppers with Alaska seafood

Total Impressions: 95,428 | Page Views: 1522 | Time on Page: 1:50

Grocery Dive Promoted Story - [Link](#)

Date: 1/22/24-1/27/24

Title: Alaska Seafood drives retail sales

Total Impressions: 142,316 | Page Views: 1,451 | Time on Page: 1:22