Domestic Retail Trade Promotions

2021 All Hands on Deck

Presented by Mark Jones
Albertsons Lent 2021
Albertsons Lent Promotion Recap

- 2252 stores across the U.S.
- Promotion dates: Lent 2021
- Product form: Frozen sockeye and cod
- Company wide sales and merchandising contest executed
- Promotion resulted in “record” Lent seafood sales
Meijer Omnichannel Promotion
Meijer Promotion Recap

• Promotion dates: June-July 2021
• Store Count: 225 stores in the Upper Midwest
• Chicory program and Mperks support
• Product form: Frozen Alaska sockeye, keta, and coho salmon
• Promotion Sales Lift: 3.77% YOY lift over 2020
• Chicory reporting nearly 2 million impressions and a 21% click through rate, well-above the benchmark for the industry.
National Seafood month
In Store Demos
Thank you