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Wild,  
Natural &  
Sustainable®

FOODSERVICE   RETAIL   INDUSTRY

February 2024



# USDA Releases Bid to Purchase Wild Alaska Seafood

The Alaska Seafood Marketing Institute (ASMI) is pleased to share the U.S. Department of Agriculture’s recently released bids for more than 1.4 million cases of canned Alaska pink salmon, three hundred thousand cases of canned Alaska sockeye salmon and 15 million pounds of Alaska pollock fish sticks and fillets.

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## Upcoming Events

- MAR. 5
- [Pollock Roe Auction-'A' Season 2024](#) - Seattle, WA
- MAR. 8
- [GastroVision](#) - Hamburg, Germany
- MAR. 10
- [Seafood Expo North America \(SENA\)](#) - Boston, MA
- MAR. 24
- [Omotesando Women's Run 2024](#) - Shibuya, Japan

# Alaska Seafood in the News

ASMI works with writers and editors to share the story of Alaska Seafood.



QSR MAGAZINE ONLINE

## Taco John's Brings Back Alaska Flounder Fish Tacos

FEB. 8, 2024

As a result of our partnership with Taco John's and our outreach in tandem with the operator's team, QSR reported Taco John's limited-time Alaska Flounder Fish Tacos are back. Beginning Feb. 12, customers can once again get a taste of these tacos featuring wild-caught Alaska flounder.

ASMI's Sarah Wallace was quoted throughout and included both culinary and sustainability messaging. "Our state's thriving, wild Alaska flounder population is a testament to our healthy fish habitats and responsible fisheries management practices."

Total Reach: 258,106 UVM

[READ THE ARTICLE](#)

CHEWBOOM

## Fish Sandwiches Fish Wraps and French Toast Sticks Are back at Jack in the Box

FEB. 13, 2024

Total Reach: 377,811 UVM

REAL SIMPLE

## 19 Easy Salmon Recipes For Brunch, Lunch, and Dinner

FEB. 17, 2024

Total Reach: 13,852,996 UVM

## Social campaigns & public relations

ASMI’s consumer facing social campaigns highlight delicious recipes that emphasize the sustainability and nutrition benefits of consuming Alaska seafood.



### ASMI COOK WILD

## Cook Wild Campaign Relaunch

ASMI is pleased to announce the relaunch of the Cook Wild Campaign, with new influencers showcasing how to cook wild with Alaska Seafood and a chance to win a year’s supply of Alaska seafood, a limited-edition Hedley & Bennett seafood apron, and a cooking class with an Alaska chef!

To enter, simply follow [@alaskaseafood](#) on Instagram, comment on the sweepstakes post and share how you cook wild with #CookWildSweepstakes #AskForAlaska. One winner will be selected in late April and additional chances to win will happen throughout the year. To spread the word, share the sweepstakes post on your own channels. [Sweepstakes rules](#).

VIEW & SHARE





ASMI SOCIAL

## Lucinda Scala Quinn @madhungry

ASMI friendly and Chef Lucinda Scala Quinn posted three Instagram stories and an Instagram post using #AskForAlaska as a result of a seafood shipment we coordinated. She shared a wild Alaska salmon dish with rice, cabbage, and pickled cucumbers, noting Alaska as a prime natural resource for cooking.

Total Reach: 34,900 followers

## Promotions

ASMI holds promotions around the world to boost retail sales and grow the Alaska seafood consumer base.



On February 17th, ASMI Latin America sponsored a Carnival-themed event in collaboration with Tradi Hamburgueria located in Pinheiros, Sao Paulo. Our team, led by the beloved Nanook, interacted with more than 70 attendees throughout the day. The highlight of the event was the introduction of the "Tradi Fish" sandwich, made with breaded wild Alaska pollock, caper-infused mayonnaise and American cheese. As part of the outreach, Nanook also distributed Alaska seafood coloring books and branded waterproof phone cases, adding a fun element to the street carnival atmosphere.

DOMESTIC

## Triangle Wine and Food

Raleigh, NC hosted the annual Triangle Wine and Food Experience February 1-3 to benefit the Frankie Lemmon School, which serves children with developmental disabilities. 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 including a Curried Alaska Seafood Hot Pocket that was a standout dish. 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 staff had the opportunity to network and build relationships with the amazing chefs in attendance.

## Partnerships

*ASMI partners with various organizations to further amplify our reach.*



JUNEAU

## Symphony of Seafood Legislative Reception

The Symphony is an exciting platform that encourages companies to invest in product development, helps promote those new products and competitively positions Alaska seafood in national and global markets. On February 21, the winners were announced during a combined event co-hosted by Alaska Fisheries Development Foundation and United Fishermen of Alaska. U.S. Senator Dan Sullivan and U.S. Representative Mary Pelotla attended and presented awards honoring industry innovation, full utilization and diversification.



VIEW THE WINNERS



JUNEAU

## ASMI and ATIA Lunch and Learn

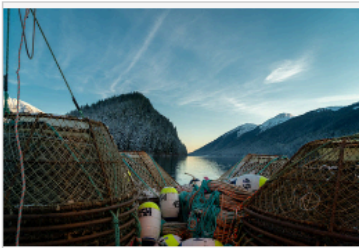
ASMI and the Alaska Travel Industry Association partnered up to show legislators and staff how they market Alaska to the world, as well as highlight areas of collaboration and cooperation between the two marketing agencies. A big thank you to Representative Dan Ortiz for sponsoring, and DCCED Commissioner (and ASMI ex-officio board member) Julie Sande for introducing the Seafood Week Lunch and Learn at the Alaska Capitol this week.

Stats: 60 attendees

## Media Library Highlights



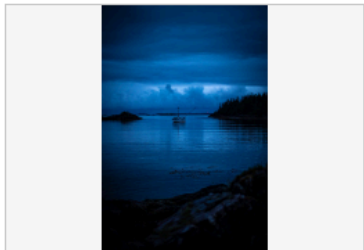
202103\_Closeup of waterline ocean\_...



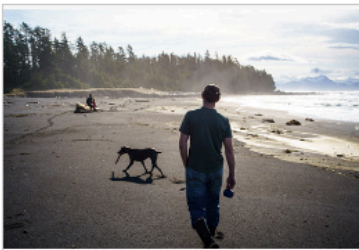
202103\_Crab pots on deck mountain ...



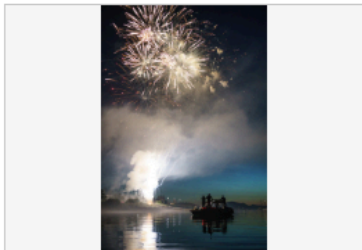
202103\_Diver harvester jumping off ...



202103\_Fishing boat in Blue Sunset\_...



202103\_Fishing family camping on be...



202103\_Fourth of July Fireworks fro...

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