



Wild, Natural & Sustainable®

ASMI NEU UPDATE

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Alicia Parker

August 2023



AGENDA

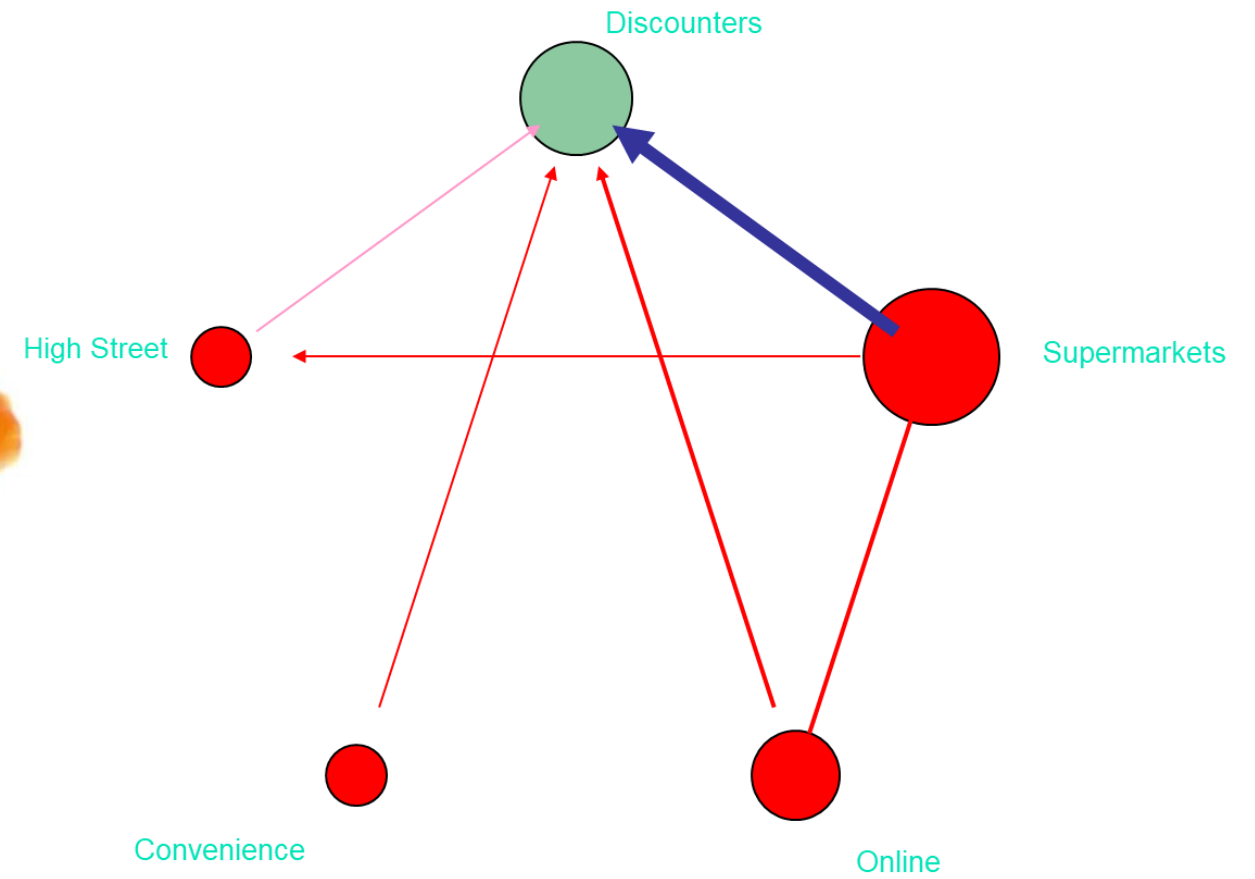
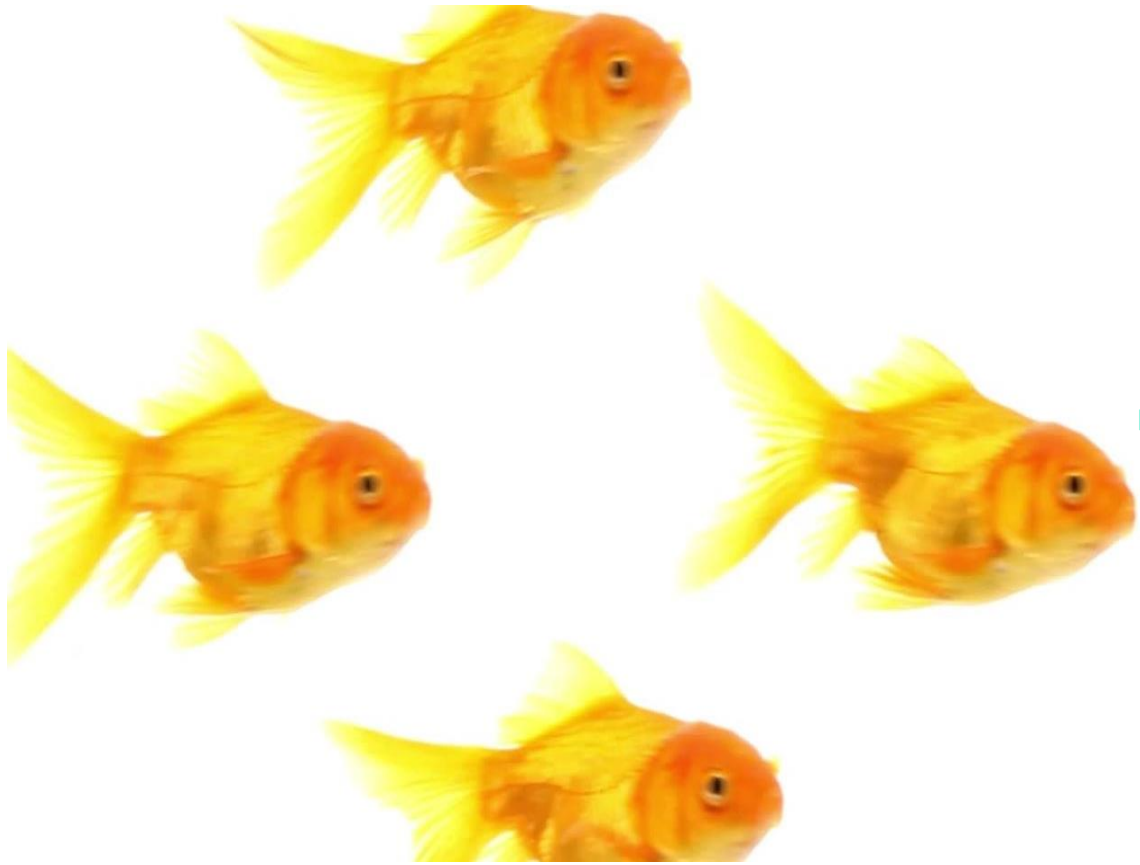
- What is our competition up to in the NEU market (other fish or other proteins etc.)
- A long-term effort that has paid off
- Kantar Research findings



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COMPETITOR ANALYSIS

IN THE MEAT/FISH/PROTEIN CATEGORY, DISCOUNTERS HAVE STOLEN 8.4 MILLION KG FROM THE OTHER CHANNELS



IN THE UK'S PRICE SENSITIVE MARKET, CHEAPER PROTEINS ARE PREVAILING, BUT EVEN WITHIN THAT CATEGORY CONSUMERS ARE TRADING DOWN.

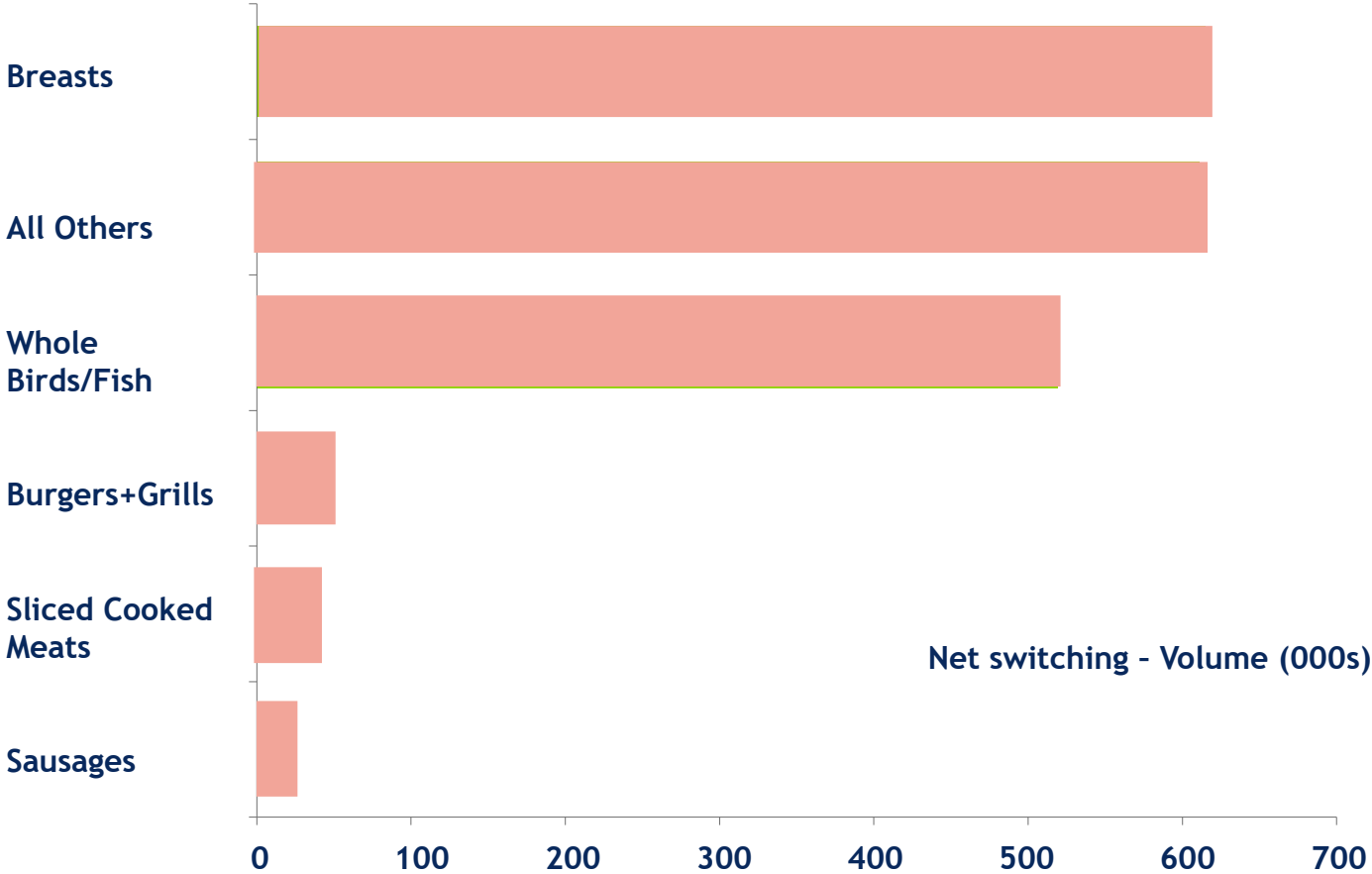


Ex: Chicken - switching to Wings/Legs/Thighs



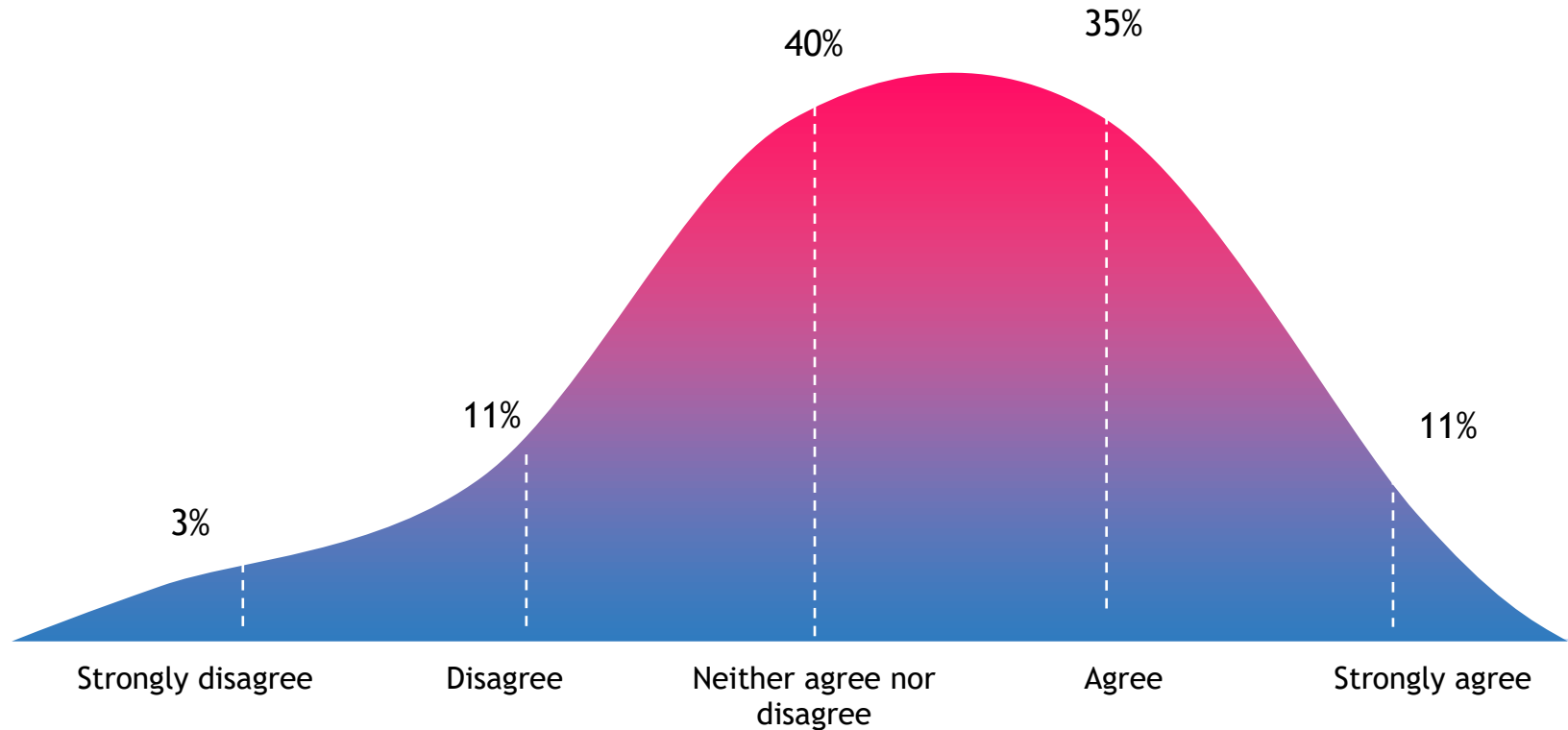
£3.38/kg

Switching Volume (000s) to Wings/Legs/Thighs - 12 weeks ending 19 Mar 2023



ECONOMIC CONCERNS ARE IMPACTING PEOPLE'S ABILITY TO ACT SUSTAINABLY.

- Harder to act sustainably due to financial or social constraints (GB only)



COMPETITIVE LANDSCAPE



A key competitor is plant-based proteins.

UK consumers are shifting toward more plant-based eating and new product development has focused on plant proteins.

An estimated 16 million UK consumers could be meat-free in the next few years and growth is driven by younger consumers.



There are no winners in the meat and poultry category this year.

According to the Grocer, meat and poultry sales are down. Red meat sales are in the red - with the cost-of-living crisis, high-cost proteins have suffered. Consumers have traded down to cheaper cuts.

Almost no fresh animal protein has avoided the downward trend.



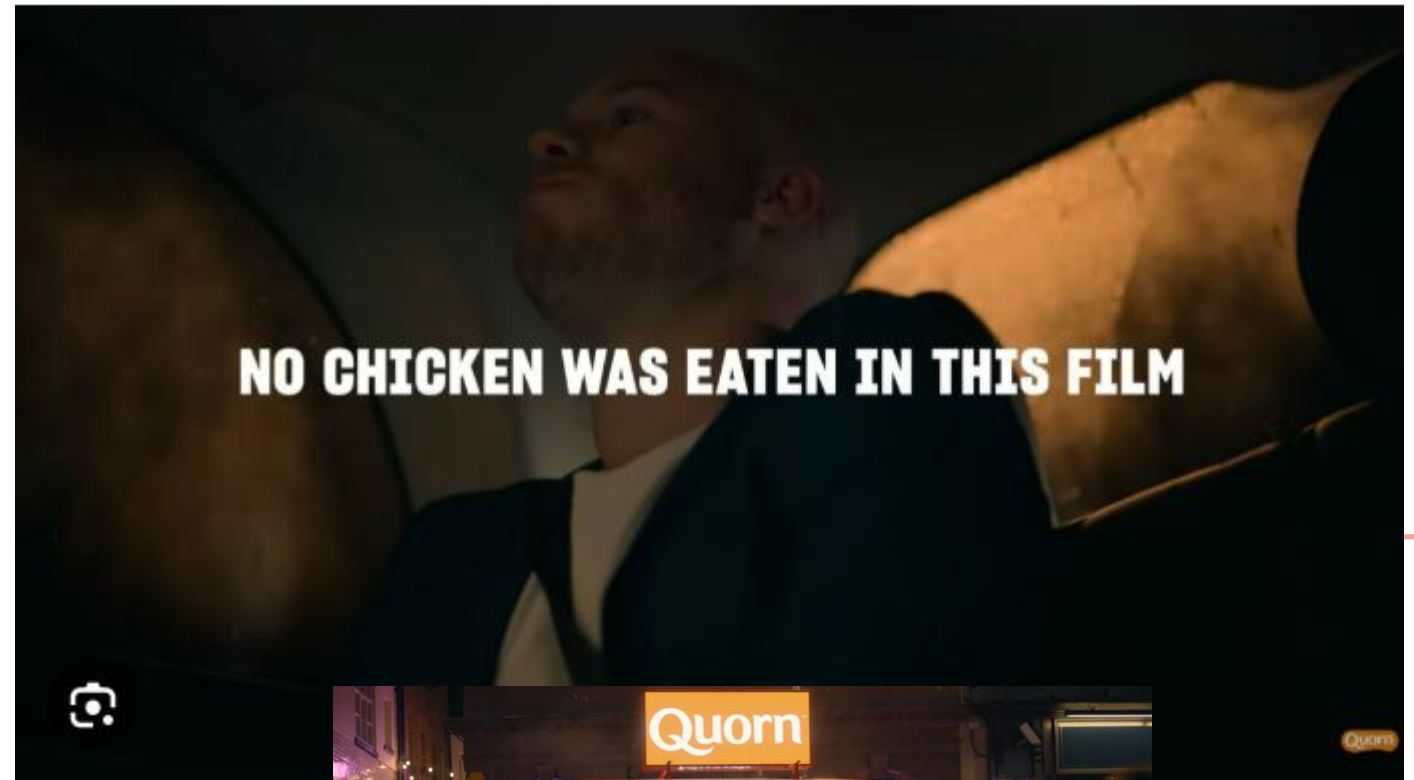
The Seafood Category in the UK lost ground in 2022 and 2023 remains tough.

At retail, only the ambient category saw growth in 2022. Of the fresh category, Basa was the real winner, as a cheaper alternative to other whitefish species.

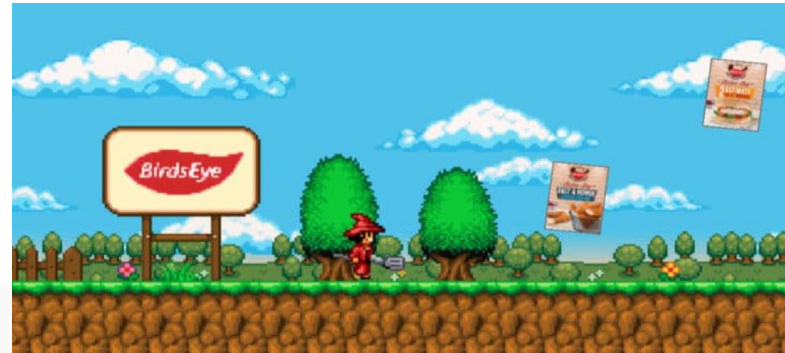
Salmon saw the biggest absolute fall in value.

Foodservice recovery remains slow with seafood sales still 20% behind pre-Covid levels.

PLANT-BASED CAMPAIGNS: 'TASTES JUST LIKE...'



NOT TO BE LEFT OUT, ANIMAL-BASED PROTEINS ARE LEANING INTO TECH



Andrew @Eliddinn · Apr 6

Replying to @onscreenlol and @BirdsEyeUK

I scored 10472 on birdseyechickendash.com #BirdsEyeChickenDash



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TINDLE tapped AI tool ChatGPT to generate unique spins on classic chicken recipes with their 'ridiculously good' chicken made from plants

But Plant-Based stays a step ahead!

OUR FISH FRIENDS HAVE GONE WITH A MORE TRADITIONAL APPROACH



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SAVE  **METRO**  **.co.uk**

IN THE NEXT TWO YEARS HALF OF ALL CHIP SHOPS ARE AT RISK OF CLOSING

YOUR 

BUT WE CAN ALL HELP  BY GOING JUST TWO MORE TIMES THIS YEAR

CHIPPY  

FIND OUT MORE AT [SARSONS.CO.UK/FRYDAY](https://www.sarsons.co.uk/FRYDAY)

ADVERTISEMENT

BELIEVE IT OR NOT, IT'S ACTUALLY CANNED THAT'S THE COOL SEAFOOD NOW

Yes we can! How we are falling in love with tinned fish - from artisanal anchovies to vintage sardines



TikTok





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LONG TERM EFFORT

EVOLUTION OF RETAIL MERCHANDISING STRATEGY



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Sainsbury's

WAITROSE
& PARTNERS



TESCO

ASDA



Morrisons

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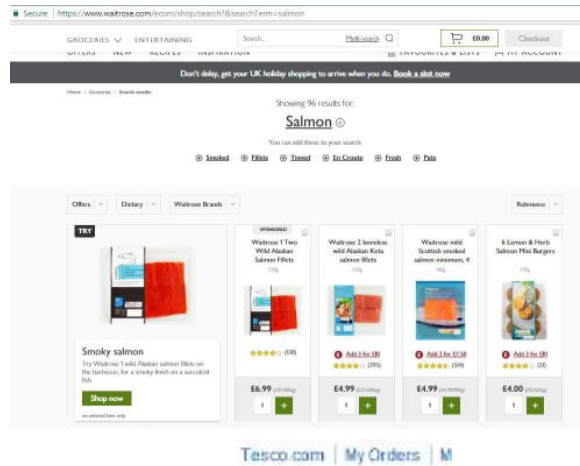




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EARLY DAYS E-COMMERCE

ONE-OFF TACTICAL CAMPAIGNS



Also Available

15 | Alaska Seafood



NEW PARTNERSHIPS WITH SPECIALITY RETAILERS, LED BY ONLINE




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HOME | FISH | SALMON & FRESHWATER FISH



Where we can find more sustainable, less impact fishing than in local fisheries, Sole of Discretion sources from Alaskan Wild salmon from Alaska is one of the world's best examples of a sustainably managed fishery, and we have teamed up with a small-scale fishing family to import their salmon. Tony came to visit us in the UK earlier this year and was keen to know where his salmon would be sold, and what our customers are looking for.

Produced in: Alaska



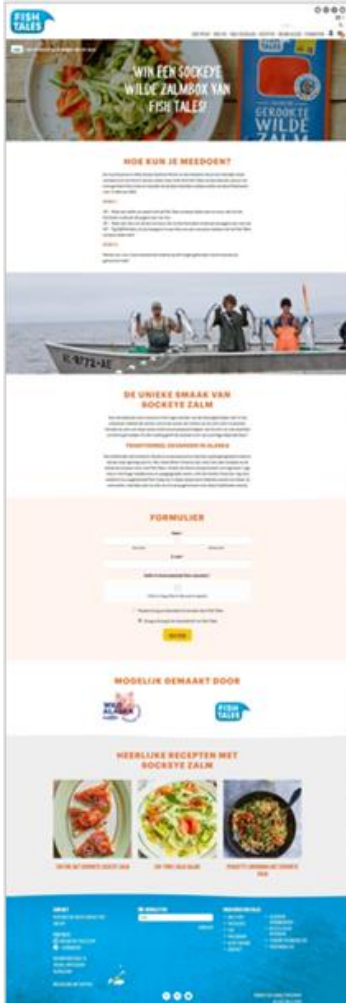
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LEVERAGING E-COMMERCE TOOLS AND EXECUTING STRATEGIC CONSUMER CAMPAIGNS WITH MULTIPLE TOUCHPOINTS

UTILIZING DIGITAL TOOLS - QR CODES



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INTERACTIVE PROMOTION

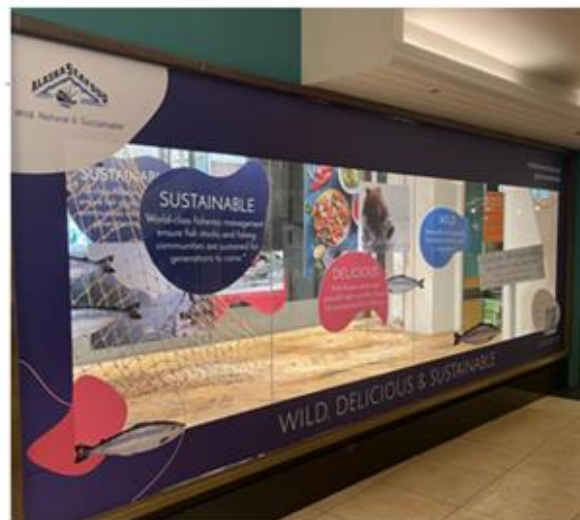


WHAT WE'RE
Loving

Fresh, Wild-Caught Alaska Sockeye Salmon

In season now! Known for its vibrant red colour and content of omega-3 fatty acids, Alaska sockeye salmon is great for grilling.

All wild-caught fish in our Seafood department is sustainable wild-caught.



E-COMMERCE TOOL CITRUS

Retailer	Spend	Impressions	Clicks	Sales Volume	Sales Value	ROAS
Sainsbury's	£18,030	9.9m	20,520	11,916	£89,720	498%
Waitrose	£6,960	960k	15,904	9,850	£91,844	1,319%
Tesco	£5,010	2.5m	12,496	5,402	£37,312	744%
TOTAL	£30,000	13.4m	48,920	27,168	£218,876	730%

WAITROSE
& PARTNERS

TESCO

Sainsbury's

EXAMPLE ADS PROMOTED ON CITRUS PLATFORM



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Sainsbury's

Search products

Groceries ▾ Favourites Nectar Offers Discover Recipes Delivery Pass

Meat & fish ▾ Fish & seafood ▾ All fish & seafood

All fish & seafood (172 products available)

Ready to cook Ready to eat Salmon, tuna & trout

Cod, haddock & other white fish Fishcakes & breaded fish Smoked salmon & fish

Filter your list

Sort by: Favourites First Per page: 60

<p>Sponsored</p> <p>Wild Fish Discovery Sockeye Salmon Fillets 230g</p> <p>Save £1.00: Was £7.50 Now £6.50</p> <p>£6.50 £28.26 / kg</p> <p>Add</p>	<p>Sponsored</p> <p>Wild Fish Discovery Yaka Salmon x2 230g</p> <p>Save 50p: Was £5.00 Now £4.50</p> <p>£4.50 £19.57 / kg</p> <p>Add</p>	<p>Sponsored</p> <p>Wild Fish Discovery Closed Yellowfin Tuna 200g</p> <p>£5.00 £25.00 / kg</p> <p>Add</p>
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Results for "fish"

Showing 1 to 50 of 169 items | Show 24 per page

Filter by: New (6) Special Offers (23) My Favourites

20 Categories ▾ 29 Brands ▾ Lifestyle & Dietary

<p>Sponsored</p> <p>Leap Wild Smoked Sockeye Salmon 100G</p> <p>Write a review > Rest of shelf ></p> <p>£7.35 £7.35/100g</p> <p>1 Add</p>	<p>Sponsored</p> <p>Fish Said Fred 2 Tip Top Whole Sea Bass 520G</p> <p>Write a review > Rest of shelf ></p> <p>£6.50 £12.50/kg</p> <p>1 Add</p>
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Results for "salmon"

Showing 1 to 48 of 69 items | Show 24 per page

Filter by: New (2) Special Offers (6) My Favourites

12 Categories ▾ 17 Brands ▾ Lifestyle & Dietary ▾

<p>Sponsored</p> <p>Leap Wild Smoked Sockeye Salmon 100G</p> <p>Write a review > Rest of shelf ></p> <p>£7.35 £7.35/100g</p> <p>1 Add</p>	<p>Sponsored</p> <p>Mowi 4 Smoked Scottish Salmon Slices 100G</p> <p>Write a review > Rest of shelf ></p> <p>£5.25 £5.25/100g</p> <p>1 Add</p>	<p>Sponsored</p> <p>Tesco Wild Salmon Fillets 500G</p> <p>Write a review > Rest of shelf ></p> <p>£5.55 £11.10/kg</p> <p>1 Add</p>
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Showing 287 results for: Fish

Categories ▾ Offers ▾ Dietary ▾ Waitrose Brands ▾

<p>Sponsored</p> <p>Fish Said Fred 2 Tip Top Whole Sea Bass 520G</p> <p>★★★★☆ (3)</p> <p>£6.00 £25/kg</p> <p>Add</p>	<p>Sponsored</p> <p>Leap Smoked Sockeye Salmon 100g</p> <p>★★★★★ (10)</p> <p>£7.70 £7.70/100g</p> <p>Add</p>	<p>Sponsored</p> <p>Waitrose Mild Scottish Smoked Salmon 100g</p> <p>★★★★★ (102)</p> <p>£5.10 £5.10/100g</p> <p>Add</p>	<p>EVERYDAY VALUE</p> <p>£3.75</p> <p>Essential Raw King Prawns ASC, 190g</p> <p>£3.75 £3.75/190g</p> <p>Add</p>
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Showing 287 results for: Fish

Categories ▾ Offers ▾ Dietary ▾ Waitrose Brands ▾

<p>Sponsored</p> <p>No.12 Wild Alaskan Sockeye Salmon Fillets 220g</p> <p>★★★★★ (616)</p> <p>save £1.25, Was £7.65</p> <p>£6.40 £29.09/kg</p> <p>Add</p>	<p>Sponsored</p> <p>Waitrose Frozen 2 Breaded Cod Fillets 300g</p> <p>★★★★★ (104)</p> <p>£4.15 £13.84/kg</p> <p>Add</p>	<p>Sponsored</p> <p>Leap Smoked Sockeye Salmon 100g</p> <p>★★★★★ (10)</p> <p>£7.70 £7.70/100g</p> <p>Add</p>	<p>EVERYDAY VALUE</p> <p>£3</p> <p>Essential Raw King Prawns ASC, 190g</p> <p>£3.75 £3.75/190g</p> <p>Add</p>
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Dairy, eggs & chilled > Ready meals > Prepared sides & vegetables

Birds Eye Garden Peas 375g

★★★★★ Read reviews (21) Write a review

Deliciously Tender

Meal Deal for £5.00

£1.60 £4.27 / kg

Add

Product Details Reviews

Description

Deliciously Tender

1 of 5 a Day Servings

Source of Vitamin C

No artificial colours, flavours or preservatives

Our garden peas are picked and frozen within 2 1/2 hours to retain their nutrients and capture their freshness. One serving of Birds Eye peas provides 1 of your recommended 5 daily portions of fruit and vegetables.

Birds Eye have been growing our own peas in the UK for more than 75 years and we always farm the right way.

We're proud to be working closely together with WWF* to inspire people to eat more veg and find better ways to farm. By helping to protect the

Wild Fish Discovery Sockeye Salmon Fillets 230g

★★★★★ (10)

CHILLED (TYPICAL LIFE & DAYS)

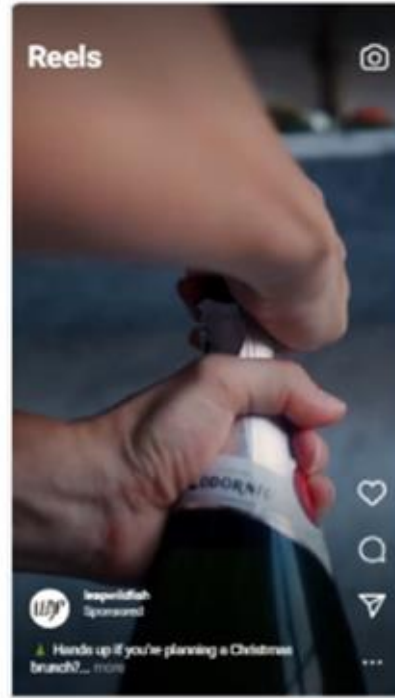
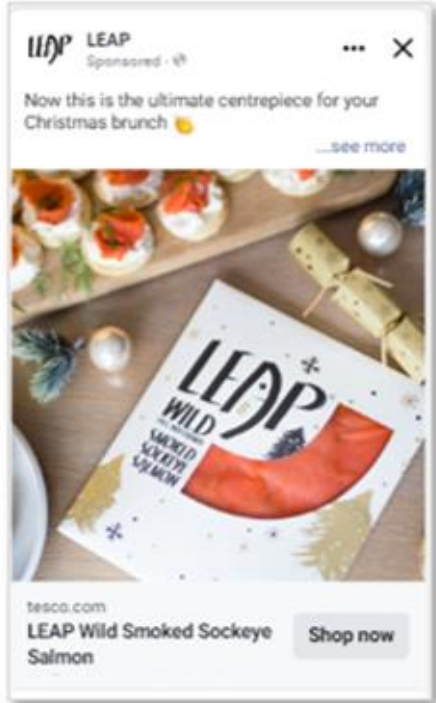
£7.50 £32.26/kg

£6.50 £28.26/kg

SOCIAL MEDIA CAMPAIGN



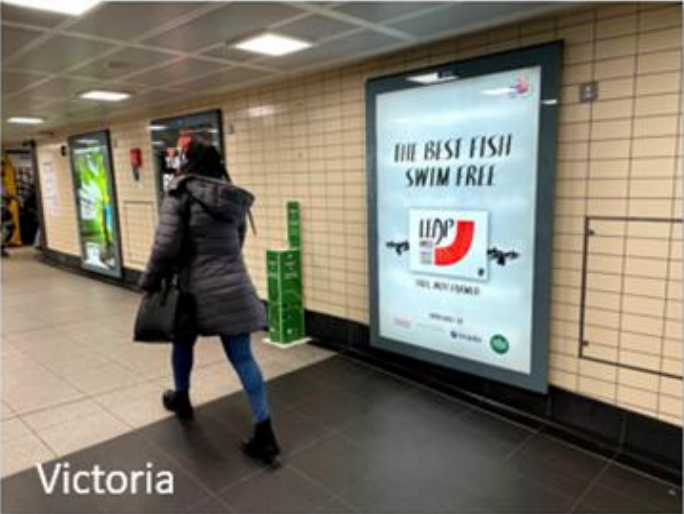
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OUT OF HOME ADS



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Victoria



Waterloo



Green Park



Kings X

COMING SOON...



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- Digital partnerships and recipe development with Great British Chefs
- In-store and online Waitrose promotion for pollock fillets
- New canned ad creative to support in store promotional push
- New digital content in partnership with Fish Tales in NL
- Trade servicing push in Sweden, Denmark, Finland
- Foodservice push for black cod



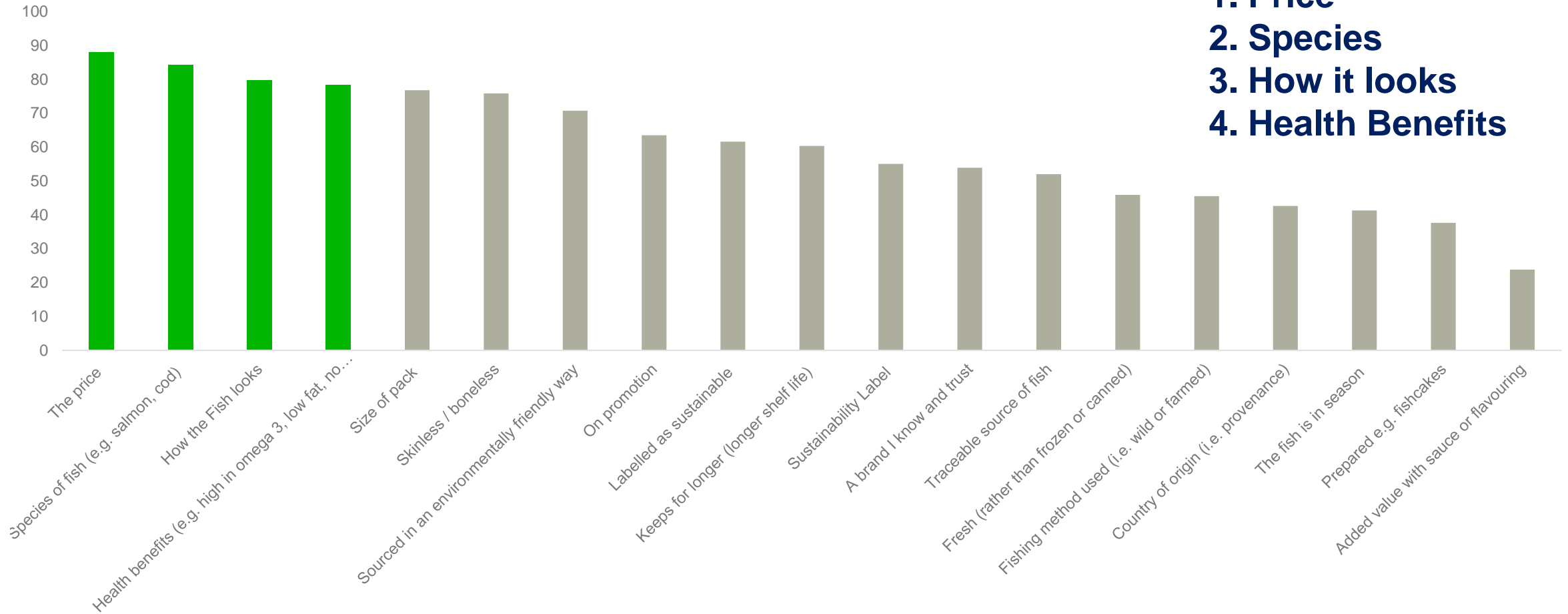


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KANTAR CONSUMER RESEARCH

Most Important Purchase Factors When Buying Seafood:

Buyer % - Important or Extremely important



1. Price
2. Species
3. How it looks
4. Health Benefits

We know price is particularly important within seafood given the price of red meat as a comparison...

Total Fish



£10.83/kg

Total Red Meat



£7.24/kg

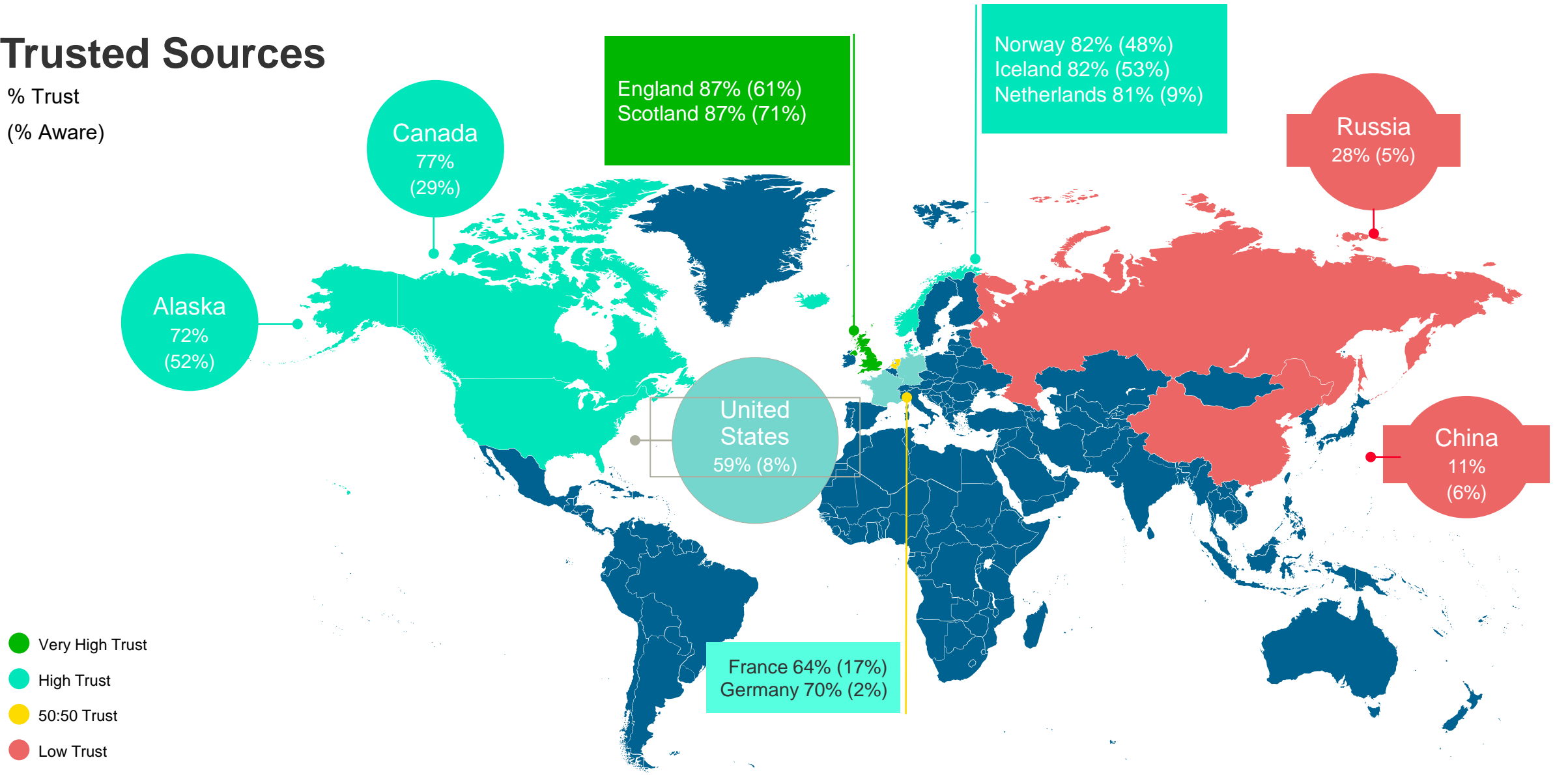
As price is on consumer minds, what makes us willing to pay more?

% of buyers who are willing to pay more for x



Trusted Sources

% Trust
(% Aware)



- Very High Trust
- High Trust
- 50:50 Trust
- Low Trust

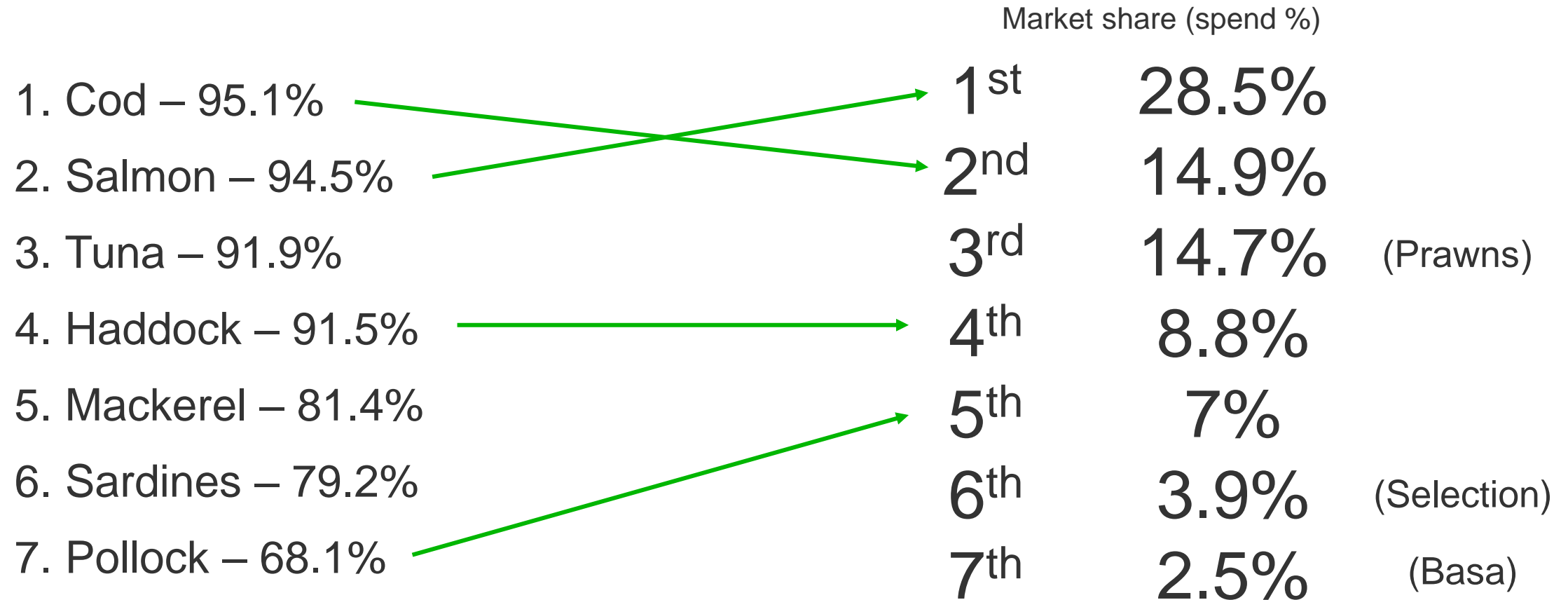
Species Awareness:

Which of the following species are you familiar with?

1. Cod – 95.1%
2. Salmon – 94.5%
3. Tuna – 91.9%
4. Haddock – 91.5%
5. Mackerel – 81.4%
6. Sardines – 79.2%
7. Pollock – 68.1%
12. Yellowfin Sole – 27.9%



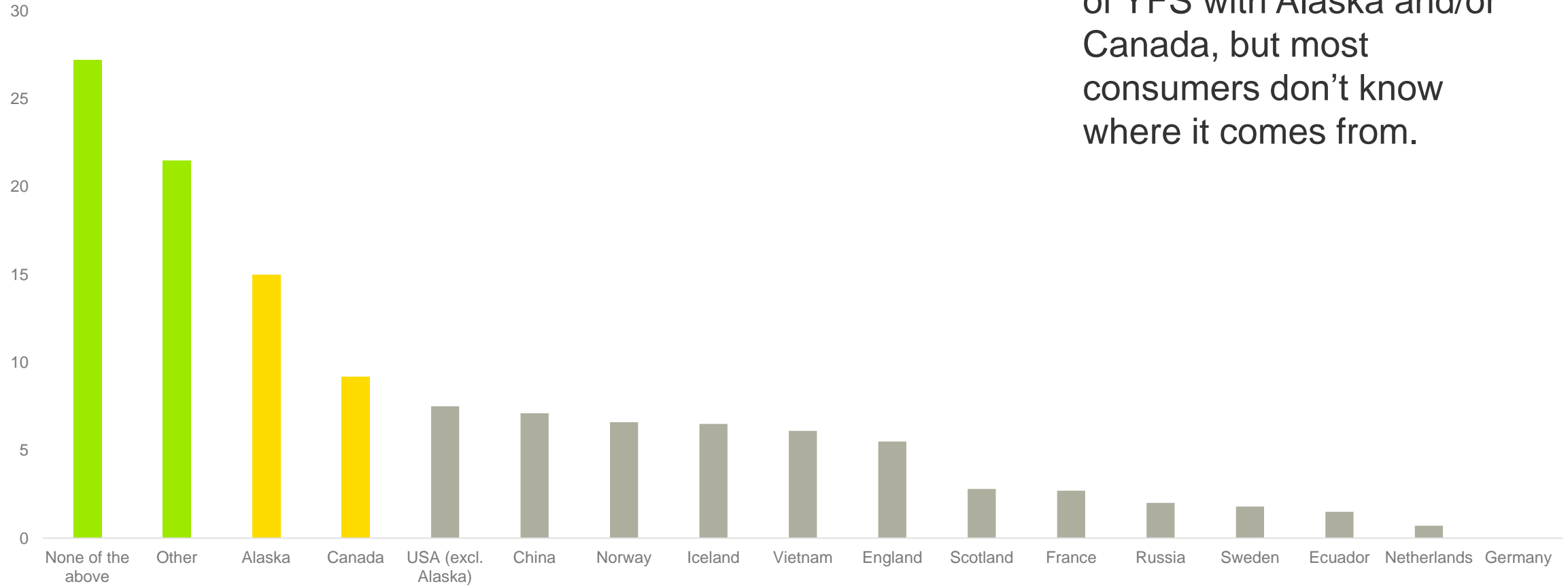
Does Awareness Translate to Purchase? Sometimes.



Consumer Awareness of YFS Origin

Where do you think Yellowfin Sole comes from?

Buyer %



There is some association of YFS with Alaska and/or Canada, but most consumers don't know where it comes from.

Consumers Think Positively of Yellowfin Sole

71% Definitely or Probably
Would Consider Buying in the
Future

What do you associate with YFS?

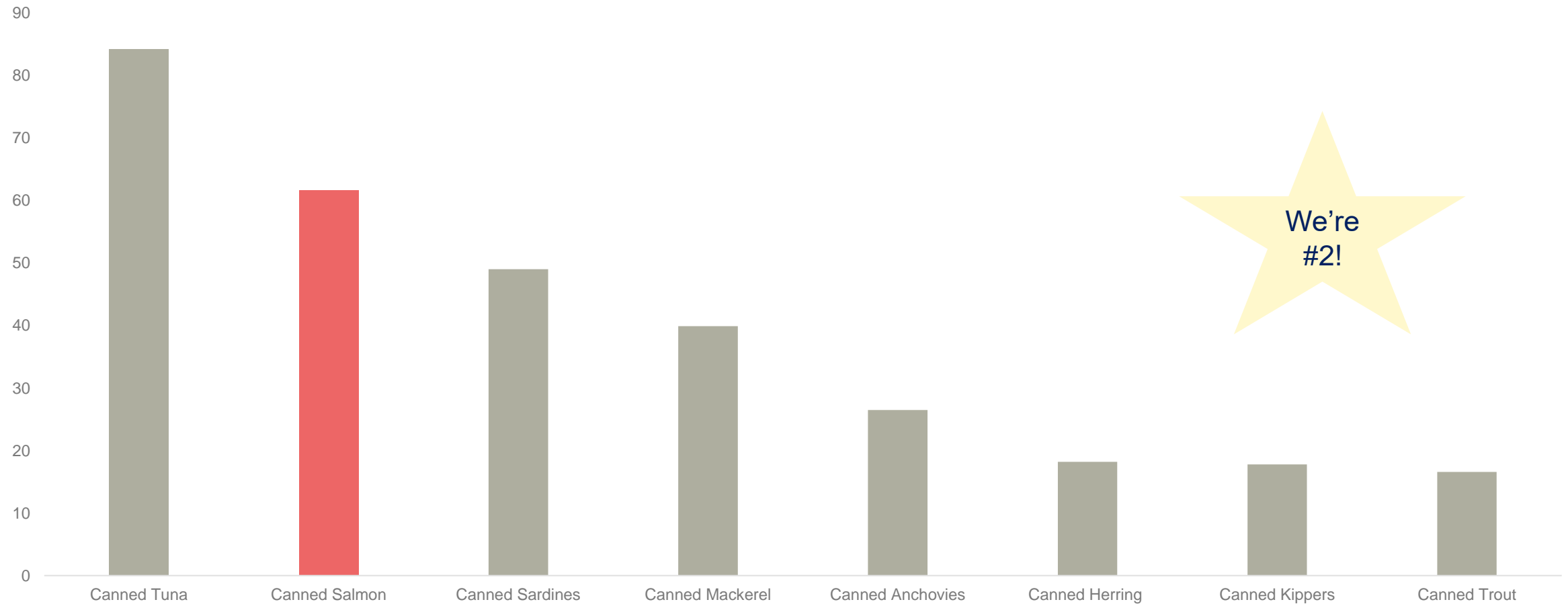
1. Good flavor/taste – 25%
2. High Quality – 15.3%
3. 'Fresh' (rather than frozen) – 13.4%
4. Skinless/Boneless – 12%
5. Health Benefits – 11.7%
6. Wild-Caught – 10.8%

So, what do you associate with this species?

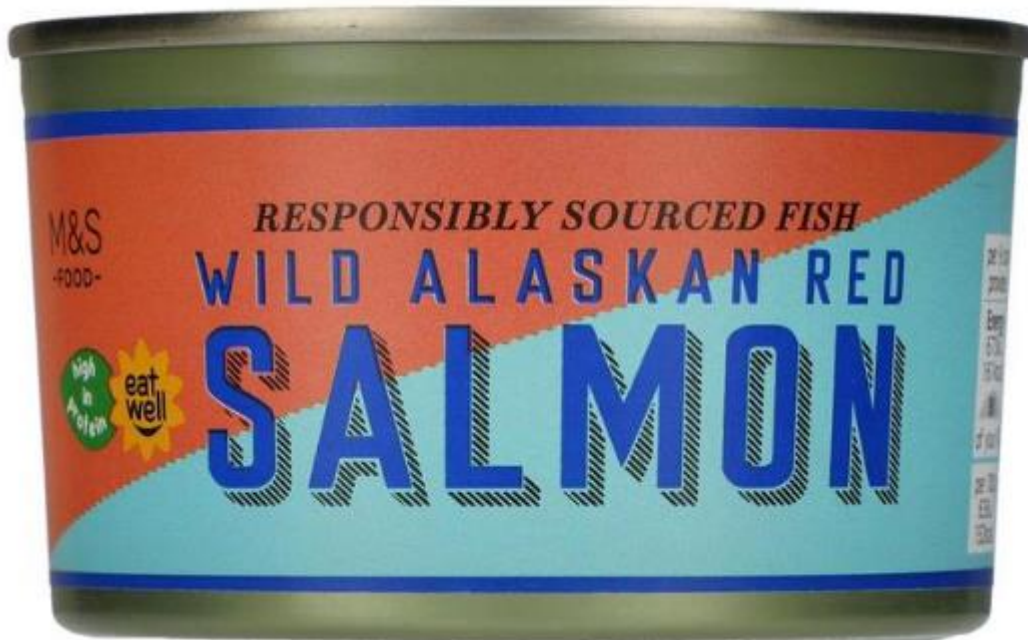
	Pollock	Salmon	Cod	Sole	Halibut
1	Right Price (28.5%)	Good Flavour/Taste (46.7%)	Good flavour/taste (48.5%)	Good Flavour/Taste (26%)	Good Flavour/Taste (19.4%)
2	Skinless/Boneless (18.5%)	Health Benefits (42.3%)	A household favourite (43.4%)	High Quality (21.1%)	High quality (17%)
3	Good Flavour/Taste (17.7%)	A household favourite (38.8%)	Skinless/boneless (42%)	Fresh - (18.5%)	Fresh (16.2%)

62% of Consumers Will Consider Buying Canned Salmon in the Future

Buyer % who would definitely or probably consider buying in the future



What Motivates Consumers to Buy Canned Salmon? And What Holds Them Back?



Selling Points – Canned Salmon

- Health Benefits – 84%
- Quick & Easy – 66%
- Versatility – 46%

Barriers to Purchase - Canned Salmon:

- I don't like the taste – 36%
- I don't think to buy it – 15.9%
- I don't know what to use it for – 11%

How Can We Encourage More Consumers to Buy More Canned Fish?

Buyer % - What would encourage you to buy more canned fish?



More affordable
39.7%

More promotions
31.1%

More uses for it
14%

Easier to open
16.2%

Lower mercury levels
16.1%

These reasons for purchase meant 36.5% of shoppers said they would be likely to buy Alaska Salmon again in the next 12 months





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