

# ALL HANDS ON DECK

Conference



## ALASKA SEAFOOD MARKETING INSTITUTE



MAINLAND CHINA & HONGKONG

November 2, 2023







ALASKA SEAFOOD  
美国阿拉斯加海产市场协会  
Alaska Seafood Marketing Institute





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1. Success Story
  - Surimi
  - Online Promotions
2. Upcoming Events





A pile of imitation crab sticks (surimi) is shown on a piece of brown paper. The sticks are orange and white, with a textured surface. The background is a dark, textured surface.

# 1. SUCCESS STORY - SURIMI



## SUCCESS STORY – SURIMI

# Species Promotion

Start Time: 2022

Duration: 2 Years

## STRATEGY

- In-store Promotion
- Online Promotion
- Menu Promotion
- Events
- Trade Gathering
- Chef Seminar
- Trade Show
- Media Exposure
- Press Coverage
- KOL
- Social Media
- WeChat
- Weibo
- Recipe Development



# SUCCESS STORY – SURIMI



Total Sales hitting over  
**US\$2.8 million**  
during 2 years

# SUCCESS STORY SURIMI

Channel 1

## Retail Promotion Results



Long - Carried Alaska  
Surimi Products



### A. Supermarkets

#### Example

- Ole', SPAR, RT-Mart, BLT, Hema, Walmart

### B. Convenient Stores

#### Example

- 7-Eleven, Family Mart, LAWSON

### C. Snack Stores

#### Example

- Laiyifen, Bestore, Three Squirrels



# SUCCESS STORY SURIMI

Channel 2 & 3

HRI & Online  
Promotion Results



Long - Carried Alaska  
Surimi Products



HRI: Hotpot Restaurants

Example

- Haidilao, Xiapuxiapu, Gaolaojiu

Online Platforms

Example

- Tmall, Benlai.com, Dingdong





A close-up photograph of a person's hands, wearing a teal jacket, mending a fishing net. The person is using a needle and thread to repair a tear in the net. The background is blurred, showing more of the net and some equipment.

## 2. SUCCESS STORY - ONLINE PROMOTION



# SUCCESS STORY – ONLINE PROMOTION

## Online Promotion

Promotion Time: FY 22-23

Duration: 1 Year

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# 9 platforms, 278 days

TMALL, JD.COM, KLT World, Benlai.com,  
Caiguanjia, Worldwide, Cookcook Land,  
Dayday Cook, Southstream Market



# SUCCESS STORY – ONLINE PROMOTION

Examples



**FRESH SEAFOOD**  
美国阿拉斯加海味

新鲜订 立即订购

美国阿拉斯加红鲑鱼300g  
肉质鲜美 营养丰富 适合家庭食用

新鲜订 立即订购

美国阿拉斯加三文鱼300g  
肉质鲜美 营养丰富 适合家庭食用

新鲜订 立即订购

美国阿拉斯加三文鱼300g  
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新鲜订 立即订购

美国阿拉斯加三文鱼300g  
肉质鲜美 营养丰富 适合家庭食用



**ALASKA SEAFOOD**  
美国阿拉斯加海产

纯净、天然、美味  
Pure, natural and delicious

188 RMB

美国阿拉斯加  
黑鲑鱼300g

肉质鲜美 营养丰富 适合家庭食用

42.9 RMB

美国阿拉斯加  
法鲑鱼300g

肉质鲜美 营养丰富 适合家庭食用

58 RMB

美国阿拉斯加  
红鲑鱼300g

肉质鲜美 营养丰富 适合家庭食用



**好美参**  
野生参王 滋补佳品

美国阿拉斯加  
红鲑鱼300g

肉质鲜美 营养丰富 适合家庭食用

美国阿拉斯加  
法鲑鱼300g

肉质鲜美 营养丰富 适合家庭食用

美国阿拉斯加  
三文鱼300g

肉质鲜美 营养丰富 适合家庭食用



**扑面而来**  
美国阿拉斯加海味

美国阿拉斯加红鲑鱼300g  
肉质鲜美 营养丰富 适合家庭食用

113 RMB

美国阿拉斯加三文鱼300g  
肉质鲜美 营养丰富 适合家庭食用

205 RMB

美国阿拉斯加三文鱼300g  
肉质鲜美 营养丰富 适合家庭食用

688 RMB

# UPCOMING EVENTS

## Trade



- In-store Promotion
- Trade Show: SIAL 2024
- Trade Gatherings
- Social Media and Online Sales Promotion

### Highlighted Upcoming Events

Trade Appreciation Events  
Short Videos

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## HRI



- Foodservice Promotion

### Highlighted Upcoming Events

Hotpot Foodservice Promotions  
Alaska Seafood Bakery Promotion  
Alaska Seafood - Nutrition Food Promotion



# 1.UPCOMING EVENTS

## Trade Appreciation Events

### Cities:

- Guangzhou (Sep 5, 2023 – Finished)
- Shanghai (Sep 12, 2023 – Finished)
- **Beijing (Nov 27, 2023 – Upcoming)**
- **Dalian (Nov 28, 2023 – Upcoming)**

### Promote New Products:

- Pollock, Rockfish, Sole, Cod

### Purpose:

- Create opportunities for real face-to-face communication
- Encourage key traders to operate and sell more Alaska seafood species through intimate and small-scale events.





## 2. UPCOMING EVENTS

### HRI | Hotpot Foodservice Promotion

Following the success of the 3 Hotpot Chef Seminars in Chengdu, Guangzhou, and Chongqing during FY2022-2023, ASMI China has gained significant popularity at hotpot restaurants. As a result, two hotpot foodservice promotions have been developed.

## CHENGDU & BEIJING

- Proposed Dates: Nov./Dec.2023
- Restaurants: Chain hotpot restaurant, 8 restaurants
- Products featured: Sole, Pollock, POP, Surimi
- Media support: KOL post on social media platforms





# 3. UPCOMING EVENTS

**HRI** | Alaska Seafood Bakery Promotion

## Format:

- Bakery Recipe Development  
(Roll, Sandwich, Bagel, Hamburg, Pizza, Mooncakes)
- Bakery Chef Training  
(Theoretical & Hands-on)
- Alaska Seafood Bakery Promotion

## Promote New Products:

- Pollock, Surimi, Pollock Roe



## 4. UPCOMING EVENTS

### HRI | Alaska Seafood - Nutrition Food Promotion

#### Digital Recipe Book:

- Develop digital recipe books for nutrition food
- Promote in various channels ( e-newsletter, website, WeChat & Weibo, promotional events)

#### Partner with Restaurants for Food Service Promotion:

- Light Food Restaurants
- Kids Amusement Restaurants

#### Promote New Products:

- Pollock, POP, Sole, Surimi, Cod

#### Recipe Example:

- Pollock Popcorn / Alaska Seafood Pasta  
/ Alaska Seafood Salad





## 5. UPCOMING EVENTS

### Short Video

- Number of Videos: 5 Short Videos have been produced.
- Products Featured: Pollock, Pollock Roe, Pacific Cod, POP, Sole.
- Content: Easy and Comfortable Home Cooking Recipe

## UPCOMING PROMOTIONS

- Promotional Channel:
- Website
- Social Media (WeChat, Weibo and Digital Media Platforms)
- Promotional Events



# 低温慢煮美国阿拉斯加狭鳕鱼







Pure, Natural, Delicious

天然 纯净 美味

# THANK YOU