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1. Success Story
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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

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**HRI & Online Promotion Results**

Long - Carried Alaska Surimi Products

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**HRI: Hotpot Restaurants**

**Example**

- Haidilao, Xiapuxiapu, Gaolaojiu

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**Online Platforms**

**Example**

- Tmall, Benlai.com, Dingdong
2. SUCCESS STORY
- ONLINE PROMOTION
Online Promotion

Promotion Time: FY 22-23
Duration: 1 Year

9 platforms, 278 days

TMALL, JD.COM, KLT World, Benlai.com, Caiguanjia, Worldwide, Cookcook Land, Dayday Cook, Southstream Market
SUCCESS STORY – ONLINE PROMOTION

Examples
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

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-scali 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

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

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
THANK YOU