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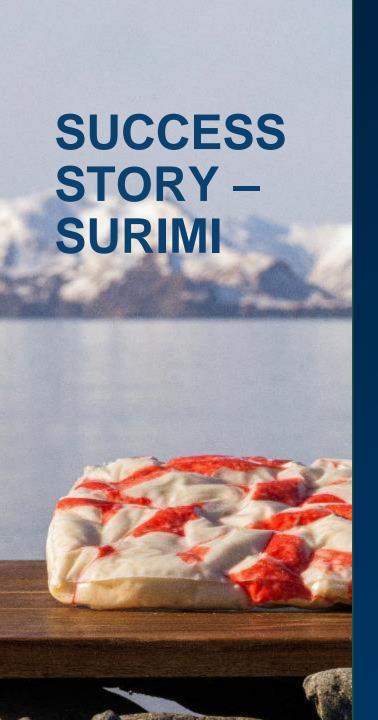












Species Promotion

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



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

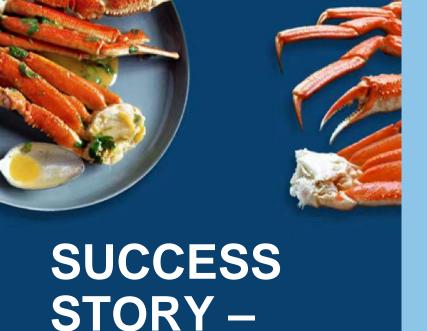












ONLINE

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











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

Highlighted Upcoming Events

Trade Appreciation Events Short Videos

HRI

Trade

Foodservice Promotion

Highlighted Upcoming Events

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

Trade Appreciation Events

Cities:

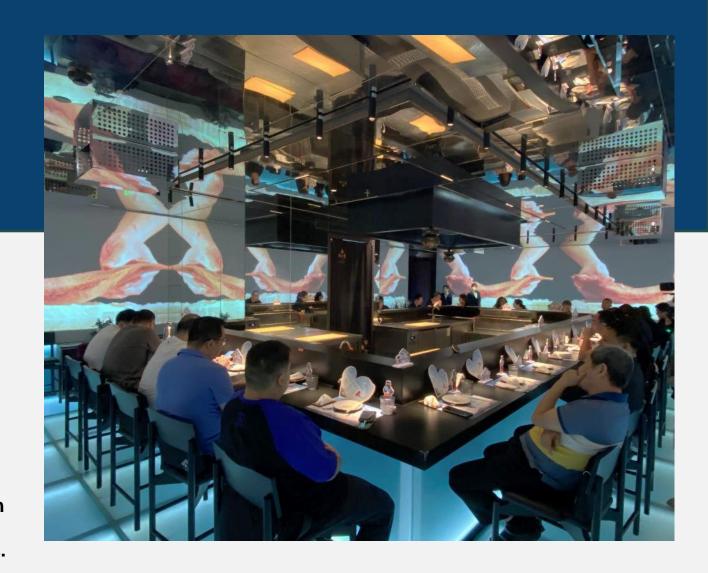
- Guangzhou (Sep 5, 2023 Finished)
- Shanghai (Sep 12, 2023 Finished)
- Beijing (Nov 27, 2023 Upcoming)
- Dalian (Nov 28, 2023 Upcoming)

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-scall 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





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





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:

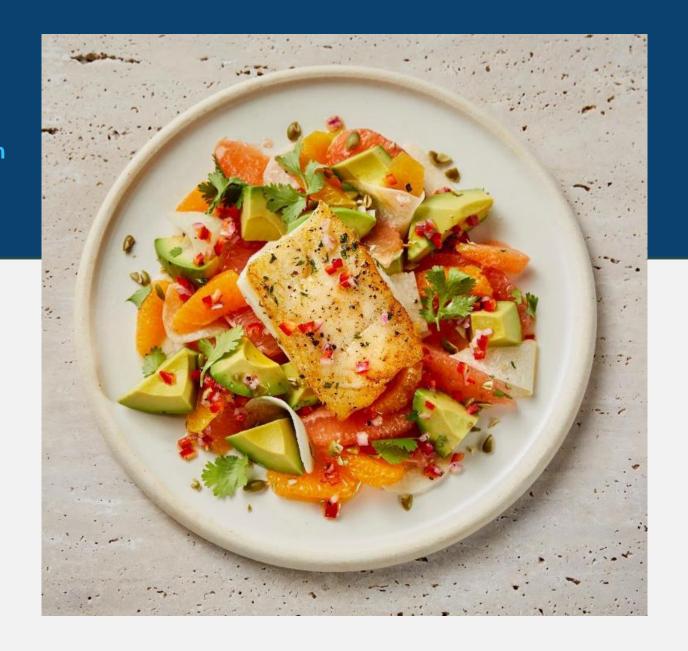
- Light Food Restaurants
- Kids Amusement Restaurants

Promote New Products:

Pollock, POP, Sole, Surimi, Cod

Recipe Example:

 Pollock Popcorn / Alaska Seafood Pasta / Alaska Seafood Salad



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







