Alaska Seafood by the Numbers

• Seafood Expo Global (Brussels) Projected 12 month sales: $544,150,000

• ASMI International participates in more than 20 food and beverage trade shows annually

• ASMI attended Food and Hotel Asia in Singapore reaching trade from more than 12 countries in Asia, generating projected 12 month sales of $1.5 million

• 2013 Exports of Alaska seafood to Brazil increased 91% by value

• Brazil: 15 local importers carrying Alaska seafood and 15 Alaska companies directly exporting to Brazil

• ASMI UK assisted Young’s with a new product launch- lightly coated pollock with Alaska branding saw $4 million in sales in the first 13 weeks.
International Program by Species

- Salmon
- Whitefish
- Crab and shellfish
- Flatfish
- Halibut and Black cod

Wild, Natural & Sustainable®
Wild, Natural & Sustainable

Alaska Seafood

Salmon
General
Roe
Smoked
Cans
Alaska Salmon

• Key Markets:
  - All

• Promotion Examples:
  - **China**: Keta promoted in a one-week training program with the Shanghai Institute of Tourism in China
  - **Japan**: Keta salmon patty promoted with retailer AEON at over 504 of their stores across Japan from the end of May to the beginning of June 2014
  - **Spain**: Introduction of refreshed H&G Alaska sockeye salmon and black cod in all 37 Makro cash & carries in Spain. $46,000 in sales recorded.
  - **France**: Coho promoted with Argel, a home delivery distributor, who featured troll-caught coho salmon for Easter and in June in its catalogues. 4 MT sold.
  - **The UK**: Collaboration with Icelandic to promote frozen pink salmon fillets in major retailers with the RFM C-O-C seal
  - **Brazil**: Sockeye Salmon Temaki Festival: Yoi! is a popular Japanese food restaurant chain with over 40 stores throughout Sao Paulo
In store promotion, Brazil
Packaging Re-Design, The UK

In-store promotion, France
Salmon Roe

• **Key Markets:**
  • Japan, Russia, Ukraine,

• **Growth Markets:**
  • China, Spain, Germany

• **Promotion Examples:**
  • **Spain:** Displayed at foodservice shows and chef demos
  • **France:** Salmon roe was promoted at Galeries Lafayette in Paris alongside cod roe and smoked salmon.
  • Recipes developed in **France, Germany, China and Japan**
  • **Upcoming in the Ukraine:** ASMI will partner with the Alaska Trading Co to promote canned pink salmon roe at retail, with demo staff and in-store POS.
Demercao Alaska seafood chef demo/tasting on May 14th in the DeMercado Restaurant in Seville Alaska keta salmon roe, sockeye and black cod were featured.

Salmon and salmon roe, Japan
Smoked Salmon

- **Key Markets:**
  - France, Germany, the Netherlands, Poland, Italy

- **Promotion examples:**
  - **Poland:** ASMI contributed to a promotion of Suempol’s smoked salmon with the Polish retail chain Alma Market (45 stores, 1 million catalogues printed).
  - **In Germany** ASMI contributed to a smoked salmon promotion with Gottfried Friedrichs who conducted 50 in-store demos in 30 stores, and promoted salmon from Alaska in Perfetto Magazine. Sales increased from 10 MT to 50 MT.
  - **In Germany** AK smoked salmon was used at a chef event at the US Embassy
  - **In the Netherlands:** Jan Van As - Inclusion of ASMI logo and information in the Jan Van As brochure which is being distributed to partners, trade and consumers.
  - **Happening now in Italy:** A "Win a Trip to Alaska" promotion will be underway for the entire month of September. Smoker COAM will contribute to the smoked salmon promotion featuring black cod and salmon.
Smoked salmon promotion, Italy

Gin Cured Alaska Coho Salmon on Wild Rice Blini

Chef event at the US Ambassador Residence event in Berlin.

Michelin starred Chef Steve Litke leading US Army Special Forces Chefs
Canned Salmon

- **Key Markets:**
  - The UK
- **Growth Markets:**
  - Japan

- **Promotion Examples:**
  - **UK:** Sainsbury's online promotion for Princes - included web banners, linked purchases and recipe ideas.
  - **UK:** Tesco online promotion for Princes - Sales increased **11.5%**
  - **UK:** John West Promotion - In the three weeks prior to the promotion canned pink salmon sales were $25,000, during the three weeks of the promotion sales increased to $87,700, an **increase of 351%**.
  - **Japan:** Canned pink salmon recipes developed
  - **Upcoming in Japan:** ASMI will support canned sockeye sales by providing ASMI logo labels and recipe leaflets to Kaldi Coffee Farm
WILD, NATURAL, SUSTAINABLE...

THAT'S WHY IT TASTES SO GOOD.

Our wild salmon is found in the cold clear water off coastal Alaska, the source of some of the most naturally tender, succulent and sustainable salmon in the world.

SINCE 1857

John West

john-west.co.uk

Japan, Kaldi Coffee Farm

Canned Pink Recipes, Japan

The UK promo with John West
Alaska Pollock

- **Key Markets:**
  - Germany, the UK, France, Japan

- **Growth Market:**
  - Brazil

- **Promotion Examples:**
  - **UK:** Youngs launched a new product Alaska ‘Lightly coated’. This was supported by a £1 million ($1.66 million) TV advertising campaign. **ASMI was featured in a total of 10 advertorials with a combined circulation of 6,237,156.**
  - **In France:** ASMI partnered with Picard to promote salmon and pollock, volume sold: 159 Tons, retail value 3,179,000 euros
  - **In Brazil:** Retail promotions with major retailers like Walmart and Pão de Açúcar
  - **In Germany:** Alaska pollock featured during “Alaska weeks” with Transgourmet- $12,500 in sales at 9 restaurants
100% ALASKA POLLOCK, 100% QUALITY

Celebrated for the quality of its seafood, Alaska’s cool, clear waters are home to some of the most delicious fish in the world, and Alaska Pollock is now faster, quicker and more convenient than ever.

Alaska Pollock is a delicious whitefish hailing from the untouched wilderness of Alaska, home to some of the world’s best seafood. Alaska Pollock is frozen within hours of being caught locking in the freshness of the fish so that when you come to cook it, it is as tasty as the day it was caught.

Not only is Alaska Pollock delicious, but it is a highly nutritious food, providing an excellent source of high-quality protein that’s low in saturated fat. It is also naturally rich in many essential vitamins and minerals and a source of Omega 3 oils. Coming from the cool, clear waters of Alaska means that Alaska seafood is clear of pollutants that some other seafood may contain.

You can eat Alaska Pollock safe in the knowledge that the ocean’s stocks are safe and preserved for centuries to come. All Alaskan fisheries are 100% sustainable with responsible fishing enshrined into Alaskan law since it became the USA’s 49th state.

If all this has whetted your appetite for Alaska Pollock, check out Young’s new Lightly Coated™ range.

The 100% Alaska Pollock fillets are wrapped in delicious yet delicate coatings. They are quick to prepare as well as being light and tasty, giving you a taste of Alaskan seafood in every bite. And with three different flavours to try, you simply can’t go wrong!

Find Young’s Lightly Coated™ Alaskan Pollock Fillets in the freezer aisle of all major supermarkets.

Find out more... www.alaskaseafood.org.uk

Facebook: /AlaskaSeafoodUK
Twitter: @AlaskaSeafoodUK
Pollock promotion and promotional materials in Brazil
Pollock Roe

• Key Market:
  • Japan

• Experimental Markets:
  • China, targeted EU

• Promotion Examples:
  • China: Featured at Chef and Trade Seminars, Retail Training, and at all major trade shows
  • Japan: Promoted at a Japanese-style Alaska Seafood luncheon at Hotel Chinzanso, Tokyo
  • Japan: ASMI placed an ad in the special Mentaiko issue of Suisan Times, reaching Mentaiko industry people and supporting sales of 100% Alaska origin pollock roe products.
  • Upcoming in China: New POS materials in development
There is a reason why Mentaiko is so popular ~Alaska origin, if you need tasty Pollock Roe~”, in Suisan Times, June 23, 2014
Surimi

• **Key Markets:**
  • Japan, France, UK
• **Growth Markets:**
  • Eastern Europe

• **Promotion Examples:**
  • **France:** ASMI provided the press with information about pollock and surimi in conjunction with the Fleury Michon campaign.
  • **France:** ASMI develops recipes and photography
  • **Japan:** Promoted surimi in the Suisan Keizai Shimbun (seafood industry newspaper). The publication was dedicated to Neri/Surimi product.
  • **Upcoming in Japan:** ASMI will work alongside Zenkama, the Japanese kamaboko producers association, to conduct an Alaska Pollock Surimi Seminar for roughly 100 industry members on October 15, 2014.
Surimi recipe, France
Herring

Flatfish

Herring
Flatfish

• **Key Markets:**
  - Germany, China, Japan

• **Promotion Examples:**
  - **In Germany** Transgourmet has been running Alaska weeks with cafeterias and chains in Germany, featuring Alaska salmon and flatfish. At Porsche sales increased 500% during the promotion.
  - **Japan**: ASMI created rock sole kirimi recipes for a middle meal promotion.
  - Dong Fang Hotel in **China** has hosted several highly successful Alaska seafood menu promotions with ASMI featuring yellowfin sole, cod, and perch. The latest promo saw $3 million in sales.
  - **China**: Yellow fin sole promoted in 11 Sam’s Club outlets in the cities of Shenzhen, Shanghai, Beijing, Guangzhou, Suzhou, Hangzhou, Fuzhou, Dalian, and Zuhuhai.
  - **Upcoming in China**: New yellowfin sole recipes, photography and POS being created.
Yellowfin sole, China

Bremen, Germany

Rock Sole, simmered in spicy/creamy sesame paste, Japan

Sole and Plaice- the Philippines
Herring Roe

• Key Markets:
  • Japan

• Experimental Markets:
  • China, SEU

• Promotion examples:
  • Japan: ASMI collaborated with Kakiyasu Honten to conduct an Alaska Seafood Fair from July 8-28, 2014 at approximately 50 of its shops (47 deli shops and 3 Japanese restaurants) which included salmon, crab, black cod, and herring roe.
  • Japan: Promotes year end gift packs; recipe development to decrease seasonality
  • Displayed at Seafood Expo Global and trade shows throughout SEU, China and Hong Kong
  • Upcoming in Japan: Creation of Alaska origin POS sales kit for herring roe
Japan: Kakiyasu Alaska Seafood Fair

Japan: Alaska origin POS kit
Alaska cod

- **Key Markets:**
  - China, France, Portugal, Brazil, Spain, Japan

- **Promotion examples:**
  - **China:** Foodservice promotion with chain restaurant Hao Wei Jia (13 outlets) which integrates Chinese and Western cuisine. Promo featured Alaska cod and black cod *(9.7 MT sold)*
  - **France:** Smoked cod roe promoted at high-end retail.
  - **Salt cod promoted in France with “Portugal weeks” at retail**
  - **Brazil:** ASMI coordinated a four-week Alaska promotion featuring cod, salmon and pollock at 34 stores of Walmart
  - "The True Taste of Alaska Cod" campaign promoting origin-identified de-salted Alaska cod in 20 cash & carries and eight supermarkets in Portugal.
France, retail promotion

Brazil, retail promotion

Brazil, online promotion
Halibut

Black cod
Halibut

- **Key Markets:**
  - High-end Europe, China

- **Promotion Examples:**
  - **Germany:** ASMI works with Kunkel, a smoker who smokes Alaska halibut and also offers fillets
  - **In Germany,** Alaska halibut was prepared at the Ambassador’s residence in Berlin.
  - **In Europe:** recipe development and work with chefs showcasing Alaska halibut as a premium species to help promote the Alaska brand.
  - **China:** ASMI worked with restaurants under Happy Fine Food, 4 in total, including Kee Hing Restaurant to promote Alaska halibut, black cod and king crab.
Französiche Cavaillo-Melonenkaltschale mit Alaska Heilbutt-Spieß und Sardellen-Crostini, Germany

Alaska Heilbuttfilet mit Olivenkruste auf Zucchini mit rotem Tomaten-Limonen-Sugo

Kee Hing Restaurant, China
Black cod

- **Key Markets:**
  - Japan, China, High-end Europe
- **Growth Markets:**
  - Brazil, Eastern Europe
- **Promotion Examples:**
  - **China:** Black cod promoted alongside sole, turbot and POP at 22 Ole Supermarkets during the month of January. 37 MT sold
  - **Japan:** Black cod neck meat promoted with online retailer Oisix
  - Black cod promoted to Japanese restaurants in **Spain** through key HRI shows with distributors.
  - **France:** Black cod prepared by Michelin starred Xavier Mathieu at Gala de l’Epicurien, Monte Carlo
Feira de gourmet do Emiliano terá peixe Black Cod. Aos fatos


Em tempo: a feira oferece aos visitantes a oportunidade de conhecer produtos artesanais de nove empresas fornecedoras do hotel. O menu do restaurante do Emiliano é assinado pelo chef Stefano Imperia.

Emiliano Market Day, 4ª edição

Quando: 21/09 das 11h às 17h

Onde: Rua Oscar Freire, 379, Jardins.
Alaska Crab

- **Key Markets:**
  - Japan, China, High-end Europe

- **Promotion examples:**
  - **Japan:** King crab provided to the Japanese Chef Association, Kansai region for workshops and recipe development
  - **Japan:** ASMI held an Alaska seafood promotion with "Oisix," an online supermarket, and included king crab in the promotion.
  - **France:** Featured in the foodservice distributor, Brakes’ catalog
  - **China:** Dungeness crab featured at 27 JUSCO stores in coastal China. In total 10 MT of seafood sold.
  - **China:** Snow crab featured in the Alaska Seafood festival at The Hyatt Regency Chongqing Hotel
Japan: Oisix online promotion

The Philippines: King Crab Display

Japan: BBQ Alaska snow crab
Sea Cucumber, Geoduck, Scallops

- **Key Markets:**
  - China

- **Promotion Examples:**
  - **Sea Cucumber:** Promoted at Ito-Yokado in Beijing, JUSCO in Southern China, American Food Festival with Ole Supermarkets (nationwide)... and more
  - **Scallops:** Promoted at Park N’ Shop Guangzhou, Ito-Yokado in Beijing, Grandby in Guangdong Province... and more
  - **Geoduck:** Geoduck ban for much of the year
  - Recipe development using sea cucumber to promote the Alaska brand.
Sea cucumber retail promotion with T-Mall, China

Steamed Alaska Geoduck with Minced Meat, China
Consumer Events

- Alaska Seafood Pop-Up Restaurant, London- June 22\textsuperscript{nd}
- Gold Rush Theme
- Daytime festival with tastings and demos
- Evening seafood banquet
- 400 guests to day event, 90 to evening
Trade Delegations

- February 2014: South China (Fujian) Buyers Mission to Seattle
  - 16 buyers/processors/distributors
- March 2014: USDA Cochran Fellowship Program
  - Delegation of trade from Thailand interested in U.S. seafood
- June 2014: Zhejiang Cuisine Association
  - 18 Chinese hotel/restaurant buyers
- September 2014: USDA Administrator Visit
Trade/Press Trips (June)

- 10 German Trade Members to Alaska to learn about fisheries, sustainability, and management
- Group met with ADF&G, GAPP, NPFMC
- Plant and vessel tours in Anchorage and Kodiak

We know now more about your sustainability and your activities in Alaska and we understood perfectly the system you have established to secure your resources... Personally I can say I have learned a lot and will use this experience for increasing business.

-Rene Stahlhofen, Royal Greenland
Trade/Press Trips (July)

- Six Brazilian Importers to Alaska (Bom Peixe, Damm, Frescatto, Komdelli, Opergel, Mflow)
- Visits to fishing grounds, vessel tours, office visits and processing plant tours in Seward, Cordova, Anchorage and Seattle
Trade/Press Trips (August)

• 1st Domestic/International Culinary Retreat in Sitka, AK
• Chefs, Press, Bloggers from UK, Japan, Spain
Social Media

• Facebook:
  • Italy, Spain, Portugal, Brazil, Japan, the UK and France
  • Over 250,000 combined “likes”
• Twitter:
  • The UK
• YouTube Channel:
  • Brazil, 12 videos, 1,910 views
• Weibo:
  • China- 10,000 followers
Fui convidado pela Alaska Seafood Marketing Institute (ASMI Brasil), agência governamental do estado norte-americano do Alasca, para provar os pescados que chegam ao mercado brasileiro Salmão Selvagem Sockeye, Chum (Keta) e Pink (Rosa), Bla... See More

BLACK COD

Black cod selvagem do Alasca marinado no molho missó com arroz com perfume de jasmim e melodia de cogumelos.
Sial, China

APAS, Brazil

FHA, Singapore

Euro-toques, Spain
Upcoming Events:

- CONXEMAR • October 7-9, 2014 • Vigo, Spain
- China Fisheries Expo • November 5-7, 2014 • Qingdao
- Seafood Expo Global • April 21-23, 2015 • Brussels, Belgium
THANK YOU!!!