SEU IMPORT VOLUME OF ALASKA COD, FROZEN H&G
YEAR ENDING SERIES: JUNE, 2013 - 2018

TOTAL SEU IMPORT VOLUME OF ALL COD, FROZEN H&G
YEAR ENDING SERIES: JUNE, 2013 - 2018
Frozen seafood trade show
in Vigo, Spain
Oct. 2-4, 2018
CONXEMAR 2018

Nº1 seafood trade show in Spain and nº2 in Europe
95% dedicated to frozen seafood
200 m² Alaska Seafood booth
• Four, 12 m² corner booths: Trident, Sogda, American & ASMI
CONXEMAR 2018

- Four, 12 m2 corner booths: Trident, Sogda, American & ASMI
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Ten dedicated company tables

- Blue North
- Bornstein
- Glacier
- Icicle
- Nord King
- Ocean Beauty
- Pacific Ocean Foods
- Popsie Fish Co.
- Seafood Solutions
- Wild Alaska Salmon
Ten dedicated company tables
Wild Alaska Product Tasting Kitchen
Wild Alaska Product Tasting Kitchen
Central kitchen & lounge area
The Alaska Seafood stand generated:
- ___ meetings with trade buyers
- $4,070,000 at-show sales
- $34,400,000 projected 12-month sales
TRADE SERVICING – BUILDING DISTRIBUTION OF ALASKA SEAFOOD PRODUCTS IN SPAIN, ITALY & PORTUGAL

Nº of Distributors of Alaska Seafood Products in SEU Markets

Legend:
- Portugal
- Italy
- Spain
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Chef Sergio Garrido presents a wild Alaska sockeye salmon workshop at San Sebastián Gastronomika on Oct. 9, 2018.
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

- Alaska Seafood in HRI trade shows & chef congresses in SEU:
  - Congresso dos Cozinheiros – Oct. 2018 in Lisbon, Portugal
  - San Sebastián Gastronomika – Oct. 2018 in San Sebastián, Spain
  - Gastrónoma – Nov. 2018 in Valencia, Spain
  - Fòrum Girona – Nov. 2018 in Gerona, Spain
  - Portugal Young Chefs Competition – Jan. 2019 in Portugal
  - Madrid Fusión – Jan. 2019 in Madrid, Spain
  - H&T Málaga – Feb. 2019 in Málaga, Spain
  - Diálogos de Cocina – Mar. 2019 in San Sebastián, Spain
  - Identità Golose – Mar. 2019 in Milan, Italy
  - Salón de Gourmets – Apr 2019 in Madrid, Spain
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Team Fisioterapia Monasterio Sponsorship

Eric Monasterio, Physiotherapist and team captain

Cursa de la Mercè, 16 Sept. 2018

Susana Mandi in the Cursa de Mercabarna, Oct. 7, 2018

Raul Fernández in the Chicago Marathon, 7 Oct. 2018
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE
Nº origin-identified Alaska seafood products available through HRI distributors in SEU
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Summer 2018 “Win a Trip to Alaska” retail promotion of
1. fresh wild Alaska salmon and
2. refreshed wild Alaska sockeye salmon fillets
• in 133 supermarkets in northern Italy of the Pam Panorama chain

Sales of fresh + smoked + carpaccio wild Alaska Salmon during Pam Panorama summer promotions
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Join us for SIAL Paris from October 21st to October 25th, 2018

New Alaska Wild Salmon in Olive Oil
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

A strong Alaska brand boosts sales of keta and pink salmon & Alaska pollock
ALASKA SEAFOOD DISTRIBUTION IN SEU RETAIL

Nº origin-identified Alaska seafood products available at retail in SEU