



SEAS THE DAY

with ALASKA FISH TACOS

Time for a Wild Alaska Fish Taco Promotion

Fish tacos are a no-brainer. They're an affordable seafood item for your menu and with Alaska's huge variety of wild and sustainable seafood you can create some of the most mouthwatering tacos your students will ever bite into. Once you offer an assortment of accoutrements, sauces, and flavor profiles, there really is something for everyone. We have the recipes, tools and promotional ideas for you to seas the day with an Alaska fish taco promotion.

WHY MENU ALASKA FISH TACOS

1 RESEARCH SAYS IT'S WHAT YOUR STUDENTS WANT.

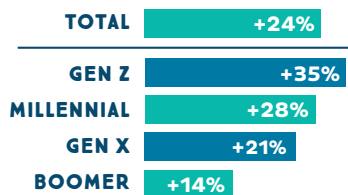
C&U: FISH TACOS ARE POPULAR EVERYWHERE

Seafood beats out all other proteins for what C&U diners would like to see more of when it comes to tacos



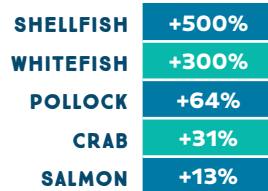
GEN Z: LARGEST CONSUMER OF INCREASED AWAY FROM HOME SEAFOOD CONSUMPTION

Change in seafood consumption in past two years by generation



TRENDING SEAFOOD ON C&U MENUS

4-year penetration % change (2018-2022)



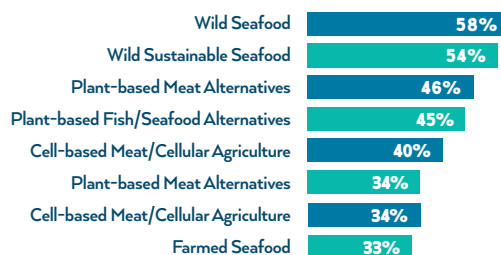
2 SUSTAINABLE AND WILD. Your students want to know where their food comes from, that it's wild-caught, sustainable and climate friendly.

"WILD" + "ALASKA" IS THE MAGIC COMBINATION FOR DRIVING PURCHASE

6 OUT OF 10 CONSUMERS

are more likely to buy Alaska Flounder Taco, when it's menued as **Wild-Caught Alaska Flounder Taco**

"WILD" AND "WILD SUSTAINABLE" SEAFOOD IS SEEN AS MORE CLIMATE FRIENDLY THAN OTHER PROTEINS



- 3 WELLNESS.** Good mental health is so important today and while it doesn't take a rocket scientist to know that seafood is good for you compared to any other animal protein, many don't know how it helps boost mental health. The connection between diet and brain health has been well documented, and omega-3 fatty acids, particularly EPA and DHA, can change the brain and help to improve mood.



58%
OF GEN Z
are interested in
food products
designed to
prevent mental
deterioration
and neurological
illnesses



- 4 SIMPLE TO SWAP.** Tacos are one of those easy menu items where you can simply swap out the beef, chicken or pork and swap in any of Alaska's delicious wild-caught species of salmon, whitefish or shellfish. No need to start from scratch.
- 5 DELICIOUS YEAR ROUND.** Any time of year, people crave fish tacos and with Alaska seafood's year-round availability with fresh-frozen and tons of value-added crispy, battered and grilled/griddled pollock, the tacos options are endless. Just switch up the flavor profiles to add some spring, summer, fall or winter to your taco offerings.

RESEARCH SOURCE: DATASSENTIAL

HOW TO PROMOTE ALASKA FISH TACOS

1

CHOOSE A FUN THEME

- Taco Tuesday with Alaska Seafood
- Taco 'Bout Alaska Seafood
- Fishin' for Alaska Tacos
- Catch Alaska Fish Tacos Today
- Seas the Day with Alaska Fish Tacos
- Alaska Fish Tacos – Get Hooked
- Beary Good Alaska Fish Tacos
- Life Happens, Alaska Tacos Help
- Love Alaska Fish Tacos
- Alaska Fish Taco Time



2

ADD A FEATURED EVENT

- Each month invite a guest chef from a local restaurant or student employees to create a new craveable Alaska fish taco recipe that can be featured weekly or every Tuesday for the month.
- Let student employees come up with their own fish taco ideas, have a contest where students vote on their favorite. Winner gets a prize, so does one student that voted.
- Visit different parts of the globe with globally inspired taco recipes.
- Every student that takes a pic with the Alaska stand-up bear and posts on their socials will be entered in to win **Cotopaxi**® gear.
- Pair different agua frescas with different Alaska fish tacos.



3

ORDER MATERIALS TO CUSTOMIZE IT

- Taco recipe booklet
- Stand-up bear
- Static clings and digital signage
- Availability of wild Alaska scenic, fishing video content to run on cafeteria screens
- T-shirts and stickers



ALASKASEAFOOD.ORG

For more ideas and info, contact Sarah Wallace at swallace@alaskaseafood.org or 800-806-2497



Wild,
Natural &
Sustainable®