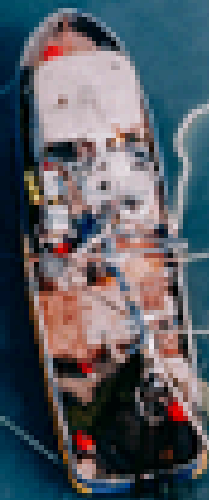


# ASMI RETAIL FY25



[Alaskaseafood.org](http://Alaskaseafood.org)

# CAMPAIGN OVERVIEW

Promotion Dates 10/8/24 - 10/15/24

Store Locations 26



## Species Focus

- Sablefish
- Pollock

## Promotional Tactics

- Email feature sent to approx. 1.2 million members within delivery areas
- Case displays using feature species at locations during promotion period

## Alaskan Black Cod

A Taste of the Frontier



## Alaskan Pollock

A Taste of the Frontier

# CAMPAIGN OVERVIEW

Promotion  
Dates

4/01/2025 - In  
Progress



## Species Focus

- Sablefish
- Pollock
- Keta/Pink Salmon



## Promotional Tactics

- ASMI partnered with Costco Demo Services (CDS) to conduct in-store sampling demonstrations featuring Wild Alaska sablefish and wild Alaska Pollock at select Costco warehouse locations. The demos were supported by Alaska Seafood POS and signage, reinforcing the premium quality of Alaska's wild-caught seafood.



# CAMPAIGN OVERVIEW

Promotion Dates 10/1/24 - 10/31/24

Store Locations 1,371



## Species Focus

- Sole/Flounder
- Cod
- Pollock
- Salmon
- Crab

## Promotional Tactics

- SNP executed a cobranded promotion across Publix stores highlighting seafood through both in-store and digital activations during National Seafood Month in 2024



SEPTEMBER 25, 2024

## Seafood Nutrition Partnership ramps up retail campaign

Christine Blank published in Foodservice & Retail



\*These materials are considered confidential and proprietary information and may not be disclosed or distributed without ASMI's express consent

# RETAIL HIGHLIGHT

Spring/Summer Store Locations      Spring/Summer 2025  
1406



## Species Focus

- Snow Crab
- Sockeye, Keta and Coho Salmon

## Promotional Tactics

- Publix initiated display and advertising for Alaska snow crab



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# CAMPAIGN OVERVIEW

Promotion Dates 10/1/24 - 10/31/24

Store Locations 2252



## Species Focus

- Salmon
- Cod
- Surimi

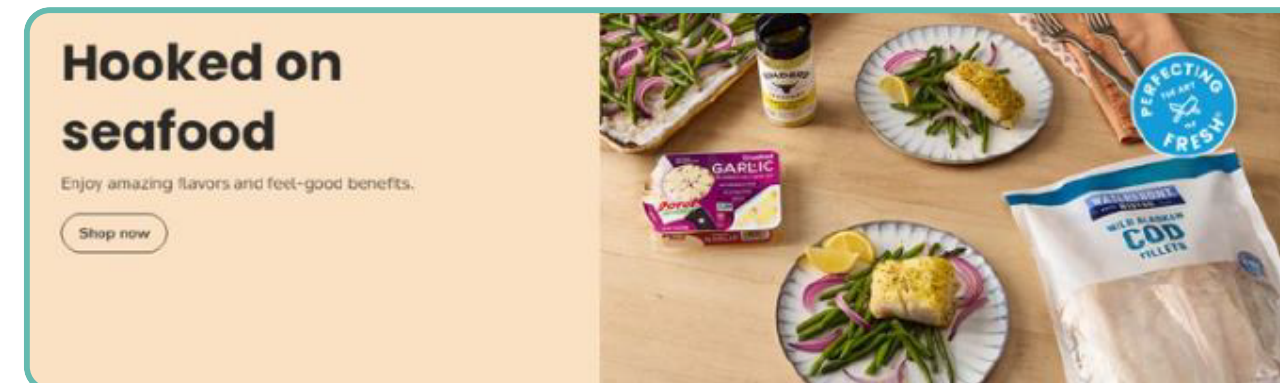
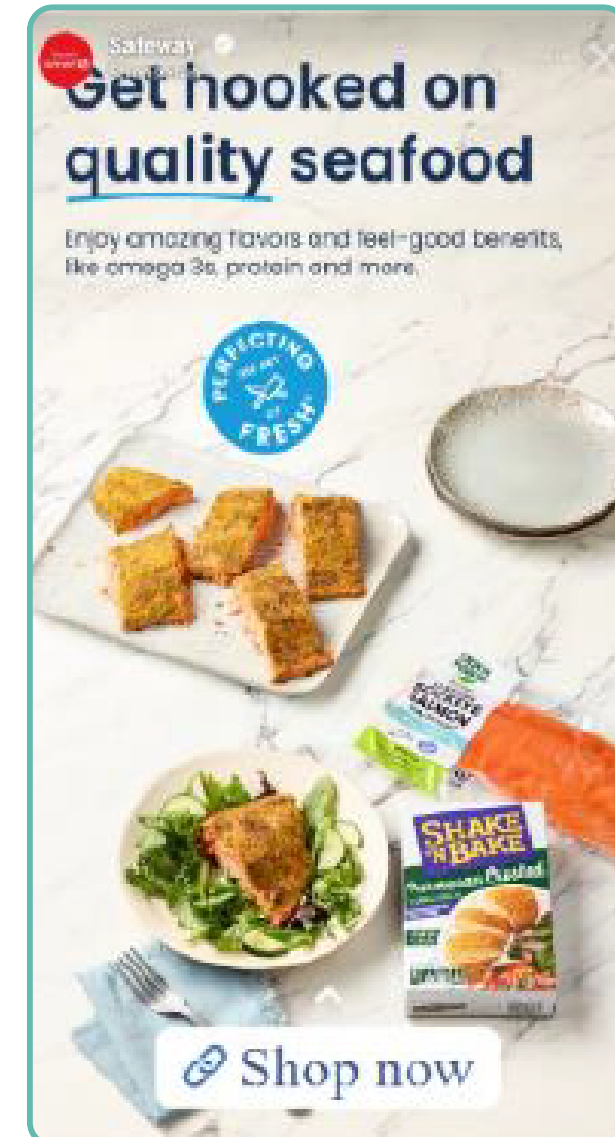
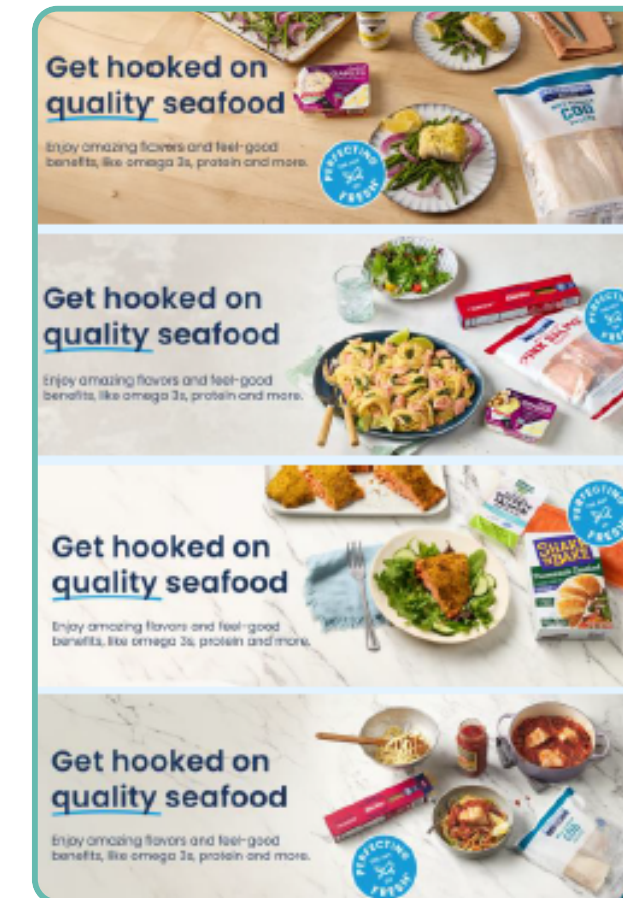
## Promotional Tactics

- Multi-Brand promotion including omnichannel tactics such as a seafood landing page with run of web and run of app, and pinterest and facebook promotions.

\$24.58  
ROAS

3.30%  
Conversion Rate

5.84M  
Attributed Sales



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# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 2252



## Species Focus

- Salmon
- Flounder
- Pollock
- Surimi

## Promotional Tactics

- Albertsons promoted Alaska seafood by conducting a company wide sales contest and merchandising Alaska products in the glass door and service cases.



**Waterfront Bistro® Atlantic Salmon Fillets**  
32-oz. Frozen.

**10<sup>99</sup> ea**  
Member Price



**14<sup>99</sup> lb.**

Wild Caught Copper River Sockeye Salmon Fillet previously frozen



**Waterfront Bistro® Wild Caught Alaskan Pink Salmon Fillets**  
32 oz., Frozen

**9<sup>99</sup> ea**



**Waterfront Bistro® Wild Caught Alaskan Cod Fillets**  
32 oz., Frozen

**12<sup>99</sup> ea**




**open nature**

**Alaskan Cod Skinless Fillets**  
Frozen

**12<sup>99</sup> lb.**



# CAMPAIGN OVERVIEW

Promotion Dates 10/01/24 - 12/31/24

Promotion Dates 4/1/25 - 6/30/25

Store Locations 400



## Species Focus

- Sockeye
- Sablefish
- Pink Salmon

## Promotional Tactics

- In Store Chef Demos preparing sablefish, pink salmon, and sockeye salmon



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# CAMPAIGN OVERVIEW

Promotion Dates 1/1/25 - 1/31/25  
Store Locations 80



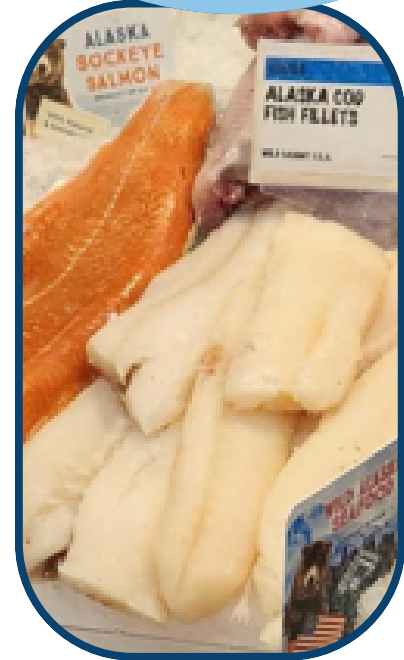
- Species Focus
- Crab
  - Salmon
  - Cod
  - Surimi

Promotional Tactics

- Multi-Brand promotion including omnichannel tactics such as a seafood landing page with run of web and run of app, and pinterest and facebook promotions.



45% Lift  
Jan 2024 vs Jan 2025



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# CAMPAIGN OVERVIEW

Promotion Dates 12/2/24 - 4/30/25

Store Locations 200



## Species Focus

- Crab
- Cod
- Pink Salmon
- Keta Salmon

## Promotional Tactics

- Hy-Vee promoted Alaska seafood species during Q3 & Q4 of 2024 and Q1 of 2025 through seafood sales contests and displays featuring Alaska POS



# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 66



## Species Focus

- Cod
- Salmon
- Sablefish
- Halibut
- Pollock
- Surimi

## Promotional Tactics

- ASMI supported a sales and merchandising contest to promote the Alaska seafood species at QFC during Lenten season

Wild-Caught  
Alaska Cod Fillets  
Previously Frozen

**8.99** LB  
WITH CARD



Fresh Wild-Caught  
Alaska Halibut  
Fillets

Subject to Fishing &  
Weather Conditions

**21.99** LB

6.5% Lift  
Lent 2024  
vs Lent 2025

Wild-Caught  
Alaska Sockeye  
Salmon Fillets  
Previously Frozen

**12.99** LB  
WITH CARD



# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 16



## Species Focus

- Salmon
- Halibut
- Cod
- King Crab

## Promotional Tactics

- ASMI supported new retail partner Super 1 Foods during the 2025 Lenten season. Tactics included advertisements, Alaska call out at the merchandising case, and social media posts.



45% Lift  
Lent 2024  
vs Lent 2025



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# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 200



## Species Focus

- Breaded and Battered Alaska Cod

## Promotional Tactics

- Jewel Osco promoted Alaska seafood by conducting a company wide deli sales and merchandising contest



# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 22



- Species Focus
- Pollock
  - Cod
  - Crab
  - Scallops
  - Rockfish
  - Salmon

- Promotional Tactics
- Rosauers featured Alaska seafood products through store advertisements, social media channels, posted signage at the service cases, and using the ASMI logo and messaging.

**Environmentally Responsible**  
The superior flavor and texture of Alaska seafood is prized around the world. The flavor and color characteristics come from the seafood species feeding on their natural diet of marine organisms, and the texture comes from annual migrations in the cold North Pacific.

**Wild Caught**

**Alaskan Copper River Sockeye Salmon Fillets**

**\$14.99 lb.**

Photo courtesy <https://www.alaskaseafood.org>

**April 9 thru 15, 2025**

**Health Benefits**  
If you are looking for a meal that is nutritious, low in saturated fat, and high in the "good fats" (heart-healthy omega-3s) you can start with Alaska seafood.

**Wild Caught**

**Alaska Pollock Fillets**

**\$4.99 lb.**

**March 26 thru April 1, 2025**



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# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 250



## Species Focus

- Sockeye
- Cod
- Halibut
- Surimi
- Rockfish

## Promotional Tactics

- Harris Teeter featured Alaska seafood products through store advertisements, social media channels, posted signage at the service cases, and using the ASMI logo and messaging.



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# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 23



heinen's®



## Species Focus

- Cod
- Crab
- Pollock
- Surimi
- Salmon

## Promotional Tactics

- Heinen's promoted Alaska Seafood species through multiple promotional tactics such as displaying ASMI recipes, POS, and sustainability information.



17%  
YOY Pound  
increase



# CAMPAIGN OVERVIEW

Promotion Dates 3/5/25 - 4/17/25

Store Locations 135



## Species Focus

- Cod
- Salmon
- Sablefish
- Pollock

## Promotional Tactics

- Giant Eagle continued the annual lent partnership with ASMI through a sales contest featuring multiple Alaska products. ASMI POS was in the seafood departments throughout the promotional period.



# CAMPAIGN OVERVIEW

Promotion Dates 1/15/25 - 1/21/25

Store Locations 21



## Species Focus

- Cod
- Sockeye
- Coho
- Halibut
- Sablefish
- Surimi

## Promotional Tactics

- New Seasons Market and ASMI partnered to promote Alaska Seafood species with signage in cases as well as weekly flyers featuring a TPD



124%  
YOY Lift



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# CAMPAIGN OVERVIEW



Spring Dates 5/01/25 - 6/30/25  
 Fall Dates 10/01/25 - 11/30/25



**Species Focus**

Spring - Aldi/Walmart

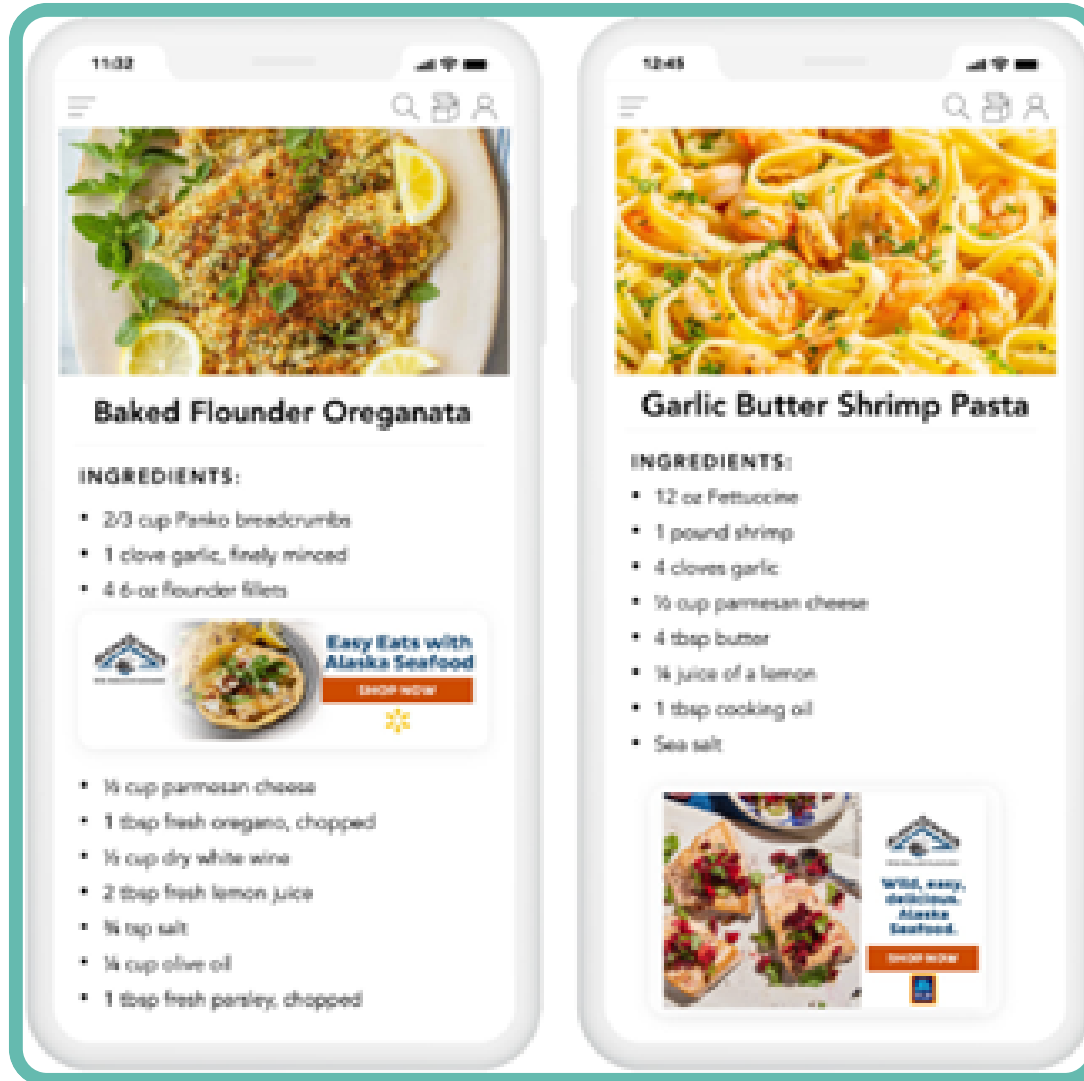
- Sole
- Pink Salmon

Fall - Sam's / Aldi

- Sole
- Pollock
- Surimi

**Promotional Tactics**

- Campaign reached over 12 million shoppers through premium in-line and pairing ad placements across recipe content. Ads encouraged consumers to "Flip to Fish" by substituting Wild Alaska species for traditional proteins in spring and summer meals.



13.3x  
ROAS

8.7%  
Sales Lift

2.3M  
Attributed Sales

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# SUSHI PARTNERSHIPS

# CAMPAIGN OVERVIEW

Promotion Dates 12/3/24 - 12/30/24



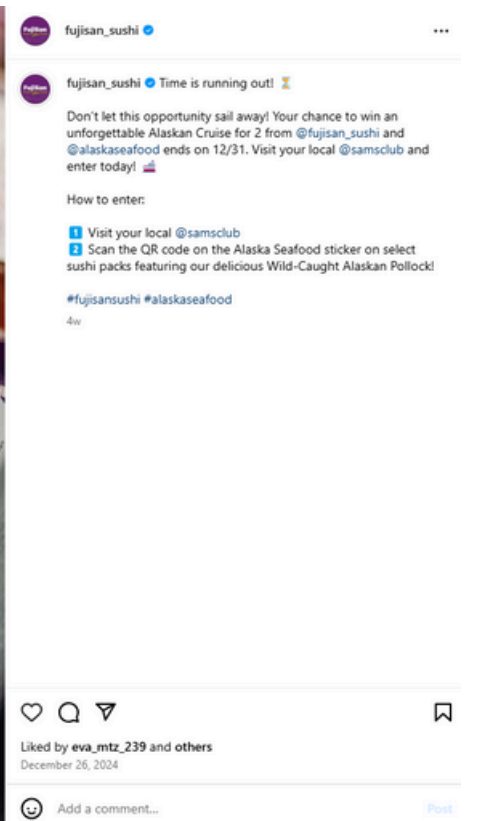
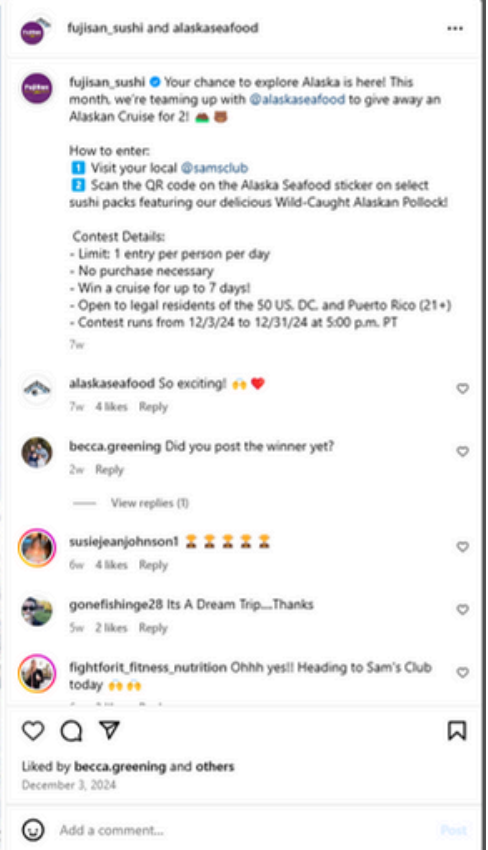
## Species Focus

- Surimi

## Promotional Tactics

- Alaska Seafood partnered with FujiSan Handcrafted Sushi on a cruise giveaway campaign featured at 500 Sam's Club locations, the promotion included on-pack offers, social media, and influencer support, reaching 100,000 viewers.

60,000+  
Entries



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# CAMPAIGN OVERVIEW

Promotion Dates 4/1/25 - 4/30/25

Store Locations 200

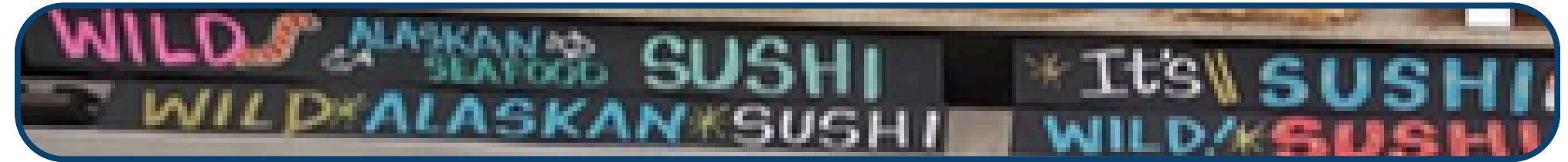


## Species Focus

- Surimi

## Promotional Tactics

- The Hy-Vee sushi department created a item called the Surimi Slammer for a sushi sales contest. ASMI POS was displayed in the sushi deli area throughout the promotional period.



75-78%  
Regular surimi  
items increase



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