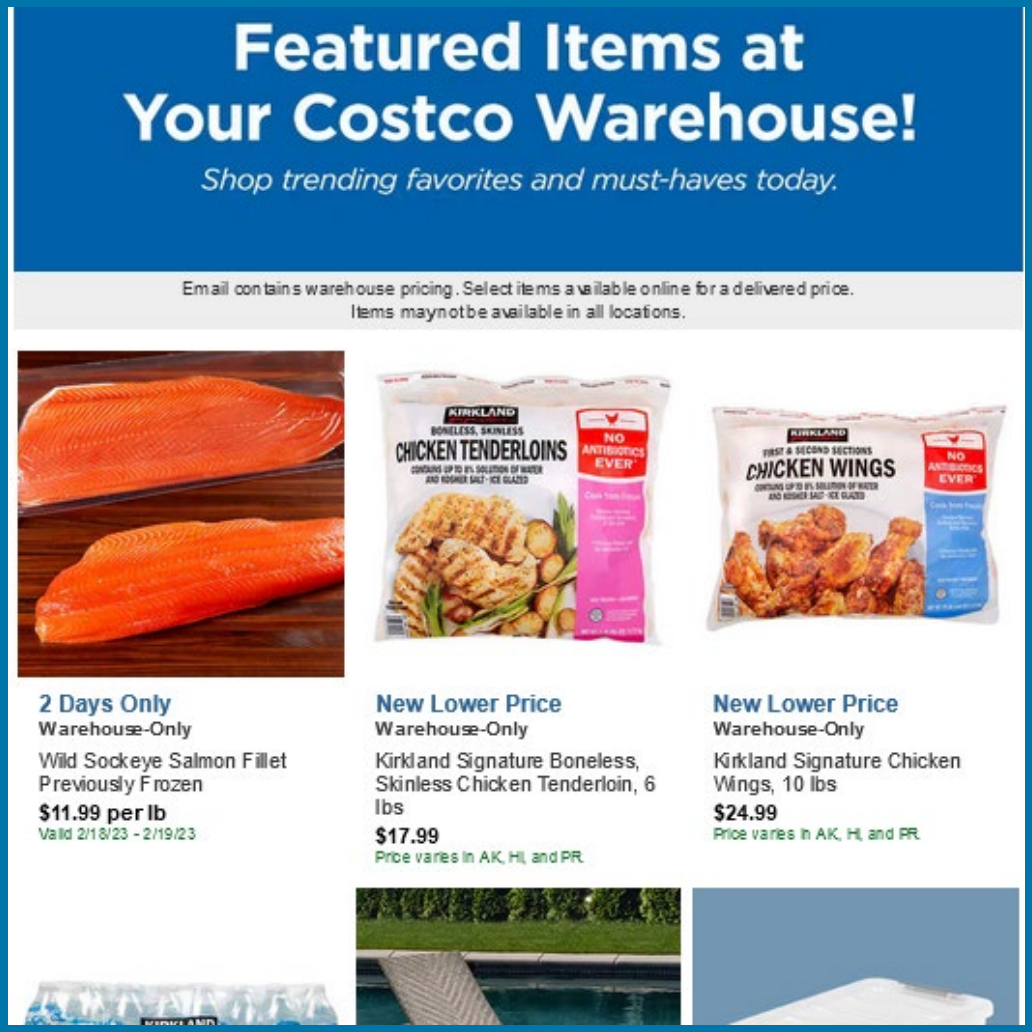
ASMI Domestic Wild Alaska Sockeye Salmon Promotion Update

Presented by: Megan Rider and Mark Jones

Sockeye Promotions

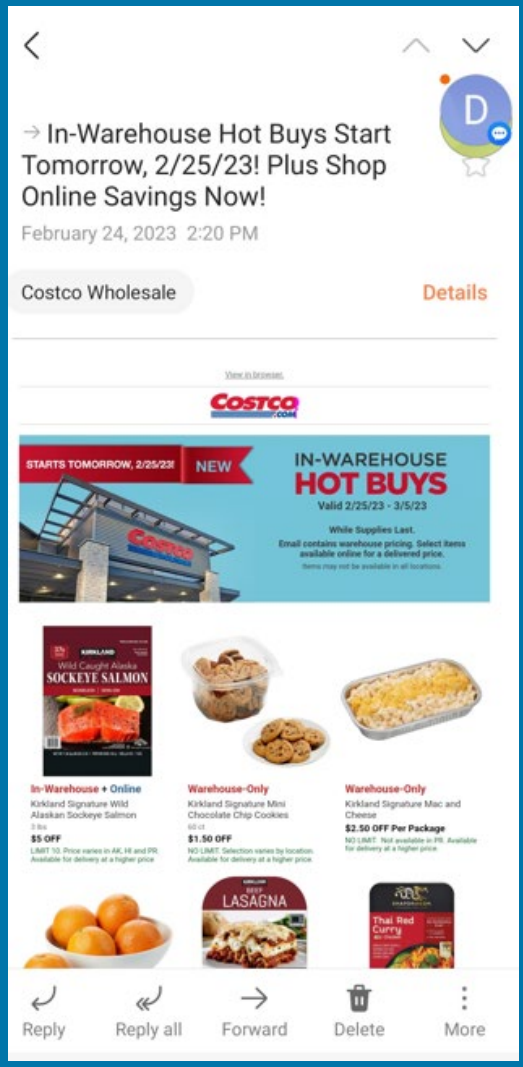
Costco National 2 Day Sale



Costco Quick & Easy Recipe Video

Costco
Sponsored ·

Kirkland Signature™ Wild Caught Alaska Sockeye Salmon is so versatile! Have it with breakfast, lunch or dinner.



Sprouts National Ads

Sam's Club Using Alaska Seafood Logo!

Kroger Chef Demos

Whole Foods Market Alaska Call Out!

PNW Co-op with Jackson Family Wines

ALASKA SEAFOOD LENT CROSS-MERCHANDISING CONTEST!

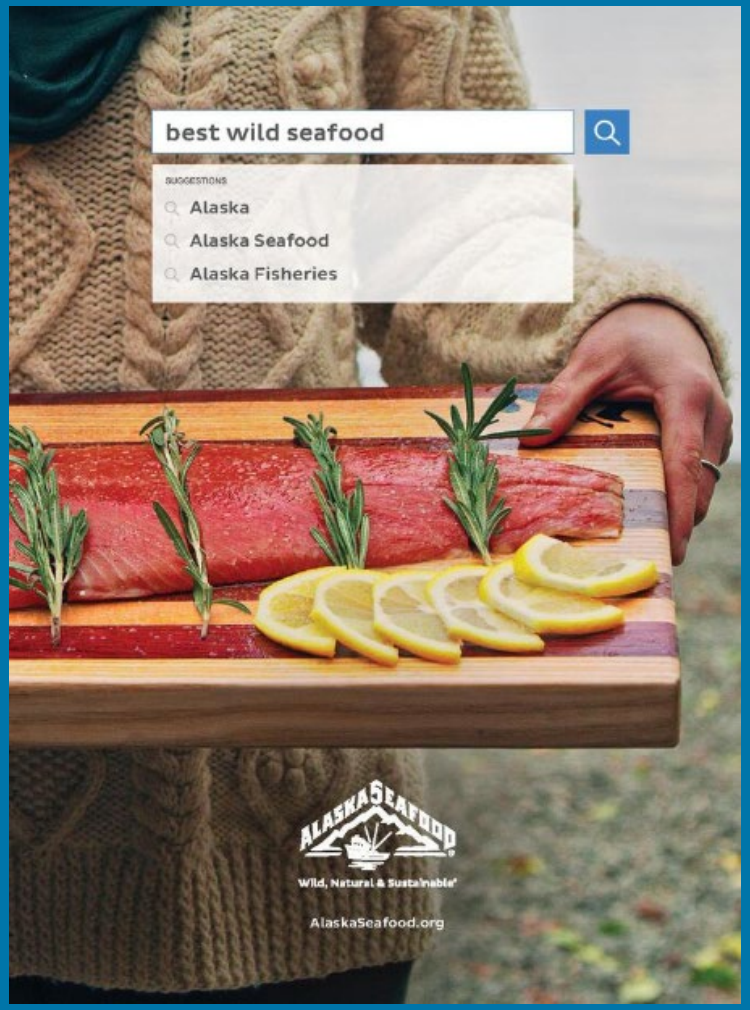
The **Alaska Seafood Marketing Institute, Bristol Bay Sockeye, Ocean Beauty and Southern Glazers Wine and Spirits** have partnered together to promote **Wild Alaska Salmon**. This promotion showcases the pairing of beautiful, top selling wines from La Crema with Wild Alaska Sockeye Salmon.

Program Details:

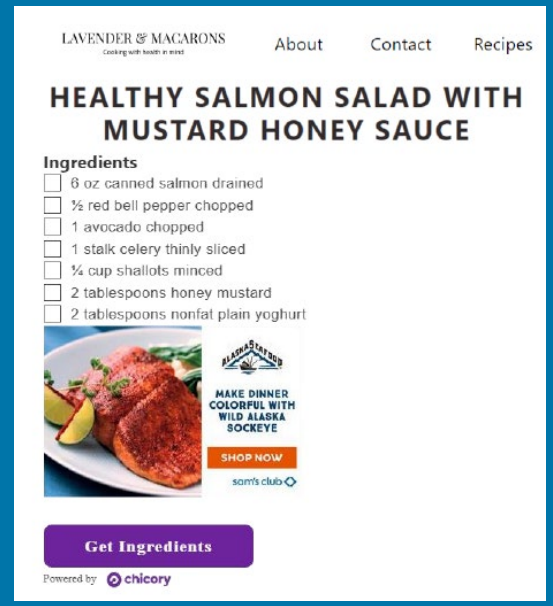
Program Start Date: February 23rd – April 5th (Lenten Dates 2/22-4/6)

- Wines Featured: La Crema Monterey Pinot Noir and Sonoma Coast Chardonnay
- **Merchandise Display of La Crema (3 cases of each): In/near Seafood Department**
- Coupon: **$6 MIR off Salmon** – Wine POS Supplied by SGWS Rep

Chicory Retailer Landscape


best wild seafood
SUGGESTIONS
Alaska
Alaska Seafood
Alaska Fisheries
ALASKA SEAFOOD
Wild, Natural & Sustainable
AlaskaSeafood.org

ALASKA SEAFOOD
ENJOY THE BRIGHT, BOLD FLAVOR OF WILD ALASKA SOCKEYE
SHOP NOW
FredMeyer


LAVENDER & MACARONS
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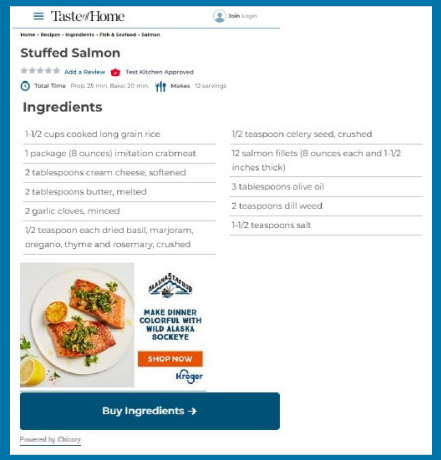
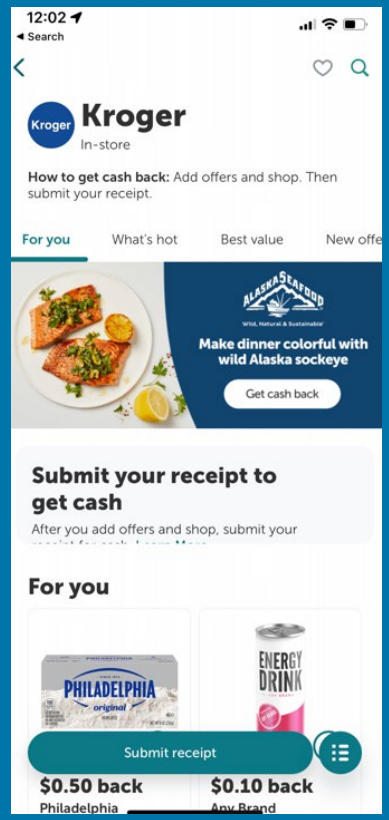
Recipes
HEALTHY SALMON SALAD WITH MUSTARD HONEY SAUCE
Ingredients
6 oz canned salmon drained
½ red bell pepper chopped
1 avocado chopped
1 stalk celery thinly sliced
¼ cup shallots minced
2 tablespoons honey mustard
2 tablespoons nonfat plain yoghurt
MAKE DINNER COLORFUL WITH WILD ALASKA SOCKEYE
SHOP NOW
sam's club
Get Ingredients
Powered by chicory

Red Hot Sockeye Sales
Red Hot Sockeye Sales
ALASKA SEAFOOD


Taste of Home
Stuffed Salmon
Ingredients
1-1/2 cups cooked long grain rice
1 package (8 ounces) imitation crabmeat
2 tablespoons cream cheese, softened
2 tablespoons butter, melted
2 garlic cloves, minced
1/2 teaspoon each dried basil, marjoram, oregano, thyme and rosemary, crushed
1/2 teaspoon celery seed, crushed
12 salmon fillets (8 ounces each and 1-1/2 inches thick)
3 tablespoons olive oil
2 teaspoons dill weed
1-1/2 teaspoons salt
MAKE DINNER COLORFUL WITH WILD ALASKA SOCKEYE
SHOP NOW
Kroger
Buy Ingredients

WILD ALASKA
SOCKEYE
— ANY BRAND —

ibotta®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Search
Kroger
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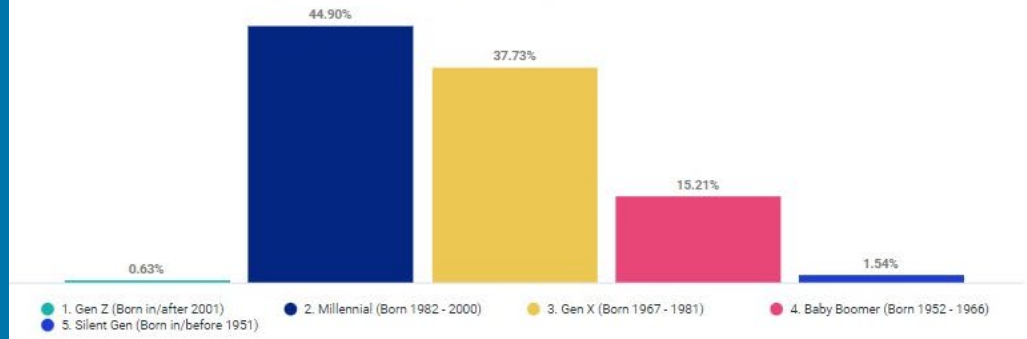
How to get cash back: Add offers and shop. Then submit your receipt.
For you
What's hot
Best value
Make dinner colorful with wild Alaska sockeye
Get cash back
Submit your receipt to get cash
After you add offers and shop, submit your
For you
PHILADELPHIA
original
ENERGY DRINK
Submit receipt
$0.50 back
Philadelphia
$0.10 back

Shopper Snapshot

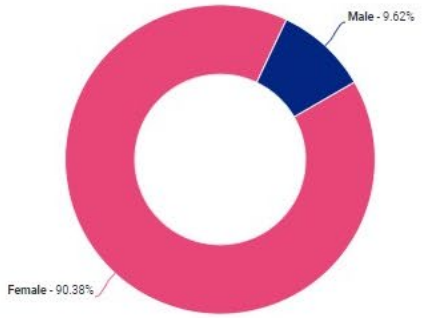
Redemption Share by Age Group

Percent of Offers Redeemed by generation - On Platform Redemption Data Only



Redemption Share by Gender

Percent of Offers Redeemed by self-reported gender - On Platform Redemption Data Only



Redemption Share by State

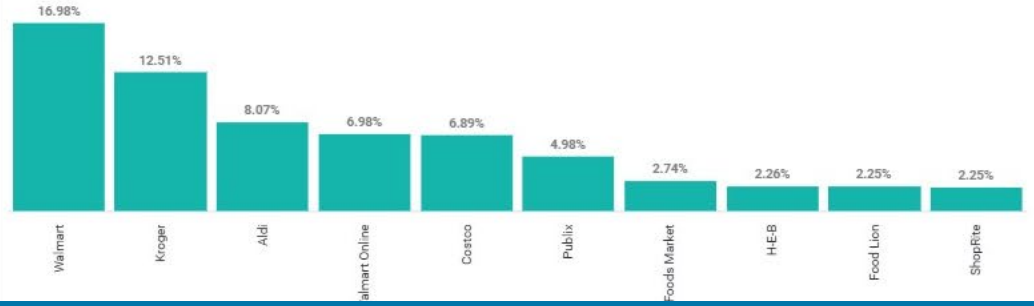
Percent of Offers Redeemed by user State - On Platform Redemption ...

Redemption Share by State - Top 10

State	Offers Redeemed
FL	8.59%
TX	8.21%
CA	6.72%
PA	5.19%
OH	4.65%
NC	4.49%
GA	4.39%
NY	4.09%
IL	3.94%
VA	3.87%

Redemption Share by Top Retailers

Percent of Offers redeemed by top 10 Retailers - On and Off Platform Redemption Data



Thank
you!