

ASMI Domestic Wild Alaska Sockeye Salmon Promotion Update

Presented by: Megan Rider and Mark Jones



Sockeye

Promotion





Costco National 2 Day

Sale

Featured Items at Your Costco Warehouse!

Shop trending favorites and must-haves today.

Email contains warehouse pricing. Select items available online for a delivered price. Items may not be available in all locations.



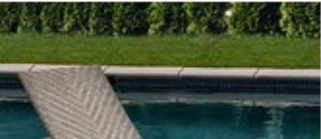
2 Days Only
Warehouse-Only
Wild Sockeye Salmon Fillet
Previously Frozen
\$11.99 per lb
Valid 2/18/23 - 2/19/23



New Lower Price
Warehouse-Only
Kirkland Signature Boneless, Skinless Chicken Tenderloin, 6 lbs
\$17.99
Price varies in AK, HI, and PR.



New Lower Price
Warehouse-Only
Kirkland Signature Chicken Wings, 10 lbs
\$24.99
Price varies in AK, HI, and PR.



Costco Quick & Easy Recipe Video




Costco 
 Sponsored · ❄️


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



→ In-Warehouse Hot Buys Start Tomorrow, 2/25/23! Plus Shop Online Savings Now!
 February 24, 2023 2:20 PM

Costco Wholesale Details

View as browser









STARTS TOMORROW, 2/25/23! NEW

IN-WAREHOUSE HOT BUYS

Valid 2/25/23 - 3/5/23

White Supplies Last. Email contains warehouse pricing. Select items available online for a delivered price. Items may not be available in all locations.

 In-Warehouse + Online Kirkland Signature Wild Caught Alaska Sockeye Salmon 3 lb \$5 OFF <small>LIMIT 10. Price varies in AK, HI and PR. Available for delivery at a higher price.</small>	 Warehouse-Only Kirkland Signature Mini Chocolate Chip Cookies 60 ct \$1.50 OFF <small>NO LIMIT. Selection varies by location. Available for delivery at a higher price.</small>	 Warehouse-Only Kirkland Signature Mac and Cheese \$2.50 OFF Per Package <small>NO LIMIT. Not available in PR. Available for delivery at a higher price.</small>
		

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Sprouts National

Ads

WILD CAUGHT FAVORITES

ALASKA SEAFOOD
Wild, Natural & Sustainable

Wild Alaska Sockeye Salmon Fillets
Rich in flavor and omega-3 fatty acids, previously frozen

\$10.99 lb.



Sam's Club Using Alaska Seafood Logo!



Kroger Chef Demos



Mar 28, 2023 2:53:14 PM
#407 Alaska salmon in 7547 Virginian Drive
display case Norfolk
Virginia



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

MASS							
ECOMM							
ALC-BEV							
NEW! DRUG & CONVENIENCE							
GROCERY							





LAVENDER & MACARONS About Contact Recipes

HEALTHY SALMON SALAD WITH MUSTARD HONEY SAUCE

Ingredients

- 8 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

Get Ingredients

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TasteHome Join Login

Home > Recipes > Ingredients > Fish & Seafood > Salmon

Stuffed Salmon

★★★★★ Add a Review Test Kitchen Approved

Total Time: Prep: 25 min. Cook: 20 min. 12 servings

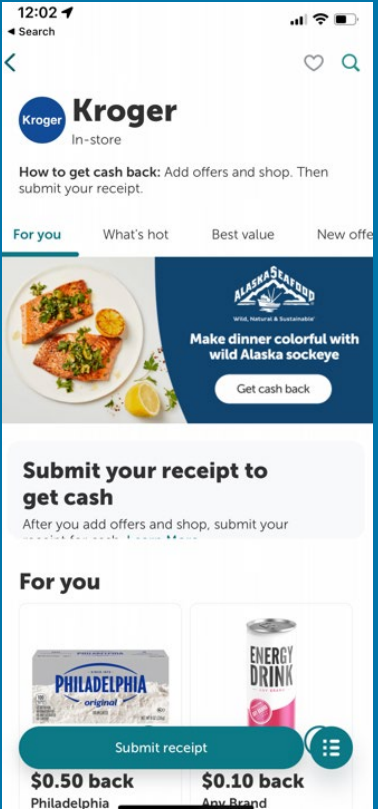
Ingredients

1 1/2 cups cooked long grain rice	1/2 teaspoon celery seed, crushed
1 package (8 ounces) imitation crabmeat	12 salmon filets (8 ounces each and 1 1/2 inches thick)
2 tablespoons cream cheese, softened	3 tablespoons olive oil
2 tablespoons butter, melted	2 teaspoons dill weed
2 garlic cloves, minced	1 1/2 teaspoons salt
1/2 teaspoon each dried basil, marjoram, oregano, thyme and rosemary, crushed	

Buy Ingredients →

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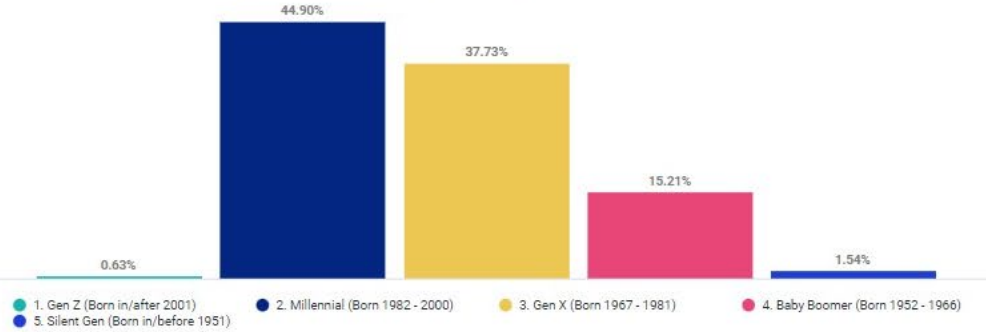


Shopper Snapshot



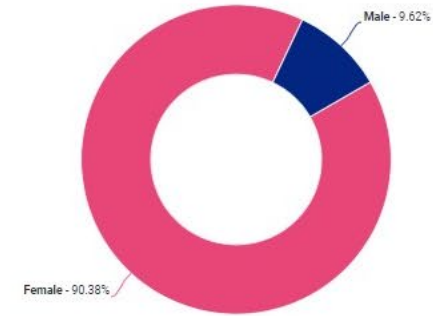
Redemption Share by Age Group

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 ...

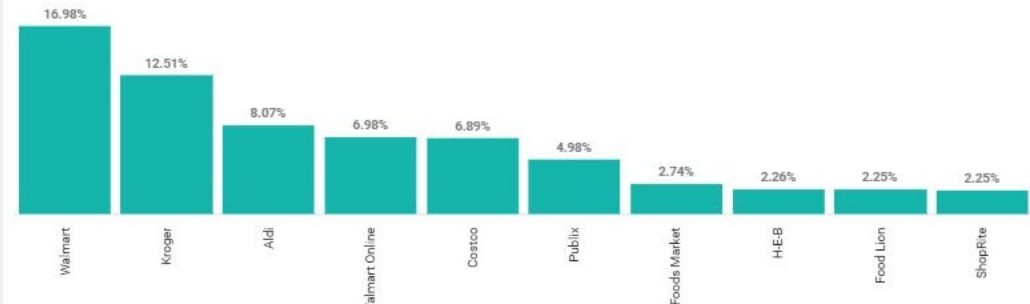


Redemption Share by State - Top 10

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!**

