



---

To: ASMI Board of Directors

Date: November 8, 2025

From: Megan Rider, Senior Director of Marketing  
Leah Krafft, Domestic Marketing Manager  
Amy Dukes, Marketing Specialist  
Sarah Wallace, Marketing Specialist  
Margie Sherman, Marketing Specialist

RE: Alaska Seafood Marketing Institute (ASMI) Domestic Program Memo

**Retail:**

The ASMI retail program covers the U.S. domestic market, as well as Canada partnering with over 36,000 units currently. ASMI reaches out to retail headquarter/divisions throughout the year offering promotional assistance, training, and point-of-sale material for both in-store and online. It is important for Alaska seafood brands to be visible in those stores and in the digital space through media and ecommerce to provide consumers with a multichannel experience, reaching them at all touchpoints with consistent messaging to build brand awareness and trust.

The United States domestic market continues to be strong as it is an established market with a strong currency, stable government, a growing consumer demand, and less shipping and logistics issues. That said, there is uncertainty surrounding implementation of tariffs which could shift the current environment and radically shift the economy.

Currently, there are many challenges affecting the U.S. retail sector to include inflation, labor shortages and costs, consumer retention and engagement, as well as supply chain logistical issues. Despite all of these hurdles, U.S. fresh retail seafood sales rebounded in the first half of 2025 according to Circana. Sales inclined 1.7% to nearly \$4.4 billion for the 26 weeks ending June 29, while volume rose 0.1%. Frozen seafood sales grew faster, rising 3.2% to \$4.3 billion, while shelf stable increased 1.4% to \$1.7 billion.

Much of the increase in seafood sales can largely be attributed to salmon, which generates more than half of all sales at retail according to Circana. Plus, the continued growth in market share of online sales, as well as the expansion of mass retailers such as Walmart, Costco, Sam's Club, and value retailers like Aldi, are likely contributing to the steady growth.

Of those, perhaps the most pronounced issue, however, is inflation. According to Circana, inflation is likely to boost dollar sales while pressuring unit and volume sales. Online shopping is balancing out with around 31% of consumers buying all or nearly all of their groceries online, while 40 - 47% buy all groceries in-store according to the Food Institute. The remaining 22% have adopted a hybrid system in which they purchase some items online and in-store. This is expected to continue as more and more retailers are embracing the digital age and integrated mechanisms associated with it.

In light of the impending possible tariffs on imports from Norway, Chile, and Canada, this could potentially create an opportunity for domestic salmon such as wild Alaska.

Both brick and mortar and ecommerce grocery are important channels to penetrate. According to Circana, 15% of total retail sales are ecommerce. Although, the majority of purchases by shoppers are made in-store, consumers increasingly rely on digital tools to aid and inform these purchases according to Profitero. The ASMI team has shifted its marketing efforts to accommodate this quickly evolving retail landscape with omnichannel commerce becoming the new paradigm. The team has tapped into creative ways to capitalize on this marketing integration to reach the consumer on and offline at various touch points. We embraced this multi-pronged approach by ensuring we are focusing not just on in-store carts and shopper experiences, but also smart carts, virtual baskets, and other digital solutions.

Finally, ASMI domestic expanded its ecommerce footprint even further to target top nationwide retailers. The primary partner that ASMI domestic collaborates with is Chicory. Chicory is a commerce media company with a platform that encompasses recipe publishers and retailers that reach over 110 million high-intent grocery shoppers every month through hyper-contextual ads and in-recipes commerce solutions across 5200 blogs and websites. The target media combined with shoppable technology allows ingredients such as wild, Alaska seafood to be added to a virtual cart. There are over 60+ retailer integrations in their ecosystem to include club stores, C stores and traditional grocery stores. Past campaigns have shown significant sales lift of products featured in a campaign.

Historically, we were unable to partner with certain retailers due to their, "clean store," policies which prohibit point-of-sale materials such as shelf danglers, static clings, and in-ice signs in their brick and mortar units. This new way of partnering with the grocers digitally enabled ASMI to tell the Alaska seafood story directly to consumers with online banners, digital advertisements, imagery, influencer posts, blogs, and shoppable recipes.

To complement this; ASMI is also partnering with its traditional retail partners like Costco, Walmart, Publix, Kroger and more to conduct brick and mortar trade promotions to further move product. Finally, the team has also expanded its partnership base to include new retailers like Sam’s Club and more.

The previous ecommerce campaigns have proven that the targeting, strategies, and creative resonated with consumers. These tactics employed have proven to be effective in targeting digital native millennial and Gen Z shoppers who are target audiences. Moving forward, ASMI domestic will continue in the digital space to create shoppable moments for consumers.

## RETAIL TRADE PROMOTIONS

### **Sprouts Farmers Markets (Chefs USA) – 2025**

ASMI and Chefs USA hosted over 300 three-hour cooking demonstrations at Sprouts Farmers Markets nationwide throughout the year. Shoppers sampled Wild Alaska pink and sockeye salmon, sablefish, and salmon jerky while learning cooking tips from chefs. The events enhanced Alaska seafood visibility and educated consumers about sustainable, wild-caught options.



### **Winter & Lent 2025**

#### **Save-On-Foods – January 2025 Alaska Cod & Sockeye**

ASMI partnered with Save-On-Foods to launch a January Alaska Seafood promotion across more than 200 stores, spotlighting wild Alaska cod and sockeye salmon. The campaign featured weekly flyer placements, e-newsletters, web banners, and social media posts, all emphasizing the versatility and sustainability of Alaska seafood. Prominent in-store signage and recipe cards reinforced the Alaska origin message.

### Rouses Markets – January 2025 Crab, Cod & Salmon

Rouses Markets kicked off the year with an Alaska Seafood promotion featuring Alaska king and Dungeness crab, cod, and salmon across all locations. The campaign included a chainwide sales and display contest, social media engagement, and robust in-store Alaska Seafood branding. Eye-catching displays highlighted the quality and sustainability of Alaska products, helping boost seafood awareness during the winter season.



### New Seasons Market – January 2025

Pacific Northwest retailer New Seasons Market highlighted Alaska salmon, cod, pollock, halibut, sablefish, and smoked Alaska salmon across 21 stores. The program integrated weekly flyers, digital ads, and email newsletters with in-store displays featuring ASMI recipes and sustainability messaging. Store teams shared photos of colorful seafood cases that celebrated the diversity of Alaska's fisheries and inspired customers to cook more seafood at home.



### Hy-Vee – January & Lent Promotions

Hy-Vee promoted Alaska seafood species during Q3 & Q4 of 2024 and Q1 of 2025 through seafood sales contests and displays featuring Alaska POS, in-store displays, and Alaska seafood branding and messaging.



### Whole Foods Market – FY2025 Sablefish Promotion

Whole Foods Market featured Wild Alaska sablefish through a multi-channel marketing campaign in early 2025. The program included in-store displays, digital banners, and print promotions emphasizing the premium quality and responsible harvest of Alaska sablefish. Alaska Seafood branding and sustainability messaging were consistently applied throughout Whole Foods' materials.



### Kroger (Chefs USA) – January & Lent 2025 Chef Demos

ASMI partnered with Chefs USA to bring live cooking demonstrations to Kroger stores nationwide during January and Lent 2025. The chefs prepared dishes featuring Wild Alaska pink salmon, cod, surimi, and smoked sockeye, while engaging shoppers with recipes and cooking tips. The demonstrations promoted cook it frozen methods and underscored Alaska seafood’s convenience, flavor, and sustainability.



### Giant Eagle – Lent 2025 Display Contest

Giant Eagle organized a seven-week Alaska Seafood display contest during Lent 2025 across 211 stores. The promotion featured Alaska cod, pollock, keta, and sockeye salmon, supported by weekly ad circulars and in-store merchandising. The retailer showcased Alaska seafood prominently throughout the seafood department, achieving strong visibility and engagement from customers.



**Albertsons – Lent 2025**

ASMI collaborated with Albertsons to deliver a large-scale Alaska Seafood promotion across all 14 divisions during Lent 2025. The campaign featured Alaska pink salmon, flounder, pollock, sockeye, and cod, with advertising in print and digital circulars and in-store merchandising displays. A companywide seafood sales contest further encouraged participation, while photos from across the country highlighted strong brand representation at retail.



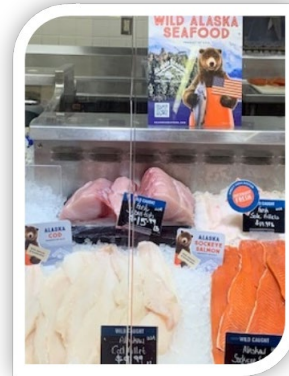
**Costco Wholesale – March 2025 (Hawaii)**

Costco’s Hawaii warehouses showcased Wild Alaska sablefish in March 2025 through a dedicated Temporary Price Discount program. The campaign featured in-store signage, the Alaska Seafood logo, and product displays highlighting the flavor and nutritional benefits of Alaska sablefish. The promotion contributed to increased category awareness and engagement among Costco members.

**Heinen’s – Lent 2025**

Heinen’s Markets continued its tradition of supporting Alaska seafood during Lent with a 2025 promotion across all 23 stores. The retailer featured Alaska cod, halibut, sablefish, and salmon through displays, recipes, and sustainability messaging. Heinen’s seafood

teams shared photos of attractive displays that underscored the freshness and quality of Alaska seafood.



### Harris Teeter – Lent 2025

Harris Teeter spotlighted Wild Alaska cod, smoked sockeye, halibut, and surimi across 265 stores during Lent 2025. The program included a display contest and comprehensive use of Alaska Seafood POS in service and frozen cases. The retailer’s wide reach and creative in-store displays helped introduce new consumers to the flavor and quality of Alaska seafood.



### Jewel-Osco – Lent 2025

Jewel-Osco featured Alaska beer-battered cod in deli departments across 188 stores during Lent 2025. The campaign combined on-pack labeling, in-store table tents, and multiple ad placements to call attention to Wild Alaska cod. Customers were introduced to Alaska seafood through attractive deli merchandising and engaging digital promotions.



### QFC – Lent 2025

QFC’s Lent 2025 campaign featured Alaska salmon, cod, halibut, and sablefish through recipes, in-store signage, and the 100% Delicious POS line. The retailer ran a sales and display contest and shared photos of colorful seafood departments decorated with Alaska branding. The program reinforced QFC’s ongoing commitment to sustainable seafood education.



### Rosauers Supermarkets – Lent 2025

Rosauers Supermarkets created a dedicated Alaska Seafood section during Lent 2025, featuring Alaska salmon, pollock, sablefish, halibut, rockfish, scallops, and crab. The retailer highlighted the Alaska Seafood logo prominently and shared display photos showcasing exceptional in-case merchandising and seafood variety.



**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**

### Super 1 Foods – Lent 2025

Super 1 Foods promoted Alaska seafood during Lent 2025 with extensive in-store branding and social media content. Displays called out wild Alaska salmon, pollock, sablefish, halibut, rockfish, scallops, and crab, supported by Alaska Seafood signage and health benefit messaging. The campaign generated strong shopper engagement and helped strengthen brand awareness across stores.



**Wild Alaskan Cod Fillets**  
Previously Frozen

**6.98 lb.**

**Alaska Copper River Sockeye Salmon Fillets**  
5-oz. Portion

**\$6.99 ea.**

**Fresh Wild Alaskan Halibut Fillets**  
Subject to Availability

**MARKET PRICE**

**First of the Season!**

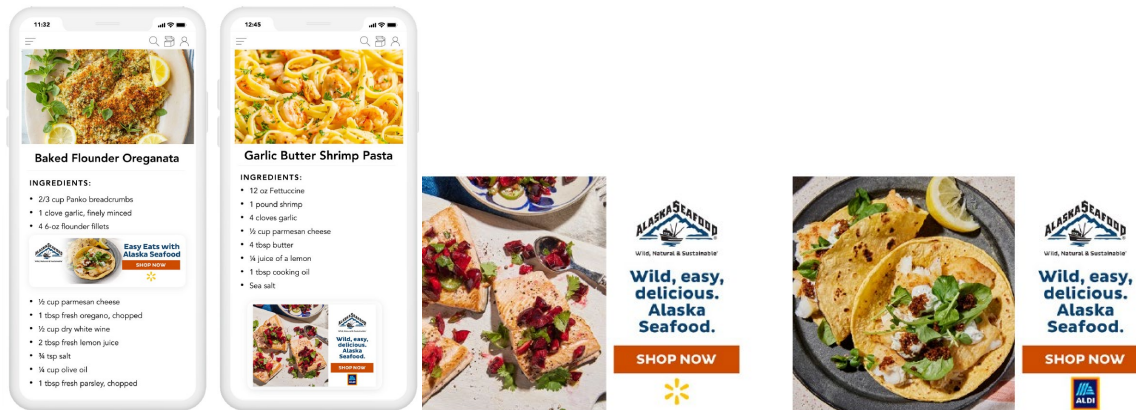
### Spring & Summer 2025

#### Chicory – Spring Grilling Campaign at Walmart & Aldi (May–June 2025)

ASMI partnered with Chicory to launch a national digital media campaign driving awareness and sales of Wild Alaska Seafood at Walmart and Aldi. The program ran from

May through June 2025 and 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.

Performance results exceeded expectations, delivering more than 277,000 conversions, over \$2.3 million in attributable sales, and a 13.3x return on ad spend. Alaska seafood products achieved an 8.7% sales lift, surpassing category benchmarks and demonstrating strong incremental growth at both retailers. Walmart accounted for the majority of sales volume, while Aldi achieved the highest relative lift. Creative targeting around seafood, high-protein, and summer grilling content resonated strongly with audiences, successfully positioning Wild Alaska Seafood as a versatile choice for family meals and seasonal gatherings.



### Hy-Vee – April 2025 Sushi Promotion

Hy-Vee featured Wild Alaska pollock surimi seafood in a California Roll promotion during April 2025. The program spanned all Hy-Vee sushi departments, combining Alaska Seafood branding with chef-led merchandising and social media activity. The collaboration emphasized both the convenience and the sustainability of Alaska seafood for sushi lovers.



## Fulton Fish Market – May–June 2025

ASMI's partnership with Fulton Fish Market continued with a shoppable Alaska Seafood campaign featuring sablefish, keta roe, coho, sockeye, halibut, and cod. The digital program included targeted ads, email features, and a 'Free Sablefish for a Year' sweepstakes. The campaign drove meaningful consumer engagement and expanded Alaska Seafood's online retail presence.



We're proud to source wild seafood from waters across the globe—but Alaska holds a special place in our hearts. We're sharing limited-time offers on some of Alaska's finest offerings—just for you.

[EXPLORE WILD ALASKA](#)



### KETA SALMON ROE

Wild Alaska keta salmon roe—the most prized salmon roe—is known for its luminous orange hue, delicate brine, and signature pop. Used to garnish delicate canapés and hors d'oeuvres, but lends flavor and nutrition to just about anything.

**Fulton Fish Market**  
Sponsored

Experience wild-caught Alaska seafood, flash-frozen at peak freshness and delivered to your door—no plane ticket required. Learn how to get **FREE sockeye salmon** for one year!

- ✓ Packed with protein, Omega-3s, and essential vitamins
- ✓ Supports overall wellness with every bite
- ✓ The most environmentally efficient source of protein on the planet
- ✓ Plus, **FREE Copper River sockeye salmon** in every order for one year!

**FREE sockeye** in every order for one year [Shop now](#)

The most prized salmon roe on the... [Shop now](#)

**Fulton Fish Market**  
Sponsored

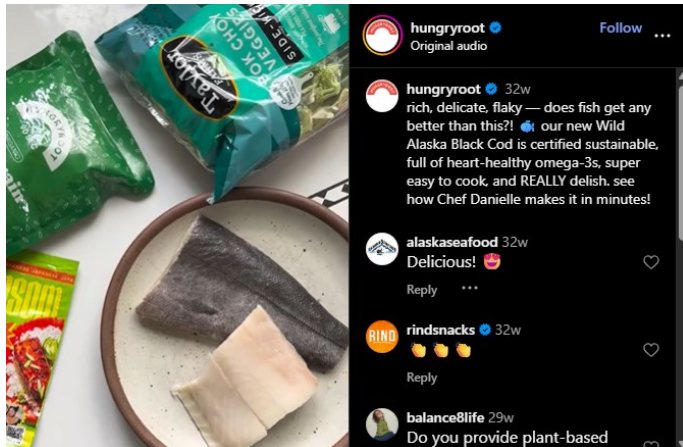
[Explore recipes](#)

Experience wild-caught Alaska seafood, flash-frozen at peak freshness [...See more](#)

[Shop now](#)

## Hungryroot – FY2025 Q1–Q2

Hungryroot, an online grocery and meal delivery platform, featured Wild Alaska sablefish in multiple marketing channels. The program included placement in weekly delivery emails, an Alaska-focused Instagram post, and homepage recipe carousel integration. These combined tactics highlighted Alaska seafood's nutrition, taste, and easy preparation for home cooks nationwide.



## PCC Community Markets – June 2025

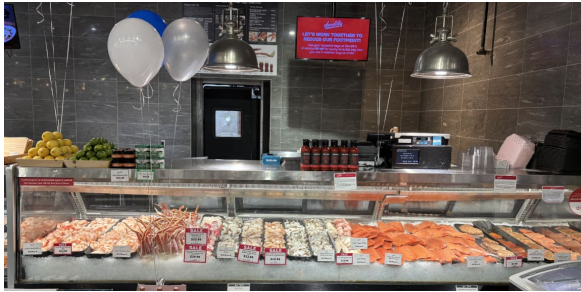
PCC Community Markets showcased Wild Alaska sablefish during June 2025 through store signage, grab-and-go labeling, and social media content. Alaska seafood was featured on the 'Talk of the Co-op' web page and Instagram, reinforcing PCC's dedication to responsibly sourced, wild-caught seafood.



## Sendik's Markets – August 2025

Sendik's Markets ran a late-summer Alaska Seafood promotion featuring Wild Alaska coho, king salmon, sablefish, and pollock. The four-week campaign included print and digital ads, in-store TV, and email outreach, supported by social media and Alaska

Seafood branding. The multi-platform approach reached more than 600,000 regional shoppers.



### Costco Wholesale – Black Cod In-Store Demos (April–September 2025)

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 in April, May, July, September, and October of 2025. The demos were supported by Alaska Seafood POS and signage, reinforcing the premium quality of Alaska’s wild-caught seafood. Building on the success of this series, ASMI and CDS plan to continue in-store demonstrations in the coming year, expanding to additional locations and featuring a wider range of Alaska species.



### October Seafood Month 2025

#### Giant Eagle – October 2025

Giant Eagle celebrated National Seafood Month with an Alaska Seafood display contest across 211 stores. The promotion featured Alaska cod, pollock, keta, sockeye, and flounder, with stores competing to create the most engaging seafood displays using Alaska Seafood POS. The contest reinforced retailer enthusiasm and elevated seafood visibility to Giant Eagle customers in October.

### **Chicory – Aldi & Sam’s Club Digital Campaign (October–November 2025)**

ASMI and Chicory launched a fall digital campaign promoting Wild Alaska sole, pollock, and surimi seafood at Aldi and Sam’s Club. The program runs through October and November 2025, using shoppable recipe ads and targeted digital placements to connect consumers from meal inspiration to purchase.

### **Harris Teeter – October 2025**

For October Seafood Month, Harris Teeter partnered with ASMI to promote Wild Alaska pink salmon, surimi, cod, smoked sockeye, and halibut in 265 stores. The retailer used in-store signage, POS, and a display contest to drive shopper engagement and celebrate Alaska’s wild, sustainable seafood offerings.

### **New Seasons Market – October 2025**

New Seasons again highlighted Alaska seafood during October Seafood Month with in-store displays, recipes, and sustainability messaging across 22 stores. Staff engagement and colorful case setups helped inspire shoppers to explore a range of Alaska species.

### **Rosauers Supermarkets – October 2025**

Rosauers’ October Seafood Month campaign promoted Alaska salmon, pollock, cod, and sole. The retailer used eye-catching in-case signage and shared photos of creative seafood presentations that drew strong customer attention to Alaska seafood products.

### **Super 1 Foods – October 2025**

Super 1 Foods celebrated National Seafood Month by merchandising Alaska salmon, pollock, cod, and sole with bright signage and educational messaging. The displays called out health benefits and sustainability attributes, helping boost seafood category traffic.

### **Rouses Markets – October 2025**

Rouses Markets highlighted Alaska crab, sablefish, pollock, cod, and salmon during October Seafood Month. Store teams competed in a sales and display contest, decorating seafood departments with Alaska Seafood POS and sustainability information.

### **Fulton Fish Market – FY2026 (October 2025)**

ASMI extended its partnership with Fulton Fish Market through October 2025, continuing to feature Wild Alaska sablefish, keta roe, coho, sockeye, halibut, and cod. The updated campaign combined email marketing, social media, and digital ads with a refreshed shoppable landing page that featured Alaska seafood.

## **RETAIL TRADE EVENTS**

### Sprouts In-Bound Mission – Juneau & Sitka (July 2025)

Last month, ASMI’s Domestic Marketing Program hosted members of the Sprouts Farmers Market meat & seafood team for a retail-focused familiarization trip to Sitka and Juneau. In Sitka, the group toured Silver Bay Seafoods, Sitka Sound Seafoods, and Seafood Producers Cooperative (SPC), gaining a firsthand look at how wild Alaska seafood is processed and prepared for market. They also visited the Sitka Sound Science Center and DIPAC (Douglas Island Pink and Chum Hatchery) to learn about salmon enhancement, fisheries research, and Alaska’s science-based management practices. Species tastings and discussions on retail merchandising strategies rounded out the itinerary, helping strengthen the partnership between ASMI and Sprouts while building deeper understanding of the Alaska seafood brand.



Whole Foods and Media FAM to Bristol Bay July 2025

ASMI hosted a highly successful immersion trip to Bristol Bay, Alaska, in partnership with the Bristol Bay Regional Seafood Development Association (BBRSDA) for Whole Foods Market and select media partners. The program offered a full-circle experience of wild Alaska sockeye salmon—from harvest to processing to storytelling—and strengthened strategic ties between the retail, seafood, and media sectors.



The group included Whole Foods Market seafood and marketing leadership, along with invited guests from *Forbes*, *Food & Wine*, and others. Over five days, participants toured drift gillnet and set net fishing sites, visited processing facilities, spoke with fishermen and biologists, experienced a salmon counting tower, and even traveled to Katmai National Park for up-close wildlife viewing. One highlight was a sockeye salmon dinner with industry partners, where conversations centered around sustainability, sourcing, and the shared values that unite Alaska seafood and Whole Foods Market.

Feedback from Whole Foods has been overwhelmingly positive. Wesley Rose, Senior Vice President of Perishable Merchandising, called the trip “truly a trip of a lifetime” and thanked ASMI and BBRSDA for the extensive planning and execution. He noted that he would be using content from the visit to present Alaska salmon during a Whole Foods company-wide all-hands meeting—reaching an internal audience of over 105,000 team members, indicating the deep impact the experience had on internal storytelling and education.

Stephanie Ferragut, Senior Director, Corporate Communications & Corporate Affairs at Whole Foods Market, added: “From seeing millions of salmon returning upstream to learning firsthand about set net and drift fishing, to walking through the processing plants and understanding the full journey from water to plate — every moment was thoughtfully planned and deeply impactful. You brought Alaska to life in a way that no one else could.”

ASMI managed the logistics and curation of the trip, ensuring that each experience authentically reflected the values of the Alaska Seafood brand: Wild, Natural & Sustainable. With internal Whole Foods presentations already underway and earned media coverage expected, the long-term impact of this trip will continue to elevate Alaska seafood in the minds of consumers and decision-makers alike.

#### **HEB – FY2026 (October 2025)**

ASMI partnered with the BBRSDA to attend the HEB Seafood Expo in Austin, TX. Erick Sabo, a Bristol Bay fisherman and BBRSDA Board President, attended the event and also gave a presentation to the entire HEB team. Over 350 HEB Seafood managers stopped by the booth to pick up over 1k lbs of POS tools, recipes, and on pack stickers.



### *Foodservice:*

The ASMI Foodservice program covers both the commercial (restaurant operators) and noncommercial (College & University, Healthcare, Broadline and Specialty Distributors) sectors in the U.S. market, as well as Canada.

Despite ongoing challenges, the restaurant industry is projected to reach \$1.5 trillion in sales in 2025, a 4% increase over 2024. However, this forecasted growth is tempered by persistent economic headwinds, including rising food and labor costs, labor concerns due to new immigration protocols, which continue to challenge operators.

This industry has seen a renaissance and resurgence in 2024 forecasted driven partially due to an increase in menu prices by about 4.1% (according to National Restaurant Association). There are still struggles with rising costs with 95% of operators saying the cost of food is a significant issue for their restaurant forcing many operators to cut their items according to QSR Magazine, or at least remove more expensive items that offer thinner profit margins.

This is at least partially due to inflation; which peaked at a 40 year high in June 2022, however, is now moderating yet food costs still remain high. Although the rate of away-from-home inflation is not as high as at home, foodservice costs are more than four times those of at-home eating occasions especially for full service restaurants, with the absolute dollar gap widening. According to Technomic, the top five states with the highest menu inflation rates are as follows: Alaska, Washington, Michigan, Maine, and Connecticut, with the lowest five states being: Idaho, North Dakota, New Hampshire, Louisiana, and Mississippi. Higher food costs have had an impact on discretionary spending.

In the US, the restaurant industry saw a 6% increase in new openings in the May 2023-April 2024 period compared to the prior year, though this growth slowed from the previous period's 10% increase. While the total number of new restaurants isn't specified, this 6% growth translates to a steady pace of roughly 550-650 new locations opening each week in 2024. According to Technomic, operators are relying on craveable items, new and exciting products, and limited time offers to increase consumer demand.

Finally, a huge challenge facing operators is traffic. According to Kinetic 12, 75% of operators name driving and maintaining customer visits as their top issue, well ahead of food inflation (45%) and profitability pressures (54%).

The ASMI team is currently expanding their repertoire and targeting fast casual chain restaurants as health and wellness is top of mind for consumers, hence, this is a perfect segment to maximize this trend. Nearly 94% of consumers agree that seafood is healthy according to the Food Industry Association (FMI) and 48% increased their seafood intake because they love the taste/flavor. This is perfect for the fast casual category, as the

team leads with taste in their marketing efforts at foodservice but underscore the deliciousness with healthfulness.

Finally, the team has also revamped the white tablecloth fine-dining space partnership program in a robust and meaningful way. This is a wonderful opportunity for public relations with top tier chefs menuing Alaska seafood and sharing out the content on their social platforms and with media outlets. The cache of these all-star chefs is invaluable for the Alaska seafood brand. According to Datassential, 98% of fine-dining establishments menu seafood, thus, it makes perfect sense to showcase the pristine quality of Alaska seafood and tell the story. As a result of this, the Alaska Seafood Culinary Alliance has been reborn and resurrected, featuring some of the top chefs in the country with accolades such as Michelin stars, James Beard awards, and Top Chef awards.

Lastly, the NRA report forecasted the US foodservice industry reached exceeded \$1.5 trillion dollars in sales in 2025. As always, we will continue to invest in this sector as we see the value and rewards if we continue to do so.

## Operator Promotions

The ASMI Foodservice program targets operators across all sectors of the industry from non-commercial to fine dining to quick service. When partnering with key decision makers, the team develops custom marketing programs that include the following: menu mentions which include the word Alaska and the Alaska Seafood logo, custom point-of-sale materials, advertising, training opportunities, and social media.

In 2025, the Foodservice Program has partnered (to date) with the following operators:

A&W*	Nordstrom
Beachside Hospitality Group	Pacific Catch
Bob Evans*	Popeye's*
Dairy Queen *	Sonic Drive-In*
Dairy Queen Texas*	Taco John's*
Farmer Boys*	White Castle*
Firebirds Wood Fired Grill	Wahoo's Fish Taco
Foster's Freeze*	Wienerschnitzel*
Freddy's*	
Jack in the Box*	
Jason's Deli	
Long John Silver's	
Lucky Louie's + R'lish	

\*denotes Lent promotion

Promotion highlights include the following partner activations:

**A&W:** a new partner for Lent 2026, A&W, quick service restaurant chain with 425 units across the US serves a fish make with Alaska cod. The Lenten promotion will include Point of Sales materials such as signs, extenders, window posters and pole signs. A&W will also utilize closed-circuit TV CTV. Social and digital media marketing includes the A&W website, Mug Club, Door Dash, direct ordering app, plus, Facebook, Instagram, and TikTok. The campaign will generate approximately 20 million impressions to the Alaska seafood industry.



**Beachside Hospitality Group:** A new partner for FY26, Beachside Hospitality Group has 15 restaurants in Florida under the brands such as Beach House Waterfront restaurants, Beachside, Crabby's St. Cloud, Crabby's Dockside, Mar Vista Dockside, Sandbar, Salty's, and Salty Crab. They purchase Bairdi crab, cod and flounder.

**Bob Evan's:** Bob Evans is a family causal restaurant based in New Albany, OH with 430 national units. Alaska cod is featured in a Fish Fry and Fish Sandwich. The Lent campaign generated over 1.8 million impressions for the Alaska seafood industry.



**Dairy Queen International:** For this year’s Lenten season, the quick service chain Dairy Queen International ran a limited time offer (LTO) featuring an Alaska pollock sandwich across more than 2,400 units nationwide. The promotion included callouts of Alaska Pollock Fish sandwich and logo across in-store transparencies, window clings, poster, menu boards, press releases as well as social channels and website. The Lent campaign generated over 84 million impressions.



**TRANS. LEGAL LINE:** ©2026 The Coca-Cola Company. "Coca-Cola" is a registered trademark of The Coca-Cola Company. All other trademarks are owned by Am. D.Q. Corp. ©2026. For use at current NMF participating locations only. POP materials may not be copied or shared.

**POSTER/WC LEGAL LINE:** All trademarks are owned by Am. D.Q. Corp. ©2026. For use at current NMF participating locations only. POP materials may not be copied or shared.

**Dairy Queen Texas:** Texas Dairy Queen is a separate buying group with a different product profile and different marketing in Texas and Oklahoma consisting of approximately 587 units. Promotion materials include window clings, posters, menu boards, door signs and TV commercials. 3.4 million impressions.



**Farmer Boys:** A new partner in FY25, has 105 units mostly in California. They are a casual family restaurant and use Alaska Pollock in their Fish 'n Chips baskets and boxes. They have in-store signage, and use social and digital media to promote fish during Lent.



Firebirds Sablefish Promotion ASMI is thrilled to announce a new partnership with Firebirds Wood Fired Grill, which has 55 locations nationwide, primarily in the Southeast. Throughout August, they are featuring a special dish: Wood Grilled Alaskan Black Cod with Aji beurre blanc, ancient grains, and asparagus.



**Freddy's Frozen Custard & Steakburgers:** Fast casual chain that featured a Lenten LTO introducing Alaska flounder in their Fish & Chips and Fish Sandwich across 415 units. The promotion includes POP materials, social channels, e-blasts, website and SMS text and TV advertising. 1.5 million impressions for the Alaska seafood logo.

## In Restaurant Signage

### Window Clings



### Yard Signs



**Foster's Freeze:** Alaska cod is featured in a fish sandwich and fish & chips at 66 West coast units. Alaska seafood logo is on in-store POP materials and at the drive-thru. This year Foster's Freeze ran a BOGO (Buy one, get one free) promotion.



**Jason's Deli:** Back after a 3-year hiatus, Jason's Deli uses a pre-grilled IQF Alaska Sockeye salmon patty in their new Hawaiian Salmon Bowl. Based in Grand Prairie, TX, Jason's Deli has 246 fast casual units. They use the Sockeye Salmon as a sandwich, and a protein topping to salads and bowls. Besides social media, when you walk into the store, there is

a big digital mural where Jason’s Deli shows some of ASMI’s sustainability videos. The campaign will generate 1 million impressions.

**Jack in the Box:** Quick service units that are running a Lenten LTO featuring their Wild Caught Alaska Pollock Fish Sandwich across 2,221 locations nationwide. The promotion includes in-store POP, and menu board banners. Last year’s Lent Promotion generated 3.5 million impressions.



**Long John Silver’s:** Long John Silver’s serves the Alaska pollock fish sandwich on its permanent menu. They are also introducing new, Alaska pollock fish tacos. The promotion will be supported by in-store signage, window clings, and posters highlighting the brand’s commitment to quality and sustainability. Last year LJS generated over 1 million impressions of the Alaska seafood logo.

<p><i>Signature</i> <b>ALASKA FISH &amp; CHIPS</b></p> <p>We feature Wild Alaska Pollock dipped in Pike Place Ale batter &amp; crispy panko. Served with crinkle fries and Rock the Boat Tartar™</p>		
<p><b>3 PIECE FISH &amp; CHIPS</b></p>	<p><b>11.99</b></p>	
<p><b>4 PIECE FISH &amp; CHIPS</b></p>	<p><b>14.99</b></p>	
<p><b>5 PIECE FISH &amp; CHIPS</b></p>	<p><b>16.99</b></p>	
<p><small>Sub a Small Caesar instead of fries 2.99 Sub Rice for fries <del>no charge</del></small> <b>UPGRADE TO CHOWDER FRIES 4.99</b></p>		
<p><b>HONEY TERIYAKI ALASKA WILD SALMON 16.99</b></p> <p><small>Served over steamed jasmine rice with pickled cucumber salad</small></p>		
<p><small>LUCKY LOUIE FISH SHACK IS PROUD TO FEATURE ALASKA FISH THAT IS SUSTAINABLE &amp; WILD</small></p>		
<p><b>COMBO #1 14.99</b></p> <p><small>3 Piece Fish &amp; Chips, small Chowder Fountain drink or Dasani bottled water UPGRADE TO 4-P PRICE 17.99</small></p>	<p><b>COMBO #2 17.99</b></p> <p><small>3 Piece Fish &amp; Chips, Cream Chowder (small) Fountain drink or Dasani bottled water UPGRADE TO 4-P PRICE 20.99</small></p>	<p><b>COMBO #3 18.99</b></p> <p><small>3 Piece Fish &amp; Chips, Cream Chowder (small) Coleslaw, Fountain drink or Dasani bottled water UPGRADE TO 4-P PRICE 21.99</small></p>
		<p><b>COMBO #4 18.99</b></p> <p><small>4 Crisp Salmon, 2 Piece Fish &amp; Chips Fountain Drink or Dasani Bottled Water ADD FRIES CLAIM 4.99</small></p>

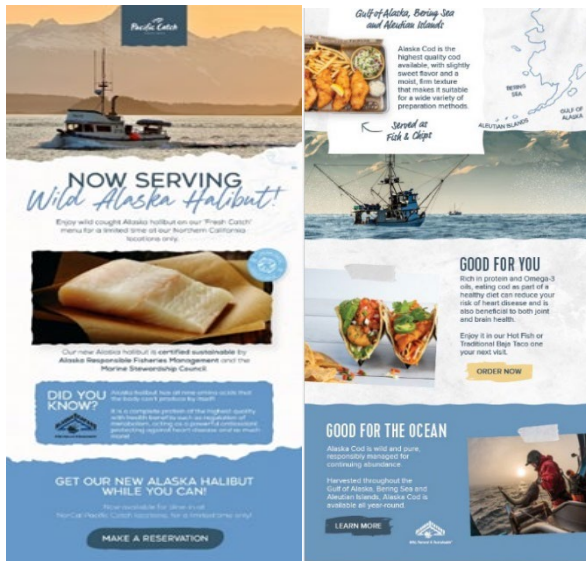
**Lucky Louie’s Fish Shack:** Alaska pollock is the star of the menu and included in a sandwich and fish & chips at the SeaTac airport location. Relish Bar and Lucky Louie’s have a hot smoked keta salmon bagel and a smoked keta salmon and crackers snack on the menu. This year parent company, Kathy Casey, Inc. has promoted an “Upgrade to Pub Style Wild

Alaska Salmon” and Alaska Salmon Tacos with Sriracha Sauce, Sesame Slaw and Pickled Onions to the menu.

**Nordstrom:** Back this year is bigger than ever. Nordstrom and **Chef Keith Brunell** created two new menu items, Blackened Wild Alaska Salmon Taco Salad and a Wild Alaska Salmon Oscar and promoted via a “Chef’s Feature Sheet” with the menu including a pdf QR code link to the ASMI website.



**Pacific Catch:** Based in the San Francisco Bay Area, Pacific Catch is a rapidly growing upscale regional fast casual chain with 14 units on the West Coast. Pacific Catch features Alaska cod in their original fish tacos throughout the year, as well as a special "Tokyo Summer" promotion with Alaska Halibut and Miso Black Cod featuring Alaska sablefish. The promotion included an LTO menu, Posters, A-Boards, Bag Stuffer flyers, website, FB, IG and Twitter, and four eblasts.



**Popeyes:** 2960 units nationwide featured Alaska flounder in their infamous Popeye’s Flounder Fish Sandwich. The Alaska logo was showcased much more broadly this year on cable TV, YouTube, Tik Tok, Twitter, Facebook, X media, on the website and on high impact displays in store and trade public relations. The campaign generated over 1 billion impressions—more than any of our other partners generated and the greatest marketing spend by a partner.



**Sonic:** Alaska pollock in a fried fish sandwich and Alaska surimi in a seafood and crab sandwich were featured in the Lent promotion. Sonic advertised the Alaska products with social media promotions, a radio spot and on lot, and in store POP materials. Sonic currently has 3500+ units and generated 66.5 million impressions.



**Taco John's:** Featuring Alaska flounder in their original fish taco. Taco John's, based in Minneapolis, MN has 379 units in the West, Central and Midwest. The Lent promotion included window clings, drive-thru signage, POS screens, Radio and a silent video loop running constantly in-store. Promotion materials included an email blast, 2-3 social posts, press release to industry and national publications. The FY25 campaign generated 11 million impressions.



**Wienerschnitzel an Hamburger Stand:** Wienerschnitzel and Hamburger stand based in Southern California with over 330 quick serve restaurants serves Alaskapollock in its Fish & Chips and Sea Dog menu items. In their Lent promotion, the following marketing elements were utilized showing the Alaska seafood logo: In-store menu board translites, roof banners, window clings, drive thru translites. Social media included: Digital video (OTT, CTV), Facebook, Twitter, Instagram, Instagram and Youtube. The campaign generated over 40 million impressions.



**White Castle:** White Castle’s Fish Sliders and Fish Nibblers are made with “Wild, Natural, Sustainable” Alaska pollock. Visibility for the Alaska Seafood logo and Alaska callouts were given across direct-to-consumer print mailers and point of purchase materials, including drive-thru menus, as well as email blasts, website presence and social channels. There are 345 units based in the Midwest and generated approximately 1 million impressions.



### **Distributor Partnerships**

There has been decentralization leading to the growth of smaller, regional distributors and “protein suppliers” (distributors and buying companies selling chicken, beef, pork and seafood). Employee turnover continues to be a challenge for small and large processors. And technology is taking hold among distributors. Most distributors now have an online ordering app or store. Some distributors are using AI to better understand their customers and meet their needs. Since Covid, most are back to providing incentives or using sales spiffs to motivate their sales representatives.

The ASMI foodservice program has maintained partnerships and continues to grow the program. For FY26 we hope to add two new distributors—already in the works. We are also working more closely and face to face with the distributors to conduct ride-withs, making in-person education programs, ASMI pivoted to provide new valued resources for distributor promotions—education materials (especially around sustainability), photos and digital video, training programs like Alaska Seafood University, foodservice recipes to link and content for their online cooking demonstrations, contests, social media and newsletters.

In 2025, the Foodservice Program has partnered (to date) with the following distributors:

Cash-Wa Distributing

Gordon Foodservice

Harbor Foodservice

Martin Bros. Distributing

Restaurant Depot

Samuels and Sons

US Foods

Sysco Usa

**Cash-Wa:** a cash and carry distributor based in the Midwest, with approximately 6,700 customers, Cash-Wa promotes fresh and frozen Alaska pollock, cod, salmon, halibut, and flounder and new this year—pink salmon. The promotion includes sales rep spiffs, customer allowances, apparel giveaways, customer flyers, a customer facing order portal, social media and a short video for “Monday Morning Briefing.” Jann Dickerson, ASMI contractor gave a virtual presentation about “Why Partner with ASMI” to Cash-Wa sales associates at a sales meeting in February, 2025.



**Gordon Foodservice:** new again after a 4-year pandemic hiatus, Gordon operates out of Detroit, Michigan to the Midwest, East, South and Central areas of US and also to Canada.

**Harbor Foodservice:** based in the Seattle, WA area is a new partner that has 1,230 foodservice customers on the West coast. They are running a case-off allowance and sales incentive for sales reps. They use social media and their own website to promote Alaska salmon, halibut and cod.

**Martin Bros Distributing:** Based in the Midwest with over 1,000 restaurant customers, Martin Bros. promotes Alaska salmon, Alaska pollock and Alaska cod. The promotion included cash prizes for salespeople, flyers, internal website education and eblasts.

**Sysco Corporation:** The largest broadline foodservice distributor in the country with 320 operating companies and over 650,000 customers and over \$53 billion in total sales. Sysco kicked off their seafood promotion month with ASMI’s Alaska Seafood U education

program. Promotion vehicles throughout the year featured callouts and the Alaska seafood logo in sales rep training materials, videos, direct to customer emails, weekly internal sales team announcements and multiple social media posts. Sysco also runs their “Foodie” training seminars with a seafood focus this year.



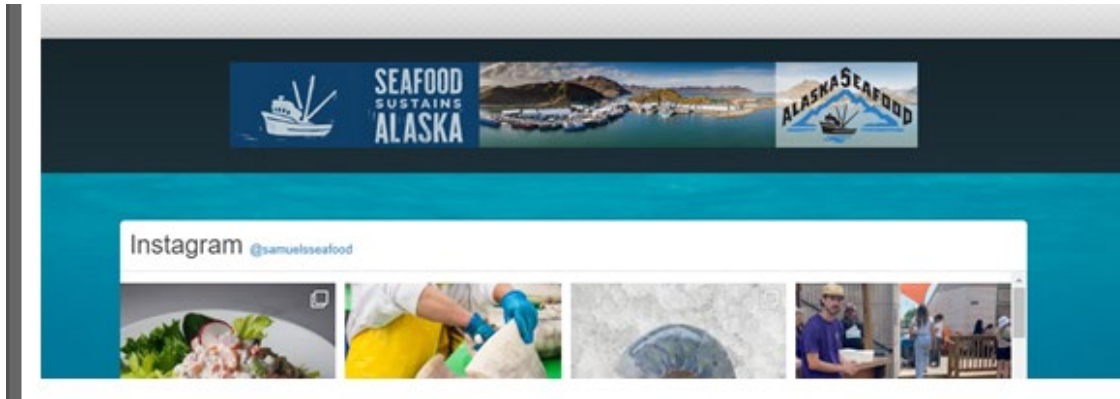
**US Foods:** is the second largest US distributor with 300,000 customers and over \$28 billion in sales. US Foods promotions include mostly frozen Alaska seafood across all species and surimi. The promotion includes case off allowances, Lenten national sales flyer, eblasts, Lent landing page, featured ASMI foodservice recipes and photography. US Foods also sends links to ASMI’s “Alaska Seafood U” as part of their training materials. Their Lent Menu Ideas website also links to the ASMI website.

**Restaurant Depot:** a cash and carry distributor warehouse with 94 operating units and over 600,000 customers primarily on the East and West coasts. The fall 2024 promotion featured ASMI callouts and the logo in print ads in a monthly flyer, a sneak peak eblast, eDeal eblast and an eDeal banner developed by the ASMI foodservice team.



**Samuels Seafood Company:** A Philadelphia based distributor with almost 10,000 customers, Samuel and Sons is created several social media posts for the Lenten season

featuring fresh and frozen Alaska sablefish, keta roe and sockeye salmon. Additionally, their quarterly Fish Tales magazine featured ASMI imagery and will promote Alaska black cod and sockeye salmon. In August 2025, Jann Dickerson went to Philadelphia and participated in ride-withs accompanying Samuels sales reps meetings with chefs and managers at 10 different restaurants.



## Trade Shows, Sponsorships, and Trade Support

### Alaska Seafood Makes a Splash at Southern Smoke Festival

Alaska Seafood was proud to sponsor the Southern Smoke Festival in Houston on October 4, 2025. The two-day culinary event brought together celebrated chefs from across the country, including multiple James Beard Award winners and nominees, and drew more than 2,500 attendees.

At the YETI Culinary Stage, chef Aaron Bludorn showcased Alaska flounder in a live cooking demonstration broadcast by Houston's KPRC 2. The YETI Stage programming was streamed live on the Click2Houston.com website and through the KPRC 2+ app, allowing viewers across the country to watch the Alaska seafood preparation in real time.

Alaska seafood was also featured prominently at Saturday’s tasting event by chefs Evelyn Garcia, Henry Lu, Felipe Riccio, Austin Waiter, and Jason Stanhope. The chefs were enthusiastic about the opportunity to work with such premium product and shared outstanding feedback on its quality and flavor.

Over the course of the weekend, the festival raised more than \$1.7 million to support foodservice industry workers facing economic hardship. ASMI staff were able to network and build meaningful relationships with influential culinary leaders—many of whom expressed strong interest in future collaborations showcasing wild Alaska seafood.

### **NEW Alaska Seafood Pink Salmon Recipes**

As part of ASMI’s new Pink Salmon campaign, a fresh lineup of creative, budget-friendly recipes has been developed to spotlight the versatility of wild Alaska Pink Salmon. Designed to be fun, refreshing, and delicious, these recipes aim to reintroduce pink salmon in an exciting and approachable way. ASMI enlisted culinary alliance members Chef Mason Hereford and Chef Ian Driscoll, who crafted a range of simple yet bold dishes. Recipes include Alaska Pink Salmon Gimbap, Alaska Pink Salmon Yakisoba, and Alaska Salmon Sandwich Supreme. This flavorful initiative is part of a larger effort to elevate pink salmon as a go to ingredient or simple, affordable dining.



## Alaska Seafood at Flavor Experience

The Alaska Seafood Marketing Institute (ASMI) was proud to once again sponsor the Flavor Experience, held August 18–20, 2025, in San Diego. This premier foodservice event, hosted by *Flavor & the Menu*, brought together leading chefs, culinary innovators, and major operators from across the country to explore the latest trends shaping the restaurant industry.

ASMI showcased an elevated brunch dish crafted by acclaimed chef and ASMI Chef Ambassador Program (CAP) member, Keith Brunell. This year's offering featured rich, buttery Alaska Sablefish glazed with harissa miso honey, served over saffron couscous and topped with a pistachio dukkah. The dish earned rave reviews, reinforcing the premium quality and menu versatility of wild Alaska seafood.

In addition to culinary programming, ASMI met with key industry partners and gained valuable insights into emerging trends in flavor, menu innovation, and consumer dining behavior—further strengthening Alaska Seafood's position in foodservice nationwide.



## Samuels Seafood Company Publication

Samuels Seafood Company, a family-owned distributor with roots dating back to the 1940s, operates multiple regional units across the U.S.—providing nationwide access to high-quality seafood. In the August edition of their *Fish Tales*® newsletter, they featured Alaska seafood, helping to share the story of Alaska's wild, sustainable fisheries with chefs, retailers, and food service buyers across the country. With their broad reach, trusted reputation, and commitment to traceability, Samuels plays a valuable role in promoting the heritage, quality, and seasonal abundance of Alaska seafood to a wide and influential audience.



## **Alaska Seafood Stars at Hot Luck in Austin**

Hot Luck, a chef-driven food festival created by James Beard award winner Aaron Franklin, took place in Austin, TX during Memorial Day weekend, drawing over 12,000 attendees and 70+ chefs from 24 cities. ASMI showcased the bounty of wild Alaska with sablefish, golden king crab, ikura, flounder, smoked salmon, surimi and sockeye—prepared by 12 influential chefs including Ana Castro, Mason Hereford, Tracy Malachek-Ezekiel, and Renee Erickson. By putting Alaska Seafood in the hands of culinary leaders, Hot Luck offered a powerful opportunity to highlight the superior quality, sustainability, and flavor of Alaska’s wild catch—building excitement and awareness among chefs and food lovers alike.

## **MCURC Virtual Presentation**

Sarah Wallace, Foodservice Marketing Specialist, presented virtually to the MCURC (Menus of Change University Research Collaborative) cohort—an alliance of 66 college and university institutions focused on enhancing campus menus with healthy, sustainable, and flavorful options. In her presentation, Wallace shared recent consumer research highlighting that today’s diners, especially Millennials and Gen Z, care deeply about the origin and production methods of their food, particularly seafood. She noted that these younger generations are driving the rise in seafood consumption and expressing a strong interest in seeing more seafood options on menus. Wallace also spotlighted specific species like surimi and pink salmon as versatile, sustainable choices well-suited for campus dining programs.

## **Alaska Seafood at Kinetic 12 Emergence**

ASMI staff attended the Kinetic 12 Emergence Conference in Chicago on April 29-April 30, 2025. This two-day event connects emerging restaurant chains with suppliers and industry leaders. ASMI met with 20 brands to discuss adding Alaska seafood to their menus and promoting it more prominently. The goal was to build relationships with fast-growing operators and expand the reach of Alaska seafood. This effort supports ASMI’s

strategy to boost domestic sales. The conference offered a key opportunity to position Alaska seafood as a premium, sustainable option.

### **Calling Out Seafood's Origins to Hook Restaurant Consumers**

In collaboration with ASMI's trade media this Fast Chat with NRN and Chef Kathy Casey of Lucky Louies highlights how chefs and restaurants are increasingly calling out the origins of their seafood on menus and in conversations with guests. More diners than ever want to know where their food comes from — and seafood is no exception. Featuring industry voices, it showcases the importance of sourcing transparency and how identifying Alaska as the source helps build trust, elevate menu offerings, and meet growing consumer expectations.

### **ASMI at Pebble Beach Food & Wine**

The Alaska Seafood Marketing Institute (ASMI) was proud to participate in this year's Pebble Beach Food & Wine, one of the premier culinary events in the country. We had the opportunity to connect with chefs, culinary leaders, and passionate food enthusiasts from around the world.

Throughout the event, ASMI showcased the exceptional quality and flavor of wild Alaska seafood, sparking conversations about its origin, sustainability, and versatility. From expertly prepared tastings to meaningful chef interactions, we were honored to introduce guests to the best seafood—Alaska seafood. ASMI sponsored a private event, the Pacific Feast, with over 10 chefs showcasing Alaska seafood engaging with guest and sharing the sustainability story of Alaska seafood.



### **Seafood Expo North America (SENA) Recap – March 2025**

ASMI staff members and contractors exhibited at the Seafood Expo North America trade show in Boston, March 16–18. The ASMI booth served as a welcoming space for Alaska’s seafood industry partners to gather, network, and conduct meetings throughout the three-day event. The booth featured striking images of Alaska’s fisheries and displayed impressive whole, head-on Alaska seafood products that drew steady attention from attendees. The show, which is the largest seafood trade event in North America and attracts more than 20,000 industry professionals annually, provided valuable opportunities for ASMI to connect with buyers, media, and trade partners.

ASMI was honored to host Alaska Governor Mike Dunleavy at the booth, underscoring the State’s continued commitment to promoting Alaska’s world-class, sustainable

seafood industry. The show was a strong success, and ASMI staff look forward to building on the momentum and new partnerships developed during the event.

### **Chef Ian Driscoll Crafts New Alaska Seafood Recipes**

The ASMI Foodservice team recently partnered with chef Ian Driscoll, a James Beard-nominated chef based in Juneau, Alaska, to develop eight new recipes celebrating Alaska seafood. With a passion for local ingredients and a talent for blending Japanese-inspired flavors with fresh, sustainable seafood, Driscoll created standout dishes such as Ssamjang Sablefish with Kimchi Yaki Udon, Masa Yeast-Battered Alaska Cod, and Alaska Surimi Dumplings with Chili Crisp & Cheese .

Designed for foodservice professionals, these recipes highlight the versatility of Alaska seafood and were developed with both restaurant menus and industry events in mind. The vibrant new imagery will be featured in ASMI's recipe database, advertising campaigns, tradeshow, and conferences, and will be available on Netx for industry use



**Alaska Seafood Marketing Institute attended the International Foodservice Editorial Council (IFEC) conference on Oct. 29<sup>th</sup> in Chicago.** The day-long agenda included an industry panel which discussed current foodservice trends. ASMI staff then had one-on-one meetings with editors of foodservice and retail trade publications such as Plate Magazine, Flavor & the Menu, Foodservice Director and Supermarket News where ASMI continued building relationships and further drove coverage for Alaska seafood among influential trade audiences. The closing reception featured a Smoked Alaska Sablefish pate developed by James Beard Nominee Chef Ian Driscoll which was enthusiastically received by the attendees.