



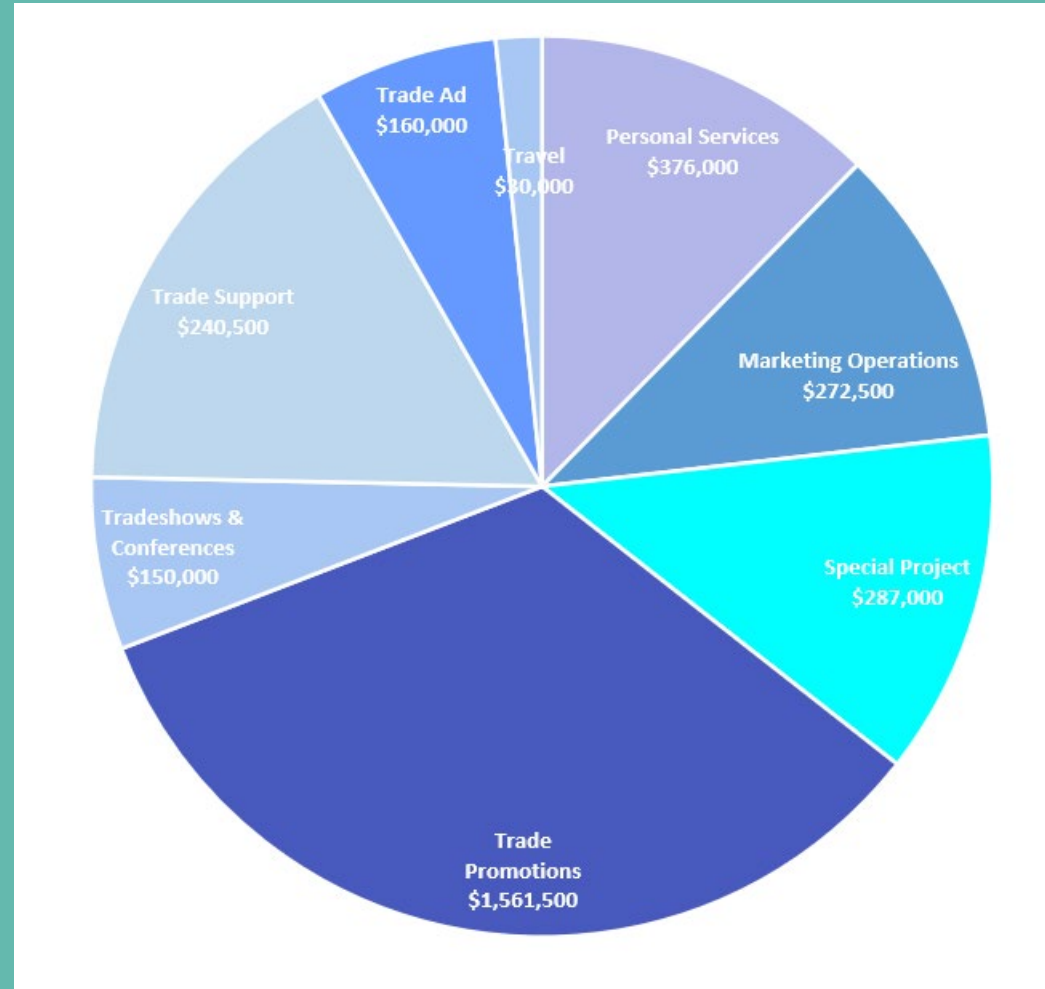
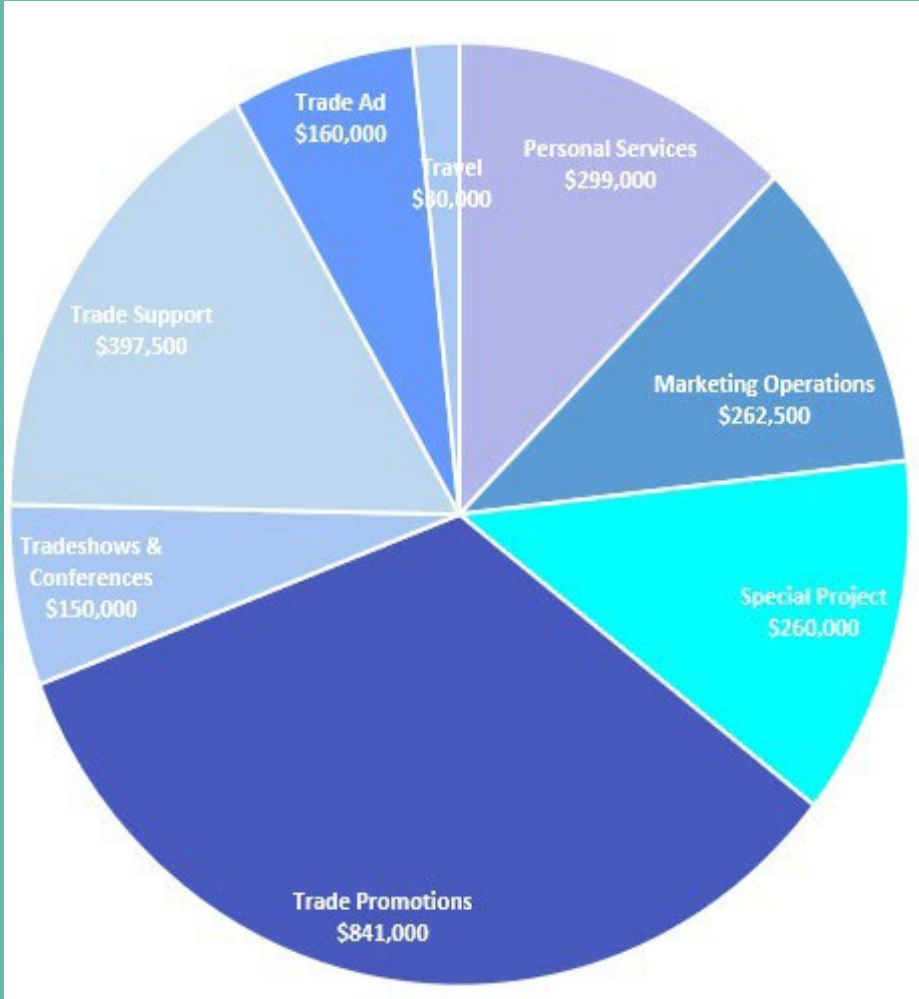
Domestic Marketing Program Fiscal Year 26 Budget Proposal

Presented by: Megan Rider, Domestic Marketing Director
For the ASMI Board of Directors
May 15, 2025



Retail





Program Operations

(Staff): \$406,000

(↑\$77,000 *Salary and benefits funding determined by fiscal.*

Salary, Benefits, and Travel

50% Marketing Director (Megan Rider)

100% Marketing Specialist (Amy Dukes)

50% Marketing Specialist (Sarah Wallace)

37.5% Marketing Specialist (Margie Sherman)

Slight increase due to added position and annual salary steps.



Marketing Operations

\$272,500

(↑ \$10,000 recommended)

Contract and Travel Expenses

100% Retail National Accounts (Mark Jones)

50% Marketing and Sustainability Consultant
(Tricia Sanguinetti)

Slight increase reflects salary changes.



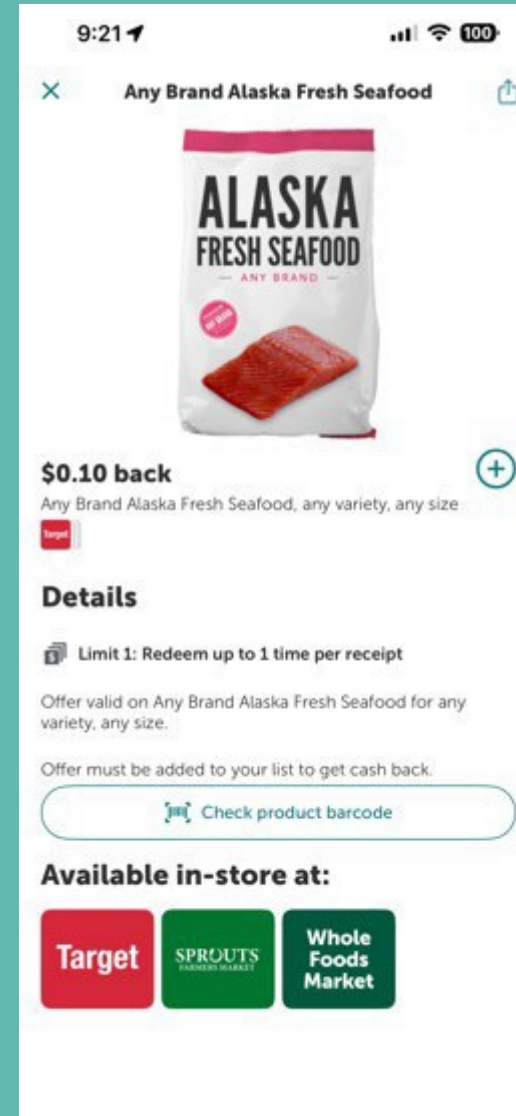
Special Projects

\$287,000

(↑27,000 *recommended*)

Alaska seafood coupons promotions are funded in this category.

Increase due to this being a good space to promote wild Alaska pink salmon to encourage sales velocity.



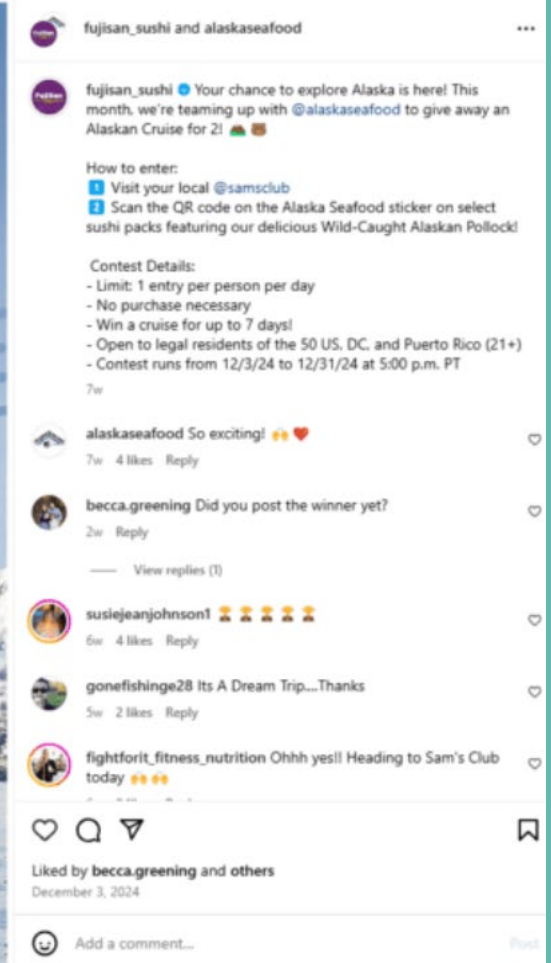
Trade Promotions

\$1,561,500

(↑ \$721,500 recommended)

In-store promotions, demos, merchandising contests, and custom point-of-sale materials at both brick and mortar and ecommerce.

Increase reflects need for pink salmon promotions focused on sales velocity.



Tradeshows and Conferences

\$150,000

(No change recommended)

Key to building new partnerships, strengthening existing relationships, launching or amplifying new marketing campaigns, staying up-to-date with industry, and on top of trade trends.



Trade Support

\$240,500

(↓\$157,000 recommended)

Funding for recipe development, photography/video production, research, POS development, and reprints, storage fulfillment costs, and product for display and public relations events, inbound missions, and the Alaska Seafood logo push. Finally, 50% of the trade PR budget for Edelman. Lastly, some funds will be dedicated to Comms retail and social campaign.

Decrease due to the line previously being inflated – it is normalized now.



Trade Advertising

Trade Advertising: \$160,000
(*No change recommended*)

Domestic executes a combination of print and digital advertising with publications like Progressive Grocer, Grocery Business, FMI Daily Lead, Grocery Dive, and others.

**AMERICANS' APPETITE FOR
SEAFOOD
SURGES**

New research from Circana presents a deep dive into what's feeding demand.

ALASKA SEAFOOD
Wild, Natural & Sustainable®

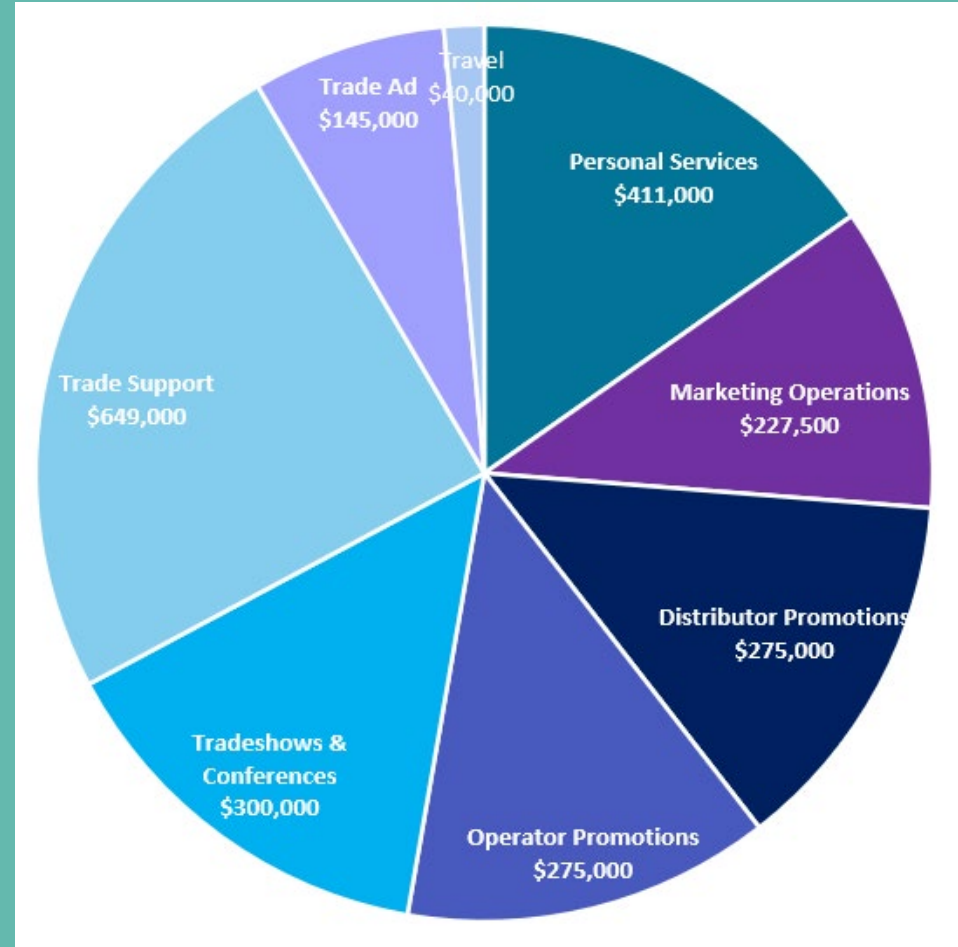
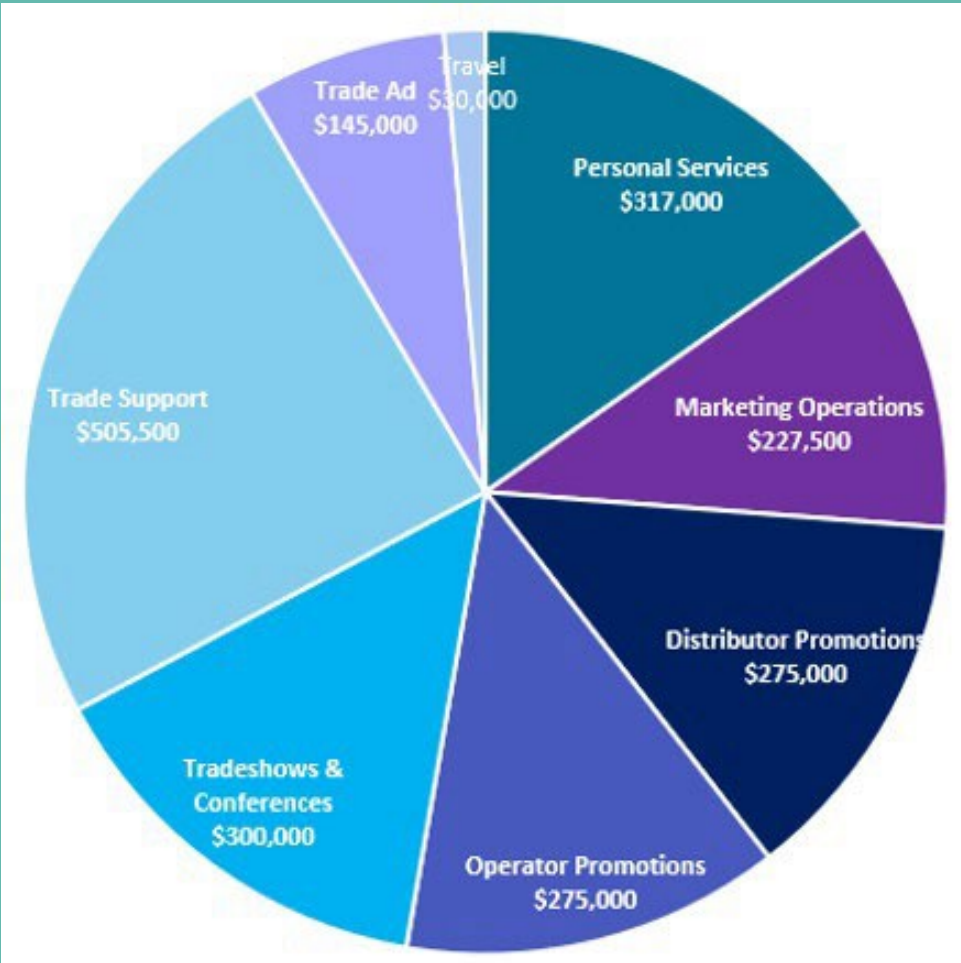
SCROLL DOWN

The graphic features a vibrant blue and white background with a large salmon leaping from the water. In the foreground, there are illustrations of a crab, several smaller fish, and a bear holding a fish. A sign with the text 'SCROLL DOWN' and a downward arrow is positioned near the bear. The Alaska Seafood logo is in the top right corner.



Foodservice





Program Operations

(Staff):\$411,000

(↑ \$94,000) *Salary and benefits funding determined by fiscal.*

Salary, Benefits, and Travel

50% Marketing Director (Megan Rider)

100% Marketing Manager (Leah Krafft)

50% Marketing Specialist (Sarah Wallace)

37.5% Marketing Specialist (Margie Sherman)

Slight increase due to addition of a new position and annual salary steps.



Marketing Operations

Marketing Operations: \$227,500
(no change recommended)

Contract and Travel Expenses

100% National Accounts Representative
(Jann Dickerson)

50% Marketing and Sustainability
Consultant (Tricia Sanguinetti)



Operator Promotions

\$275,000

(No change recommended)

Custom promotions with
16,000+ units across the
country.



Limited time at participating US restaurants.
TM & © 2023 Popeyes Louisiana Kitchen, Inc.

Distributor Promotions

Distributor Promotions: \$275,000
(No change recommended)

Domestic has been successful partnering with broadline and specialty distributors selling to chain accounts, foodservice management, and independent operators. Current estimate 5M pounds moved during ASMI promotions on average each year.



Tradeshows and Conferences

\$300,000

(No change recommended)

To heighten awareness of the Alaska Seafood brand and build relationships throughout the foodservice industry, Domestic participates in key trade shows and conferences. Product demonstrations and chef seminars are conducted to maximize impact.



Trade Support

Trade Support: \$649,000
(↑ \$143,500)

Recipe development, webinars, chef demonstrations, photography, culinary training programs, research, inbound missions, sample seafood products, and all print collaterals. Finally, 50% of the trade PR budget for Edelman comes out of this line. Lastly, the pink salmon campaign with Comms.



The team will host an inbound chef mission in Alaska, as well as dedicate funds to Comms Alaska pink salmon campaign.



Trade Advertising

\$145,000

(No change recommended)

Domestic executes a combination of print and digital advertising with Plate, Flavor in the Menu/Seafood in the Menu.



Cruise and Travel Industry





Thank you!

