



MEMORANDUM

DATE: All Hands on Deck, November 4, 2023
TO: ASMI Board of Directors
FROM: Megan Rider, Domestic Marketing Director

SUBJECT: **Domestic Board Report**

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.

This industry has seen a renaissance and resurgence in 2023 forecasted driven partially due to an increase in menu prices (according to National Restaurant Association). There are still struggles with rising costs with 92% of operators saying the cost of food is a significant issue for their restaurant.

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. According to Circana (formerly IRI), food inflation for the 12 months ending February 2023 was 10.2% at home and 8.4% away from home. 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, with the absolute dollar gap widening. Higher food costs have had an impact on discretionary spending.

Although still down from pre-pandemic counts, the number of restaurants in the U.S. grew by 33,240 locations, according to NPD's fall 2023 restaurant census. Total foodservice traffic, restaurants and retail foodservice combined,

increased 2%, and restaurant visits increased by 3% in January.

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 89% of consumers agree that seafood is healthy 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.

Finally, the NRA report forecasts the US foodservice industry to reach \$997 billion in sales in 2023 according to a report released in February. As always, we will continue to invest in this sector as we see the value and rewards if we continue to do so.

Foodservice:

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 2023, the Foodservice Program has partnered (to date) with the following operators:

Crabby Mikes	Pacific Catch
Cooper's Hawk	Popeye's*
Dairy Queen *	Pursuit Collection
Dairy Queen Texas*	Sharky's Woodfired Grill*
Farmer Boys*	Sonic*
Foster's Freeze*	Taco John's*
Freddy's*	White Castle*
Jack in the Box*	Wahoo's Fish Taco
Jason's Deli	
Kwik Trip*	
Lucky Louie's + R'lsh	

*denotes Lent promotion



the

Promotion highlights include following partner activations:

Cooper's Hawk Winery and

Restaurants: an upscale fine dining restaurant based in Chicago with 58 units in the Central, Midwest and East Coast. Cooper's Hawk features handcrafted wine and classic cuisine. Alaska cod is presented in their Fish N Chips and Crispy Fish Sandwich and Alaska Halibut seasonally.

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 2,500 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.

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 500 units. Promotion materials include window clings, posters, menu boards, door signs and TV commercials.

Farmer Boys: Based in Riverside, CA with 102 locations on the west coast. Their Lent 2023 promotion included signage, loyalty emails, push notifications, Meta posts and videos featuring ASMI imagery and the Alaska seafood logo.

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.



Foster's Freeze:

Alaska cod is featured in a fish sandwich and fish & chips at 66 West coast units. The Alaska logo is on in-store POP materials and at the drive-thru.

Pacific Catch: Pacific Catch: Based in the San Francisco Bay Area, Pacific Catch is a rapidly growing upscale regional chain with 14 units up and down 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 a LTO menu, Posters, A-Boards, Bag Stuffer flyers, website, FB, IG and Twitter, and four eblasts.

Jason's Deli: a new partner with ASMI, Jason's Deli uses a pregrilled 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 video.

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, menu board banners and a :30 TV spot in test markets.

Kwik Trip: Chain of convenience stores with gas pumps based in Wisconsin and has over 800 units. They feature a battered Alaska Pollock fish sandwich



throughout the year. Kwik Trip tested a "Buy one Alaska Pollock Fish Sandwich and get 50% of Waffle Fries, or a free side dish for Lent 2023. Email blasts, texts and social media were sent to their 3.5 million guests.

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 smoked sockeye salmon bagel and a smoked salmon and crackers snack on



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Now this is feel good food! Our NEW Hawaiian Salmon Bowl features a delicious, wild Alaska sockeye salmon fillet served over steaming rice with broccoli, pickled red onions, sweet pineapple and pico de gallo. All topped with tangy lime vinaigrette.

Order your Hawaiian Salmon Bowl today because it's only available for a limited time. Stop by your [local deli](#), or order [online](#) or through our mobile app for pick-up or delivery.

[Order Now](#)



menu.

Signature
ALASKA FISH & CHIPS
We feature Wild Alaska Pollock dipped in Pike Place Ale batter & crispy panko. Served with crinkle fries and Rock the Boat Tartar™

3 PIECE FISH & CHIPS	11.99
4 PIECE FISH & CHIPS	14.99
5 PIECE FISH & CHIPS	16.99

Sub & Small Cakes Instead of Fries 2.99 Sub Rice for Fries No Charge
UPGRADE TO CHOWDER FRIES 4.99

HONEY TERIYAKI ALASKA WILD SALMON **16.99**
Served over steamed jasmine rice with pickled cucumber salad

LUCKY LOUISE FISH SHACK IS PROUD TO FEATURE ALASKA FISH THAT IS SUSTAINABLE & WILD

COMBO #1 14.99 <small>3 Piece Fish & Chips, small Colelaw Fountain drink or Dason bottled water UPGRADE TO A 4 PIECE 17.99</small>	COMBO #2 17.99 <small>3 Piece Fish & Chips, Cream Chowder taste Colelaw, Fountain drink or Dason bottled water UPGRADE TO A 4 PIECE 20.99</small>	COMBO #3 18.99 <small>3 Piece Fish & Chips, Cream Chowder taste, small Colelaw, Fountain drink or Dason bottled water UPGRADE TO A 4 PIECE 21.99</small>	COMBO #4 18.99 <small>4 Crispy Shrimp, 2 Piece Fish & Chips, Fountain Drink or Dason Bottled Water ADD FRIED CLAMS 4.99</small>
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Popeye's: 2960 units nationwide featured Alaska flounder in their infamous Popeye's Flounder Fish Sandwich. ASMI and is in on the early stage of planning for Lent 24. The Alaska logo will be showcased much more broadly this year on cable TV, YouTube, social media, on the website and on high impact displays in store and trade public relations.

POPEYES

It's back!
Flounder Fish Sandwich

Available for pickup or delivery
on [Popeyes.com](https://www.popeyes.com) or the app.

Limited time only at participating US rest. TM & © 2023 Popeye's Louisiana Kitchen, Inc.

Sharky's Woodfired Grill: 23 units based in Southern California, Sharky's featured a Wild Alaska Salmon Burrito, Wild Alaska Salmon Power Plate and a Wild Alaska Salmon Power Bowl. Marketing materials included social media (Facebook, Twitter, Instagram, website and an e-blast.

Sonic: Alaska pollock in a fried fish sandwich and Alaska surimi in a seafood and crab sandwich were featured in the 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.

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.

ALASKA FLOUNDER FISH TACOS
2 for \$5

NEW

ALASKA SEAFOOD
Wild, Natural & Sustainable

The ALASKA SEAFOOD logo and the phrase "Wild, Natural & Sustainable" are registered trademarks of The Alaska Seafood Marketing Institute (ASMI).

NEW
CRISPY PANKO BREADED FISH SLIDER

FISH NIBBLERS

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 339 units based in the midwest.

Wahoo's Fish Tacos: based in southern California with 41 units on the West Coast, Central and East Coast features Alaska Keta salmon and Alaska flounder fish tacos and a Crispy Fish Sandwich. Wahoos has created a waitstaff sales contest for the Alaska flounder Crispy Fish Sandwich as well as radio, social media and car wraps. (moving car display).

Distributor Partnerships

Distributor partnerships continue to be challenging because of the pandemic and its disruption in the industry. 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 is a huge issue with some of the broadline distributors having over 50% new employees in the last two years.

The ASMI foodservice program has maintained partnerships and already gained back partnerships that did not promote during Covid. 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 2023, the Foodservice Program has partnered (to date) with the following distributors:

Cash-Wa Distributing
Harbor Foodservice
Martin Bros. Distributing
Restaurant Depot
Samuels and Sons
Sysco
US Foods

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. 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.”



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.

Restaurant Depot: a cash and carry distributor warehouse with 94 operating units and over 600,000 customers primarily on the Easy and West coasts. The fall 2022 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.

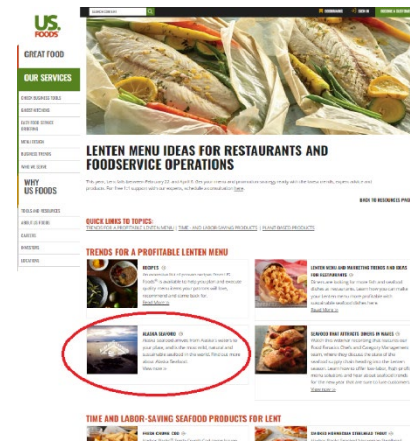
Samuels Seafood Company: A yearlong promotion kicked off July 1, 2023 after a pandemic partnership hiatus. Philadelphia based distributor with almost 10,000 customers, Samuel and Sons is creating several social media posts for the Lenten season featuring fresh and frozen Alaska sablefish, keta roe and sockeye salmon. Additionally, their quarterly Fish Tales magazine will feature ASMI imagery and will promote Alaska halibut, salmon and crab in their spring issue.

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. 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.

varieties of whitetish, and numerous types of crab and shellfish all make up Alaska's flavorful seafood options.
Click here to learn more: <https://sysco.com/378bKg4>



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.



TRADESHOWS AND CONFERENCES

Alaska Seafood at Menus of Change University Research Collaborative (MCURC)- at Stanford University
ASMI attended The10th annual [Menus of Change University Research Collaborative \(MCURC\)](#) October 2rd-4th at Stanford University. MCURC is a nationwide network of colleges and universities using campus dining halls as living laboratories for research of Gen Z behavior change related to food. ASMI's objective as a corporate member in MCURC is to build relationships with key menu decision makers at colleges and universities, educate the C&U sector about the sustainable virtues of Alaska seafood, and influence new research that will change the way students eat. ASMI staff had personal meetings with 14 different universities and further networked. At lunch, a *Smoked Alaska Sockeye Salmon Rillettes* was served. The event also served delicious Alaska spot prawns and halibut for the celebratory dinner.

Alaska Seafood at Flavor Experience

The Alaska Seafood Marketing Institute sponsored the Flavor Experience conference organized by the publication Flavor & the Menu in San Diego, California from August 20th – 22nd. The event attracted large chain foodservice operators from all over the country to network and gain insight on current trends and

innovation in the restaurant space. ASMI featured prominent chef and ASMI CAP member, Keith Brunell to execute 2 brunch options featuring Alaska seafood. He composed For breakfast, Chef Brunell composed a *Corn Blini topped with Miso glazed Sablefish and Sweet Cream Ikura* and a *Maple Chili glazed Alaska Salmon en Brioche*. Brunell's dishes were eye catching and celebrated by the attendees thanks to their flavorful, inventive and healthful attributes.



Alaska Seafood is the star at Hot Luck

Hot Luck, a chef centric food festival created by James Beard award winner Aaron Franklin took place in Austin, TX over the Memorial Day weekend. ASMI provided Alaska sablefish, Golden king crab, Bairdi crab and salmon, which were prepared by 13 influential chefs over the course of three food events. The food festival featured over 70 celebrity and up and coming chefs from 24 cities and had over 12,000 people attend. ASMI staff were on site and created meaningful relationships with several celebrity chefs including James Beard winners Mashama Bailey and Alon Shaya. Todd Duplechan of Lenoir in Austin, TX had arguably the best dish of the festival: "*Alaska Bairdi Crab Push Pops with Curry Leaf Leche de Tigre.*" Alaska seafood also hosted the Alaska Seafood Surf and Turf Party industry welcome party which was attended by all the participating chefs. The event featured Chef Chris Shepherd preparing Alaska crab, salmon and sablefish to the guests and was a highlight of the weekend.



Flavor Forays BBQ at National Restaurant Association Show

ASMI sponsored a Flavor Forays BBQ event at the NRA (National Restaurant Association) in Chicago on Sunday, May 21st. Over 400 foodservice industry leaders attended the BBQ. Top chefs of Chicago competed for a grand prize by choosing their protein and creating innovative sample bites. Two chefs— Chef Aaron Bickham of Barlotta's restaurant group and Chef Marcos Ascencio of Taqueria Chingnon. Chef Aaron served fire roasted sockeye salmon with an eye-catching display of salmon suspended on wooden boards over the grill. Chef Marcos served a delicious Alaska cod al Pastor taco that took 3rd place.

ICCA Reception at National Restaurant Association Show

ASMI participated in an International Corporate Chef's Association (ICCA) reception during the NRA (National Restaurant Association) at Peninsula Hotel in Chicago. ASMI served an *Alaska Weathervane Scallop Surimi hand roll with Chiu Chow Chili Mayo* and an *Alaska King Salmon Rice Bowl* that was enjoyed by over 100 chefs, media and suppliers.



ASMI Sponsors and attends Marketing Executive Group Conference preceding the National Restaurant Show.



The ASMI Foodservice team returned to MEG as a sponsor. This is a great opportunity to connect with Chief Marketing Officers of operators all over the country. The conference included useful presentations around social media strategy, dynamic story-telling, and brand awareness. ASMI sponsored the morning break and served a very popular cold smoked salmon with bagels, cream cheese, and a variety of toppings.

Alaska Seafood Marketing Institute returns to SENA 2023

ASMI staff members and contractors exhibited at Seafood Expo North America trade show in Boston March 12th – 14th, displaying new materials to industry such as updated retail POS and RFM literature. The booth featured beautiful, scenic images of Alaska and the seafood industry and displayed whole, head on Alaska product to attendees. The tradeshow is the largest seafood tradeshow in the country and had more than 20,000 attendees over the course of the 3-day event. Many of ASMI's foodservice and retail partners were present for one-on-one meetings and networking with Alaska seafood industry and trade professionals. The trade show was a great success and ASMI staff look forward to moving forward on new partnerships developed during the show.

Additionally, after a three-year absence, ASMI's popular Go Wild reception was held on the evening of Monday, March 13th and showcased all of the delicious species that hail from Alaska's waters. Chef Richard Rayment of the Seaport Hotel highlighted over 10 different Alaska seafood species using Asian flavors and ingredients and the ever popular Alaska crab display was back to delight guests. ASMI also partnered with Portland, Maine chef Jordan Rubin of Mr. Tuna to prepare a variety of Japanese dishes including an *Alaska scallop and surimi handroll featuring mentaiko*, which was a crowd favorite. The reception was a wonderful opportunity to share all of the delicious Alaska seafood products with the Alaska seafood industry, trade and their guests.



ASMI Sponsors Flavor Forays Culinary Immersion

Flavor Forays held their 7th annual Charleston tour, with a focus on local Carolina cuisine and history on February 6-8th. As a sponsor, Alaska Seafood showcased wild Alaska sablefish prepared by local BBQ chef Billy G's at the opening dinner. Attendees included chefs representing large-scale operations from quick service and fine dining restaurants to the college/university and business/industry sectors. ASMI staff made great connections with chefs and key decision makers from Lowe's Hotels, Palm Restaurants, Entegra Foodservice, Restaurant Associates and Stanford Dining.

Triangle Wine and Food Experience Features Alaska Seafood

Raleigh hosted the annual Triangle Wine and Food Experience to benefit the Frankie Lemmon School. The event featured an incredible lineup of James Beard Award winning chefs including Ashley Christensen, Chris Shepherd, Gregory Gourdet and Alon Shaya. Alaska seafood provided sockeye and king salmon, salmon roe, sablefish, bairdi and golden king crab for the event, which was elegantly prepared and served by these esteemed chefs. The Alaska seafood logo was prominently displayed on signage and the host chef, Ashley Christensen shared Alaska seafood messaging throughout the weekend.



Alaska Seafood Renews Sponsorship and attends James Beard Foundation Chef Action Summit

Alaska Seafood sponsored the 2023 James Beard Foundation Chef Action Summit. This 3-day event brought together JBF Chef Boot camp alumni and food system industry leaders from across the country. Powerful speakers from the culinary, non-profit, and corporate worlds gave presentations. It was centered around policy work for the following three topics: Nutrition security and hunger, conservation and sustainability and industry support. Alaska seafood was served at almost every meal, two lunches and two dinners to about 200 people each time. The opening dinner first two courses were *Alaska Sockeye Salmon Crudo* and *Pan-seared Alaska Halibut with Hoja Santa and Fermented Tomato*. Local Houston chefs Chris Williams and Dawn Burrell closed the event by hosting lunch and preparing *Roasted Berber Spiced Alaska Sockeye Salmon with Rice Grits and Sauteed Collards*.



IFEC Conference

Alaska Seafood Marketing Institute attended the IFEC conference in Santa Barbara, CA this Nov 7-9th to continue building relationships with foodservice and retail media, further driving coverage for Alaska seafood among influential trade audiences. ASMI Sponsored the Center- of the Plate Protein for the primary lunch session featuring *Korean BBQ Alaska Sockeye Salmon Tacos* and they stole the show. They then held meetings with nine editors representing eleven of ASMI's target publications including Flavor & the Menu, Nation's Restaurant News and Plate. ASMI will follow up with all media to solidify relationships and provide assets for immediate opportunities.

Alaska Seafood Makes a Splash at Southern Smoke Festival

Alaska Seafood and Yeti were co-sponsors of Southern Smoke Festival in Houston on October 21st-24th. The three-day food event brought together accomplished chefs from around the country including James Beard winners and nominees Chris Shepherd, Ashley Christiansen, Jason Stanhope, Chris Bianco, Stephen Stryjewski and Cheetie Kumar as well as food personalities Gail Simmons, Tom Colicchio and Joshua Weisman. Attendance for the 3-day event topped 4,750 people and the Alaska seafood logo was prominently display on all signage at all the events including the stage backdrop. Saturday's event heavily featured Alaska seafood at a Southern Smoke on Ice event, the premier event of the weekend. Attendees sampled a variety of Alaska species including sockeye and king salmon, salmon roe, sablefish, Golden king crab, halibut and Weathervane scallops all from a beautiful display featuring an incredible ice sculpture of an Alaska crabbing boat. The chefs preparing the Alaska seafood were thrilled to utilize such incredible product from Alaska and gave great feedback about all the species. Over \$1.6 million dollars was raised over the course of the weekend, benefiting foodservice industry workers who are experiencing economic hardship. ASMI staff were able to network and create meaningful relationships with these top chefs from around the country, many of whom are excited to partner in the future.

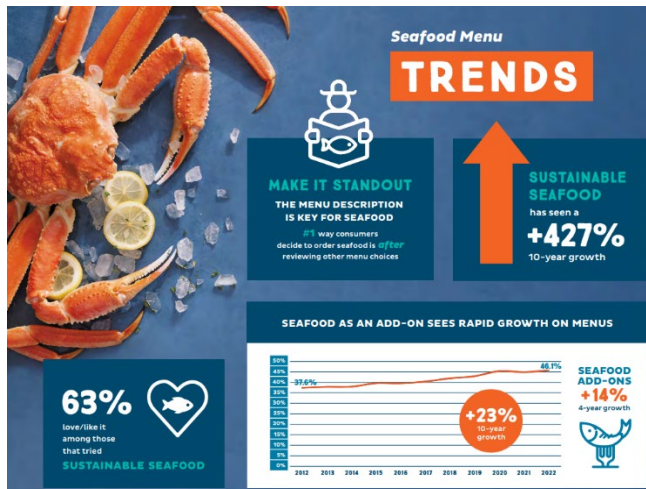
TRADE SUPPORT

Domestic Program Creates Wild Alaska Seafood Taco Promotion Kit

ASMI Domestic Foodservice program rolls out new Wild Alaska Seafood Taco promotion for college and university (C&U) dining. The new "Seas the day with Alaska fish tacos" promotion features our beloved Alaska brown bear in his Grunden's eating an Alaska fish taco. ASMI provides C&U operators with

Top Chef Master Chris Cosentino Develops New Alaska Seafood Recipes

The ASMI Foodservice team recently worked with chef and restaurateur Chris Cosentino to develop 12 new recipes featuring a variety of Alaska seafood species. Cosentino won the popular series, Top Chef Masters, and has competed and judged on numerous shows including Iron Chef, Tournament of Champions and Guy's Grocery Games. Cosentino developed a Flip to Fish collection featuring popular meat dishes "flipped" to feature Alaska seafood such as Halibut Marsala, Sablefish Cacciatore and a Hot Pollock Sandwich. These fun and vibrant images will be used to promote the recipes on the ASMI recipe database as well as in upcoming advertising campaigns, tradeshow and conferences and will be available on ASMI's photo library, Netx, for industry use.



New "Menu Alaska" Data Shows Increase in Consumer Preference of Alaska Seafood

ASMI worked with consumer research firm Datassential to pull together updated data detailing seafood preferences at foodservice. The research shows that Alaska is the most appealing origin for seafood at foodservice and is preferred 2-to-1 over other seafood origins. Alaska seafood is also the #1 menu'd animal protein brand on menus. The report highlights data points that can be utilized across the industry to show consumer preferences and trends for Alaska seafood across all sectors.

Everything from prep methods to top flavors and sauces are shared in the report.

TRADE ADVERTISING

Restaurant Dive Top Newsletter - [Link](#)

Date: 3/6/23-3/11/23

Title: [New Report] Restaurant customer seafood research

Total Sends: 278851

NL Open Rate: 30.64%

Total Clicks: 574

Unique clicks: 108

RESTAURANT DIVE DAILY DIVE

March 6, 2023 | Today's news and insights for restaurant leaders



BROUGHT TO YOU BY — Alaska Seafood Marketing Institute
[New Report] Restaurant customer seafood research
New research shows calling out wild-caught Alaska seafood on a restaurant's menu elevates diners' impressions of the restaurant and drives purchase.
[Click here](#) to read the report.

New York AG proposes rule limiting dynamic pricing

Price increases above 10% that aren't being used to preserve margins would be considered excessive during states of emergency under the proposal.

Restaurant unit counts up 18K compared to 2020

Despite the growth noted by NPD Group, only about one-third of QSRs and fast casual operators are likely to open new units this year, NRA research finds.

Nation's Restaurant News (NRN)

With over 90,000 engaged magazine subscribers and a daily eNewsletter subscriber base of over 92,000. NRN's print and digital subscribers are decision-makers across all segments of the commercial foodservice industry.

2022-23 NRN RECIPE WATCH ADS

[View Online](#) | [Add to Safe Sender List](#)

Featured Products March 2023

Vitaly Paley's Alaska Sockeye Salmon Pastrami
A feast for the eyes, Alaska sockeye salmon is deliciously cured and served on grilled rye with fried capers, scallions, preserved lemon and dill.

[Learn More](#)

Green Eggs & Sam with California Avocado
Make a flavor statement on your brunch menu with Fresh California Avocados. This recipe transforms customer favorites—eggs, biscuits, smoked salmon and California Avocados—into an irresistible entrée.

[View Recipe](#)

Stuffed Sugar Cookies Made With OREO Cookies
Classic sugar cookies get the triple OREO treatment with OREO Cookie Pieces stuffed inside, sprinkled on top and infused into a ganache.

[Get Recipe](#)

Watermelon.org

[View Online](#) | [Add to Safe Sender List](#)

Featured Products January 2023

Flavor Bomb in a Bowl
Beautifully layered bowl of smoky Alaska sockeye salmon, farro, pickled beets and mustard seeds, topped with an "everything-crumb" kick.

[Learn More](#)

Does Your Recipe Have What It Takes?
Calling all chefs and operators to submit innovative Idaho® Potato recipes for a chance to be included in our national foodservice ad campaign.

[Submit Recipe](#)

Celebrate World Nutella® Day Sunday, February 5th!
Make Nutella® as special as ever! Join us by Celebrating Breakfast with our Chef Secrets selected for only you!

[Learn More](#)

[View Online](#) | [Add to Safe Sender List](#)

Featured Products October 2022

Bridgford Caramel Apple Monkey Bites
Use fresh apples, chopped nuts, and Bridgford Cinnamon Roll Dough to create this fun and tasty fall treat. Don't forget the caramel sauce!

[View Recipe](#)

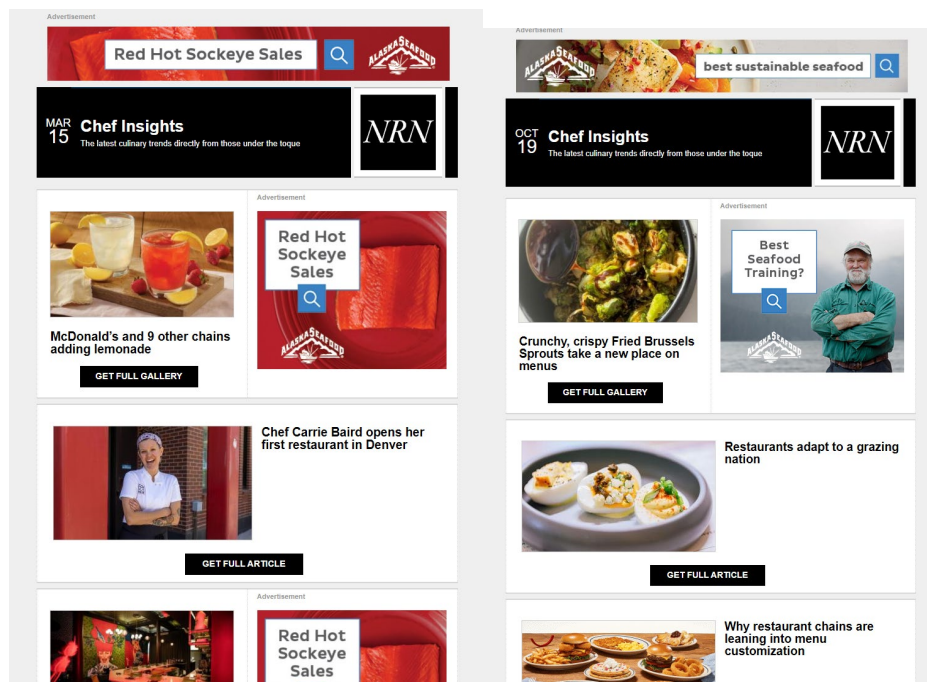
Croque Madame
Leave guest très impressed with an open-faced delicacy complete with a savory slice of Clemens Hatfield® black forest ham that'll satisfy.

[Get Recipe](#)

Buffalo Alaska Cod Tacos
"This taco brings out all the craveable flavors of traditional buffalo style chicken wings but in a healthier and delicious taco featuring wild-caught Alaska cod" Chef Ann Kim, Sooki and Mimi.

[View Recipe](#)


SentDate	Link URL	Ad Position	Delivered	Opens	Open rate %	Clicks	CTO Rate
27-Oct-22	foodservice/	Ad 3	95,491	13,842	14.50%	308	2.23%
26-Jan-23	recipe/smoked-alaska-sockeye-salmon-grain-bowl/	Ad 1	78,679	12,996	16.52%	227	1.75%
23-Mar-23	recipe/alaska-salmon-pastrami-on-grilled-rye-with-fried-capers-scallion-preserved-lemon-dill/	Ad 1	80,881	12,271	15.17%	190	1.55%
		TOTALS:	255,051	39,109	15.33	725	1.85%





2022-23 NRN INDUSTRY VOICES/FAST CHAT

Sent Date	Newsletter	Ad Position	Delivered	Opens	Open rate %	Clicks	CTO Rate
Jan. 18, 2023	NRN AM	FAST CHAT PROMO Native/Sponsored Content	89,520	23,734	26.51%	107	0.45%

Jan. 19, 2023	NRN AM	FAST CHAT PROMO In-stream (90x90 + Text)	89,497	23,488	26.24%	73	0.31%
Jan. 24, 2023	NRN AM	FAST CHAT PROMO Native/Sponsored Content	89,299	19,157	21.45%	255	1.33%
Jan. 30, 2023	NRN AM	FAST CHAT PROMO In-stream (90x90 + Text)	89,267	25,421	28.48%	23	0.09%
TOTALS:			357,783	91,800	25.66%	458	0.49%


INDUSTRY VOICES





Veteran Chef Shares Tips for Adding Sustainable Seafood to Restaurant Menus


New research reveals that consumer interest in seafood – and sustainable seafood in particular – is on the rise. So how can restaurants tap into the opportunity? Nation's Restaurant News talked with veteran chef Barton Seaver about why seafood is a perfect canvas for creativity in the kitchen, and how offering sustainable options can help a restaurant stand apart from the competition.

RELATED RESOURCES

MENU THE WILD Restaurant Customer Research
[Download Infographic >](#)

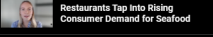
Seafood Taco Recipes
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Veteran Chef Shares Tips for Adding Sustainable Seafood to Restaurant Menus

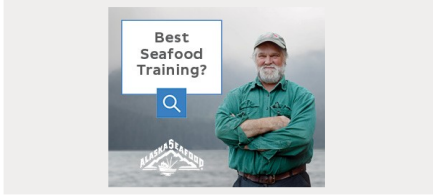
NEXT UP



Restaurants Tap Into Rising Consumer Demand for Seafood

2022-23 NRN Value Add							
Sent Date	Newsletter	Ad Position	Delivered	Opens	Open rate %	Clicks	CTO Rate
Oct. 27, 2022	NRN AM	Mid 300x250	105,961	19,211	18.13%	27	0.14%
Jan. 17, 2023	NRN AM	Mid 300x250	89,542	22,461	25.08%	29	0.13%
Mar. 07, 2023	NRN AM	Mid 300x250	89,667	21,825	24.34%	28	0.13%
		Grand Totals:	285,170	63,497	22.27%	84	0.13%

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How Potbelly is taking back market share
CEO Bob Wright said weekly average unit volumes achieved a record \$24,144 during Q4.
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NRN editors talk about the NRA's recent report, what happens when children are banned from restaurants, and celebrity marketing
Plus hear from Local Kitchens COO and co-founder Andrew Munday.
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A crab cake for every menu type
With over 129 years of experience, Handy Seafood knows crab cakes. Handy offers a wide variety of pre-made, handcrafted crab cakes so operators can reduce prep time without sacrificing freshness, flavor or quality.



How Black Bear Diner plans to stick to its roots as it expands
Black Bear Diner is making several tech investments to simplify operations, but will maintain a focus on its unique environment.
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PLATE

Circulation of 42,000, and 133,000 passalong. Upscale and casual dining, including fast casual, Hotels, resorts, casinos and country clubs. Reach: chefs/chef owners and F&B directors/menu developers (525%)



Supplied Newsletter Ads:

Supplied Newsletter Ads - Sponsored Content/Recipes						
Name (ad ID description)		AD Zone ID	Insertion Dates	Impr.	Clicks	CTR
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #12436_From The Editors_11-20-2022_Zone_130_2	Taco 'Bout Wild	Plate From The Editors - Ad Zone #2 468 x * - [130]	Nov. 20, 2022	10006	3	0.03%
Alaska Seafood Marketing Institute (3216,SM) - Sponsorship #12849_From The Editors_1/29/2023_Zone_130_2	Eggs Benedict 2.0	Plate From The Editors - Ad Zone #2 468 x * - [130]	Jan. 29, 2023	10011	18	0.18%
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #12434_From The Editors_3/26/2023_Zone_130_2	Herbed Ricotta Gnocchi with Alaska Bairdi Crab & Alaska Salmon Roe	Plate From The Editors - Ad Zone #2 468 x * - [130]	26-Mar-23	9980	11	0.11%
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #12435_From The Editors_5/7/2023_Zone_130_2	Wild In Every Bite.	Plate From The Editors - Ad Zone #2 468 x * - [130]	May 7, 2023	11257	4	0.04%

Supplied Page Exclusive Ads on Chef Video Page:

Supplied Page Exclusive Ads on Chef Videos						
Name (ad ID description)		AD Zone ID	Insertion Dates	Impr.	Clicks	CTR
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33249/s 34439/a 14905	Taco 'Bout Wild	Plate Online - 300x250 (Right Sidebar) - [3]	March 2 to May 31, 2023	159	1	0.63 %
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33250/s 34440/a 14904	Sea it to believe it	Plate Online - 300x600 - [4]	March 2 to May 31, 2023	152	1	0.66 %
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33251/s 34441/a 14906	Crazy good? It's LunaSEA	Plate Online - Leaderboard Top 728x90 - [1]	March 2 to May 31, 2023	158	0	--
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33442/s 34632/a 15016	Taco 'Bout Wild	Plate Online - 300x250 (Right Sidebar) - [3]	April 24 to July 31, 2023	23	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33443/s 34633/a 15015	Crazy good? It's LunaSEA	Plate Online - 728x90 BOTTOM - [2]	April 24 to July 31, 2023	24	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33444/s 34634/a 15017	Sea it to believe it	Plate Online - 300x600 - [4]	April 24 to July 31, 2023	21	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33612/s 34802/a 15242	Crazy good? It's LunaSEA	Plate Online - 300x250 (Right	June 23 to July 31, 2023	44	3	6.82 %

		Sidebar) - [3]				
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33613/s 34803/a 15241	Wild Seafood, No Missed – steak.	Plate Online - Leaderboard Top 728x90 - [1]	June 23 to July 31, 2023	44	1	2.27 %
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33614/s 34804/a 15240	Sea it to believe it	Plate Online - 300x600 - [4]	June 23 to July 31, 2023	47	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33781/s 34971/a 15486	Oh my... COD.	Plate Online - 300x250 (Right Sidebar) - [3]	Sept. 13 to Nov. 30, 2023	43	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33782/s 34972/a 15485	Heart & Sole	Plate Online - Leaderboard Top 728x90 - [1]	Sept. 13 to Nov. 30, 2023	44	0	-
Alaska Seafood Marketing Institute (3216, RW) - Ad Order #33783/s 34973/a 15487	Crazy good? It's LunaSEA	Plate Online - 300x600 - [4]	Sept. 13 to Nov. 30, 2023	45	1	2.22 %

Custom Newsletter Sponsored Content Drivers for Chef Videos						
Name (ad ID description)	Featured Chef (if applicable)	AD Zone ID	Insertion Dates	Impr.	Clicks	CTR
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #12487_From The Editors_10-02-2022_Zone_130_2	Mendez, Bhardwaj, Catelli, Kim	Plate From The Editors - Ad Zone #2 468 x * - [130]	Oct. 2, 2022	9494	15	0.16%
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship =#13207_From The Editors_3/19/2023_Zone_130_2	Jamie Malone	Plate From The Editors - Ad Zone #2 468 x * - [130]	March 19, 2023	9772	7	0.07%
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #13296_From The Editors_4/30/2023_Zone_130_2	Jo Chan	Plate From The Editors - Ad Zone #2 468 x * - [130]	April 30, 2023	7521	3	0.04%
Alaska Seafood Marketing Institute (3216, RW) - Sponsorship #13376_From The Editors_7/2/2023_Zone_130_2	Jeffrey Potter	Plate From The Editors - Ad Zone #2 468 x * - [130]	July 2, 2023	8672	9	0.10%



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Fascinating Preparation of Clay-Baked Alaska Salmon with Fennel, Orange and Olives

Follow Jamie Malone of Paris Dining Club, Minnesota as she shares her unique preparation and offers some interesting twists on ways to put this delicious Alaska Seafood on your menu. Hear how her passion for flavorful and sustainable seafood has played an important role in her career and how Alaska Seafood meets her stringent standards for flavor and freshness as well as sustainability. She'll share tips and techniques for menuing this beautiful seafood. [Click to be inspired and to view her video.](#)



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Discover New & Innovative Ways to Menu Wild-Caught Alaska Seafood

Immerse yourself in our special video series with remarkable chefs as they share their signature menu ideas, their unique cooking techniques, discuss their personal stories and explore the exceptional flavor, texture and versatility of wild-caught Alaska seafood. Follow these world-class chefs as they share their insights, tips and recipes in a collection of inspiring videos. [Click to be inspired and to view the entire chef video series.](#)





Sponsored Video

A Delicious Blend of Korean/Southern Cuisines in Jeff Potter's Delicious Wild-Caught Alaska Cod Recipe

Join Executive Chef Jeffery Potter of 610 Magnolia, Louisville, as he takes us on a culinary journey inspired by his Korean/ Southern background with his preparation of Gochujang Broiled Alaska Cod with Smoked Tomato Broth, Seaweed Grits and Summer Vegetables. Hear how his love for this sustainable, lean and healthy wild-caught Alaska Seafood continues to inspire him. [Click to view his video.](#)

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Sponsored Video

Beautiful Ingredients Speak for Themselves — Chef Jo Chan Presents Seared Alaska Sablefish with Calabrian Chili Agrodolce

Catch up with Austin, Texas' Chef Jo Chan as she takes us on her exciting culinary journey and shares her Seared Alaska Sablefish with Calabrian Chili Agrodolce recipe. She shares how her vast work experiences and family upbringing left a lasting and deep appreciation for seasonal, locally sourced ingredients. Everything about Alaska Seafood speaks volumes in terms of freshness and sustainability—important to her and her customers. Take away some great tips and techniques for breaking down and cooking sablefish and learn some new applications for agrodolce. [Click for more insights and to be inspired in her video.](#)

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CHEF JO CHAN'S
Seared Alaska
Sablefish with
Calabrian Chili
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WILD In Every Bite.

FLAVOR the magazine **flash**



Creative Ways into Seafood Cakes

Seafood cakes serve up premium positioning with an approachable vibe. Variety in seafood blends, portion sizing, standard breadcrumbs or lighter batter coatings, and opportunities for trend-forward sauce pairings, provide operators creative approaches to showcase seafood cakes across the menu.

[READ ON](#)

FLAVOR PARTNERS

The Story of Wild Seafood from Alaska


The seafood bounty of Alaska is unrivaled. So many species from so many fishing communities offering you the best seafood in the planet.

[WATCH](#)

Chef Vitaly Paley's Lomi Lomi Alaska Salmon Lettuce Wraps

Chef Vitaly loves wild-caught Alaska pink salmon for this dish. "The meat is glazed with ranch oil and our house-made 'lomi' sauce."

[GET RECIPE](#)



Caramelized Pineapple Adobo Alaska Rockfish & Gingered Brown Rice Bowl

Adobo-style sauce and kani to this rowdily rowdies dish featuring rockfish from Alaska. This meaty, fatty and acid-saturated provides menu versatility for bowls and beyond.

[GET RECIPE](#)

WILD In Every Bite.


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Bowls of Summer: Summer Seared Ahi Salad

"This is an interesting and elevated salad, especially for a fast-casual restaurant," says Nate Weil, VP of Culinary, Modern Restaurant Concepts, speaking of Modern Market Eatery's Summer Seared Ahi Salad, a special seasonal offering. Presented as "Summerfines in a Bowl," the entrée features lightly seared, line-caught tuna paired with an abundance of fresh produce, including romaine, heirloom cherry tomatoes, watermelon radish, sweet corn cut off the cob, marinated asparagus and avocado. It's served with a house-made scallion ranch dressing.

[READ ON](#)

FLAVOR PARTNERS

Ginger Peanut Alaska Salmon Noodle Bowl


Chef and author Maya Wilson shares her delicious recipe for Ginger Peanut Alaska Salmon Noodle Bowl from her new cookbook, The Alaska from Scratch Cookbook.

[WATCH](#)

BEHIND THE SCENES: WORLDS OF FLAVOR


Authenticity, Flavor, and the Future

March 14, 2023 | November 15, 2023



Alaska Pollock Frites & Trio of Toppings

[GET RECIPE](#)



BBQ Pulled Alaska Surtini Sandwich


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CRAZY GOOD? It's LunaSEA.

FLAVOR the magazine **flash**



Mediterranean Melting Pot: Ahi Tuna Crudo

In a textbook example of childhood memories melding with modern menus, the Ahi Tuna Crudo at Michael Mina's Middle Eastern restaurant, Oniro, combines the chef's famous ahi tuna with a food from his youth. The cold mezze features a flavorful and salad that Mina's mother used to make, according to Daniela Vergara, Executive Chef.

[READ ON](#)

FLAVOR PARTNERS

Full Utilization with Alaska Seafood

Alaska strives to ensure no part of the seafood harvest goes to waste. Generations of Alaskans have a long tradition of utilizing the entire resource.

[LEARN MORE](#)

2023 Best of Flavor

Flavor & The Menu's 2023 "Best of Flavor" edition is a collection of 101 menu inspirations from our readers, showcasing the flavor-forward innovation taking place in menu development today.

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Putting the OMG in LTOs

Flavor & The Menu's 2023 "Best of Flavor" edition is a collection of 101 menu inspirations from our readers, showcasing the flavor-forward innovation taking place in menu development today.

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QSR MAGAZINE

30,500 circulation (Print + Digital Edition), Audience by Title: 60% are CEO/President/C-Level; 23% Operations; 17% Other restaurant functions. Audience by Operation Type: 80% Chain; 20% Independent

Print – November 2022

- Page 6-7 in QSR's Best Brands to Work For

REPORTING BY ALANNA BARTON, MANAGING EDITOR

STUDY SHOWS MAJOR OPPORTUNITY IN QUICK-SERVICE MENU OFFERINGS



Expanding offerings create sales potential for restaurants.

Restaurants are looking for ways to expand their menu offerings, and a new study from QSR Magazine shows that quick-service restaurants (QSRs) have a major opportunity in this space. The study, titled "Expanding Offerings Create Sales Potential for Restaurants," found that QSRs that offer a wider variety of menu items, including breakfast, lunch, and dinner, see higher sales and customer loyalty. The study also found that QSRs that offer a wider variety of menu items, including breakfast, lunch, and dinner, see higher sales and customer loyalty.

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TACO'BOUT WILD.



Want the best fish tacos? Go to the source. Alaska Seafood is always authentic - wild flavor from a wild place.

[AlaskaSeafood.org](#)

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.

One of the more noteworthy events in the last year that has impacted the Alaska seafood industry is the unprecedented and historic record wild, Alaska sockeye salmon run of 76 million fish in the Bristol Bay region. This created a surplus of inventory for the Alaska seafood suppliers.

In light of this, the ASMI Board of Directors asked the marketing programs to be proactive and reactive to the enormous sockeye salmon run as it is absolutely paramount to move product in a timely fashion. One of the best channels to do so is in the domestic retail market as it is a familiar and established market with no tariffs, a strong U.S. currency, stable government, a growing consumer demand, and less shipping and logistics issues.

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.

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 5% of consumers buying all their groceries online, while 67% buy all groceries in-store. The remaining 28% 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.

With inflationary pressure across all food items to include seafood, many consumers are turning to couponing to help ease their spending. With a 5.2% increase in the U.S. Consumer Price Index, shoppers are looking for savings, according to Inmar Intelligence. Nearly one-third of shoppers increased their coupon usage in 2021 and 54 percent did so because of financial pressures.

Based on the report, these shoppers are turning to digital coupons over other savings options, with 72 percent of shoppers reporting they used a digital coupon in-store. There was a 13-percent increase in digital coupon redemption in 2021, as inflation started to take hold. Brands reacted swiftly to the increased shopper demand and increased digital coupon distribution by 28 percent in 2021, noted the research firm.

In light of this as well as the surplus of sockeye salmon in the market, ASMI partnered with a digital coupon company, Ibotta, to launch a national campaign with major retailers like Publix, Kroger, Walmart, and Albertsons. There were over 18 million impressions, and an overall redemption event unlock rate of 23.6%, which is well above the 13% benchmark. The most remarkable metrics, however, were the following: 50% follow-on purchaser which means these consumers made a purchase after the campaign concluded which was unincentivized and organic, a 26% follow-on of new purchasers which means these consumers had not purchased Alaska seafood prior to the campaign, and finally a 2.65 average follow-on

units purchased per trip which translates to the number of average units purchased per shopping trip after the campaign expired.

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 that we are focusing not just on in-store carts and shopper experiences, but also smart carts, virtual baskets, and other digital solutions.

As the lion's share of the wild, Alaska seafood product the ASMI team promotes is in the frozen category it is especially noteworthy that current sales growth according to Circana was supported by all areas within the frozen category. Sales of fresh, frozen, and ambient seafood in U.S. retail stores all decreased in June of 2023 in spite of prices for the first two categories dropping in the period, according to Circana. Furthermore, frozen seafood sales fell, dropping 5.3 percent to USD 627 million. This continues to be an area of focus as the challenge continues and remains to get new consumers in the category, as well as keep the existing new consumers in the category.

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.

Furthermore, it allows ASMI to partner with companies in different categories that we have not traditionally worked with. One example is Victoria pasta sauce. ASMI and Victoria executed a co-branded Lent promotion featuring all species of salmon to include smoked salmon. The pairing target was healthy mains, quick and easy, spring entertaining, Italian recipes, light eats, family friendly and more. The campaign yielded an 85% average click through rate, nearly 4.4 million impressions, reached 87,200 new shoppers with \$1.7 million dollars in total sales. It enables us to enter a space such as Italian food, for example, to gain a new audience.

The targeting, strategies, and creative resonated with consumers. These tactics employed have proven to be effective in targeting digital native millennial shoppers who are a target audience. Furthermore, by promoting the private label brands it allowed ASMI to cultivate and foster even better relationships with their retail partners as this is a boon for them.

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 B.J.'s, Amazon Fresh, 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 a target audience. Moving forward, ASMI domestic will continue in the digital space to create shoppable moments for consumers.

RETAIL

SPECIAL PROJECTS/CO-OP PROMOTIONS

Costco Quick and Easy Video: Frozen Wild Alaska Sockeye Salmon

Alaska Seafood partnered Costco to create another Costco Quick & Easy video featuring frozen and refreshed sockeye salmon. The recipe and cooking was performed by celebrity Chef Randy Altig, and was posted to Costco's Facebook, and promoted through Costco's Instagram story and through Facebook ads during Lent in 2023.



Costco Quick and Easy Video: Sablefish

ASMI partnered with Costco Quick and Easy again during October Seafood Month to promote sablefish. Chef Randy Altig prepared a *Japanese BBQ Miso Alaska Sablefish* recipe which will be posted on Facebook and the Costco website and advertised on social media platforms.

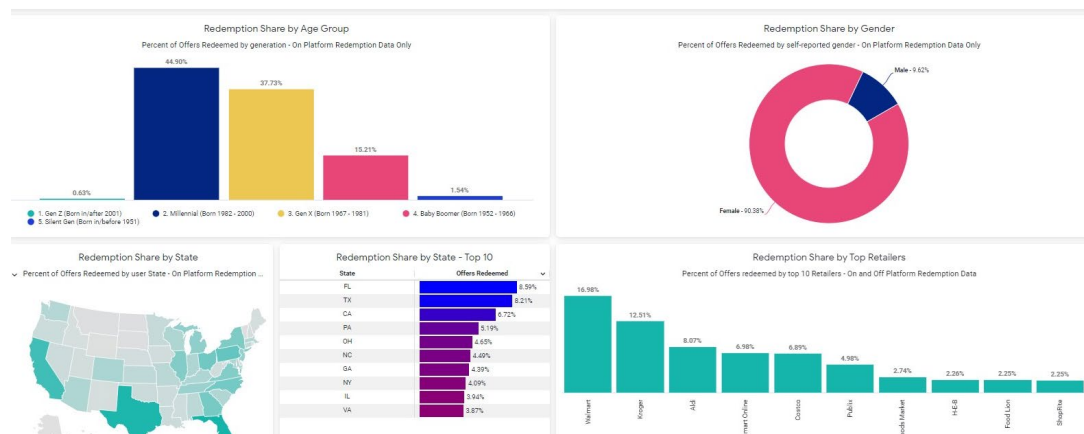
Ibotta Campaign

ASMI launched a digital national Ibotta coupon in January 2023 offering \$.50 off any brand or product type of wild Alaska sockeye salmon for new buyers. ASMI selected to host a feature banner for Kroger during one week of the promotion. The initial campaign ended mid-February and ASMI opted to extend the promotion through the beginning of March continuing to offer \$.50 off all Alaska sockeye products. Before the second stretch of the campaign ran out, ASMI added funds to continue the program for an additional 60 days. ASMI updated the campaign to allow four more shopping trip redemption opportunities and allow users to redeem up to 5 times per shopping trip.

The campaign officially ended at the end of April and garnered a total of 53,446,200 impressions. The overall redemption rate was 29.1% which is much higher than the average rate, and the highest rate ASMI has seen during an Ibotta campaign to date. Nearly 200,000 units were moved throughout the campaign. The best performing retailers participating were Walmart, Kroger, Aldi, and Costco.



Shopper Snapshot



Chicory – New Year Campaign 2023

ASMI launched a digital campaign with Chicory to support Alaska sockeye at Kroger, Sam's Club, and Publix during January and February of 2023. The campaign aimed to drive traffic to the retailers product pages targeting all sockeye salmon products.

Over 13,500,000 impressions were garnered during the flight dates with over 24,000 clicks. The click-through-rate was 0.18% (with an average CTR of 0.14%).

Overall, the campaign performance far exceeded benchmarks and 83.21% OSB rate (Orders Sent to Basket). Publix alone saw a 7.2% sales lift throughout the campaign.

CREME DE LA CRUMB

RECIPES ENTREES SIDES



Best, Easy Healthy Baked Salmon Recipe

Ingredients

- ☐ 4 salmon fillets - about 6 ounces each
- ☐ 2 tablespoons olive oil
- ☐ ½ teaspoon salt - or to taste
- ☐ ¼ teaspoon cracked black pepper - just a pinch if using finely ground black pepper
- ☐ 2 teaspoons minced garlic
- ☐ 1 teaspoon Italian herb seasoning blend - OR herbs de provence, or ¼ teaspoon each dried thyme, parsley, oregano, and basil
- ☐ 1 medium lemon

[Shop Recipe](#)

Powered by chicory



MAKE DINNER COUSERS WITH WILD ALASKA SOCKEYE



[SHOP NOW](#)

Publix

Smoked Salmon Pasta Alfredo Casserole

INGREDIENTS

- 16 ounces bite-sized pasta
- 1 cup broccoli florets
- 8 ounces hot smoked salmon cut into pieces



ENJOY THE BRIGHT, BOLD FLAVOR OF WILD ALASKA SOCKEYE

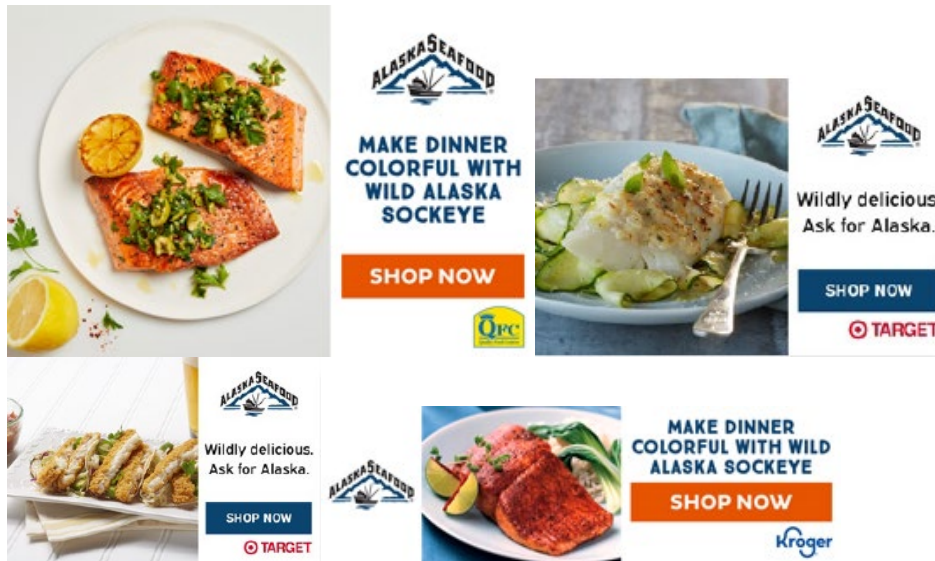
[SHOP NOW](#)

Kroger

Chicory – Lent Campaigns 2023

ASMI launched a three additional campaigns with Chicory during the Lenten season. One campaign directly aimed at wild Alaska sockeye with Kroger and Wegmans, and the other targeted multiple species at Target. The third campaign was a partnership with Victoria Sauces, and highlighted sockeye and pasta sauce pairings at Wakefern, ShopRite, and ACME.

The Target, Kroger, and Wegmans campaigns contracted over 15,000,000 impressions and 20,273 clicks. The campaign had a 76.31% ATC rate (Add to Cart), with in-line advertisements garnering the highest CTR of 0.17%. Of all the retailers included, Gerbes, City Market, Dillons, and Fry's ended with the highest CTRs of 0.19%



The Victoria sauces campaign concluded with an overall CTR of 0.12%, which is right within the benchmark range of 0.11-0.14%. The pairings drove 2,485 ATCs, generating an ATC Rate of 85%. This is at the very high end of Chicory's benchmark range of 70-85%. Of all three retailers included, Shaw's ended with the highest CTR of 0.14%.



Chicory – Summer Campaign 2023

ASMI will be closing out the fiscal year with one final Chicory campaign push with HEB, Whole Foods, and Albertsons. This campaign's efforts will be solely focused on wild Alaska Sockeye, and will run during May and June of 2023.

Chicory – October Seafood Month 2023

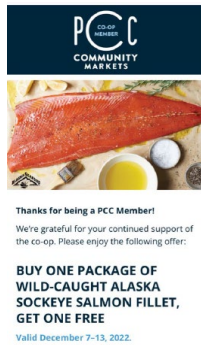
ASMI is partnering with Chicory again to promote frozen sockeye salmon and canned pink salmon at Whole Foods and Walmart. In-line and pairings will be posted along with recipes throughout October and November to drive customers to add the Alaska seafood products to cart at the featured retailers.

RETAIL TRADE PROMOTIONS

FY23 Year-Long

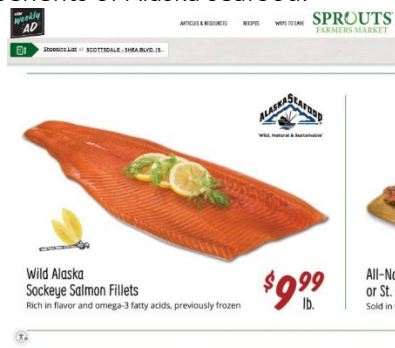
PCC

ASMI has a partnership with PCC markets for the 2023 fiscal year that includes in store, digital, and mailed promotions. During the fall of 2022, the Alaska seafood logo and images of Alaska seafood products were promoted through digital and physical mail to PCC customers.



Sprouts

ASMI was able to secure a partnership with Sprouts Farmers Markets after attending an in-person meeting with the Sprouts team in the Fall of 2022. ASMI supported Sprouts in advertising and promoting Alaska salmon, flounder, cod, halibut, sablefish and smoked sockeye salmon at all Sprouts locations during the 2023 fiscal year. These promotions included use of the Alaska Seafood logo, displaying POS materials provided by ASMI, and social media promotions. Sprouts also promoted the sustainability and health benefits of Alaska seafood.



Costco Wholesale USA and Canada

ASMI partnered with Costco wholesale in a variety of ways throughout the 2023 fiscal year to promote Alaska seafood with a primary focus on frozen and refreshed wild Alaska sockeye salmon, in addition to the two Costco Quick & Easy videos shared on social media. Promotions with Costco have run throughout the year in nationwide locations, Canada locations, and in specific regions. ASMI promotions supported Costco's efforts for TPDs to drive product movement. An example of promotions is during the weeks surrounding Labor Day Costco (US) promoted Kirkland Signature Frozen Sockeye Salmon by building freezer door displays at ALL U.S. Costco locations, as well as offering TPD in the SE region during the promotion period.

This year ASMI was able to expand the partnership with Costco Wholesale to include Costco Business Centers. The Business Centers featured an ASMI video on TV screens in-stores to promote wild Alaska sockeye salmon products.

ASMI also worked with the Costco Connection magazine to create an ad for Alaska sockeye salmon featuring an Alaska Seafood recipe for grilling in the May edition of the magazine.



Alaska Seafood partnered with Kendall Jackson Wine to promote wild Alaska sockeye salmon together with Kendall Jackson Pinot Noir and Sauvignon Blanc in Pacific Northwest Safeway locations. Promotions were included in weekly ads, and in-store with Alaska POS and wine displays in the seafood department.



Rouses Markets

Alaska Seafood partnered with Rouse's markets in September 2022 to advertise Cod, Salmon, Crab, Flounder across 76 Stores. Promotions included seafood display's using Alaska Seafood POS materials such as posters, clings, in-ice signs, counter cards, and more. Rouse's also conducted a sales and display contest across stores.



Coborn's

Alaska Seafood began a new partnership with Coborn's retail dietitian team to promote Alaska seafood during September Family Meals month. Month long promotions included 6 minutes on TCL TV, Dietitian's Digest Email, Ad Hoc Email, Digital Landing page, Pencil Banner, Carousel Ad, Gas Station TV, and Intercom Messaging. Weekly promotions included Weekly Ad Email x 4 weeks, Weekly Ad Planner x 4 weeks, Facebook Post x 2 x 4 weeks, Instagram Post x 2 x 4 weeks, and Stories x 5 x 4.

Giant Foods - Healthy Living Team

Alaska Seafood is partnering with Giant Foods Healthy Living team, made up of retail dietitians, to promote the health and sustainability of Alaska seafood during October Seafood Month. Promotions included a podcast featuring Alaska seafood fishermen ambassadors, an in-store radio spot, a Facebook post, product call outs during online classes, webinars, and store tours, a feature in the Healthy Living by Giant shoppable blog, a product call-out in the Savory magazine, and a feature in the monthly mailer (distributed to 714,000 homes in MD, DC, VA, and DE).



[All Episodes](#) / [Alaska Seafood: Meet the FisherWOMEN](#)

[Alaska Seafood: Meet the FisherWOMEN](#)

Oct 14, 2022

It's National Seafood month which means it's a great opportunity to learn more about the fisherWOMEN who fish the cold waters of Alaska to bring sustainable seafood to Giant. Julianne Curry and Hannah Heimbuch share their insights on how women are changing the face of fishing through advocacy and leadership and what it means for Alaska to be the backbone of the sustainable seafood movement.

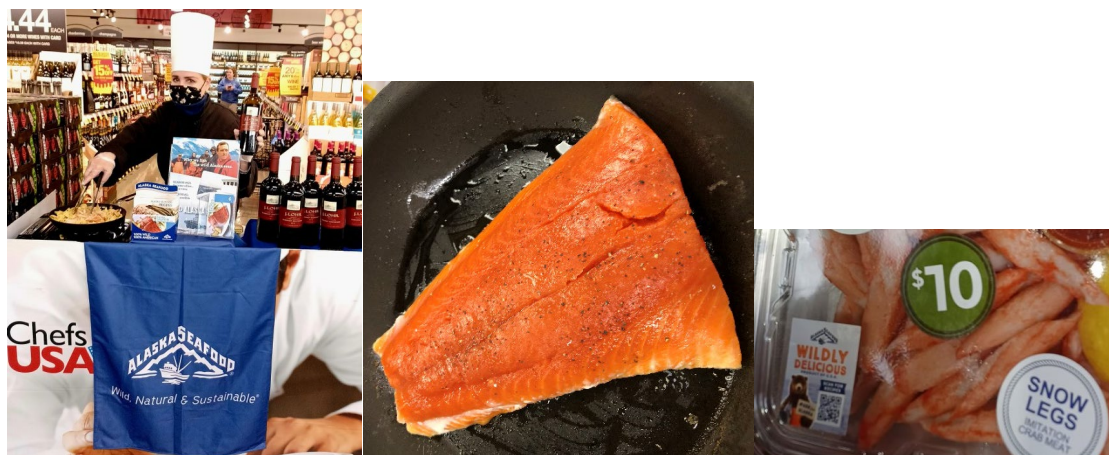
Hy-Vee

Hy-Vee promoted Alaska seafood species such as crab, cod, salmon, and pollock across 280 stores. This promotion ran during September 2022 for CrabFest and Codfest, and included distribution of Alaska

seafood POS for display in-stores. This promotion was also combined with a partnership with Hy-Vee retail dietitians, with Alaska seafood sponsoring health screening tours that will include brand recognition in custom media, dietitian endorsements, and branded in-store signage advertising events.

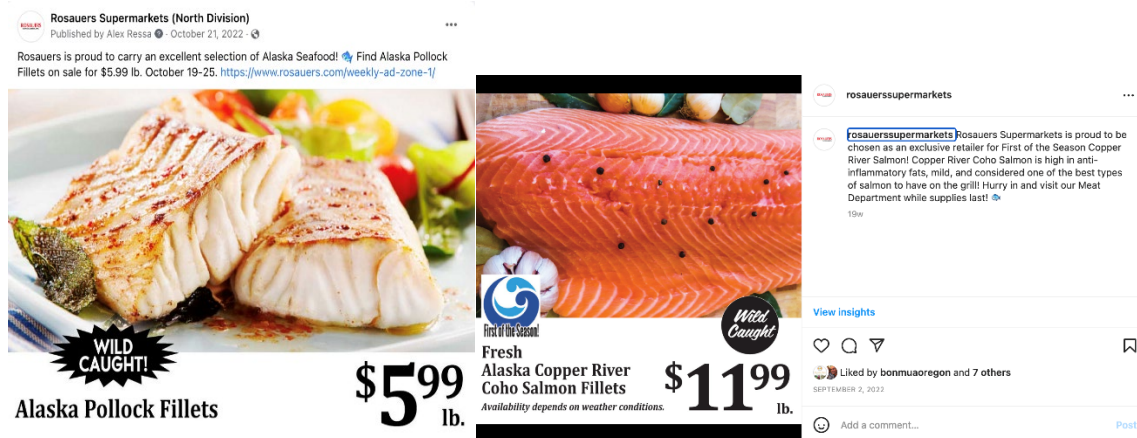
Kroger (Chefs USA) TX, VA, GA, IL, AZ OR, WA.

Promotions included 190 Three-hour Chef Cooking Demonstrations featuring Wild Alaska salmon and whitefish, distribution of ASMI POS Materials (supplied by ASMI): COOK IT FROZEN!® POS, and recipes, static clings, in-ice signs, nutritional infographic, and sustainability information. Chefs will use Alaska Seafood Table Runners Chefs will promote the health benefits of Alaska Seafood and the sustainability of Alaska's fisheries. Chefs will set up in the store's seafood department and hand sell the product, purchase sample product at retail at each store location, provide all equipment and supplies, including table.



Rosauers Supermarkets

Rosauers featured a variety of Alaska seafood species to celebrate National Seafood Month this past October, such as Alaska halibut, sockeye salmon, cod, and crab. The promotions included printed ads and TPR's as well as social media spotlights on Alaska seafood products. Each store highlighted Alaska seafood in service cases by featuring the Alaska seafood logo and signage. Some locations also drew attention to the Alaska seafood cases using the beloved stand-up Alaska Seafood bear.



HEB

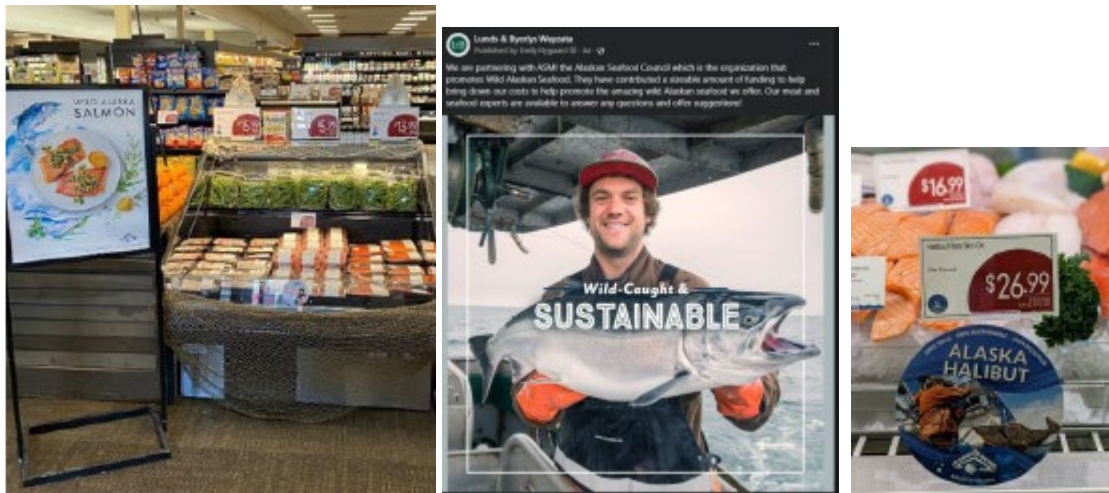
ASMI partnered with HEB from September – November of 2022 to promote Alaska salmon, cod, halibut, and smoked salmon. This promotion ran through national seafood month and was in partnership with

SNP. Promotions included onsite and offsite advertising, inclusion in the weekly email, category aisle banners, recipe promotion on the website landing page, and placement on digital end caps.

Winter 2022/2023

Lunds & Byerlys (The Fish Guys)

Lunds and Byerlys supported Alaska Seafood during Q1 of 2023 by promoting wild Alaska sockeye, coho, and keta salmon as well as Alaska cod and halibut. Lunds and Byerlys called out Alaska seafood and including the Alaska Seafood logo in ads, built case displays of Alaska seafood, and supported Alaska seafood products through social media.



Harris Teeter

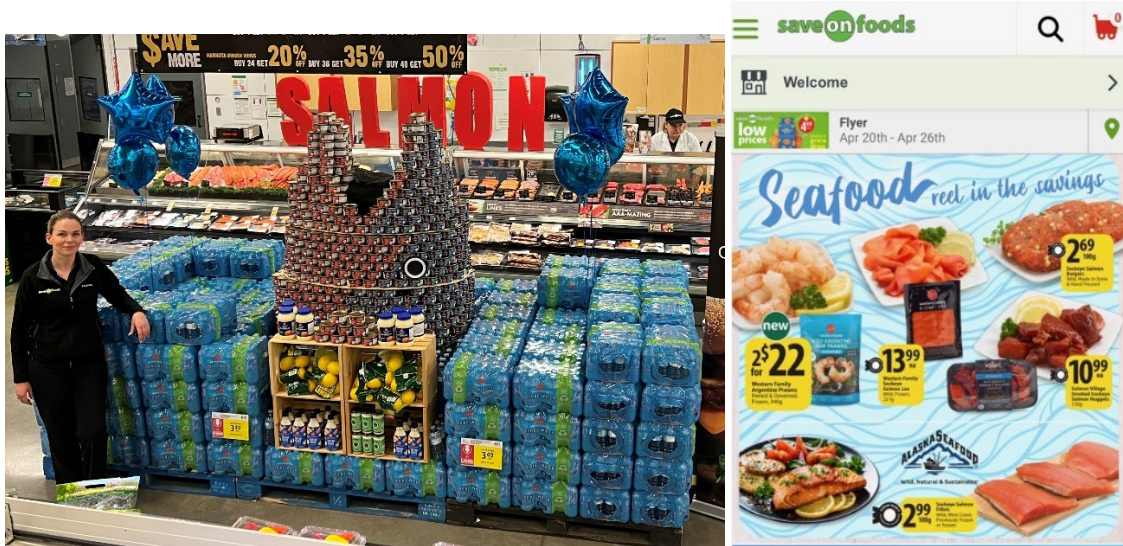
ASMI partnered with Chefs USA during January of 2023 to promote frozen, refreshed, and smoked sockeye salmon at Harris Teeter stores. This partnership also included wine pairings with Liquid Light SB, Liquid Light Rose, Kim Crawford Illuminate, and SIMI Brightfull wines. Chefs USA performed 120 three-hour cooking demonstrations using the various sockeye products, distributed ASMI POS materials supplied by ASMI, and used ASMI display items such as table runners, recipes, clings, in-ice signs, infographics, and sustainability information.



Spring/Lent 2023

Save-On-Foods

ASMI partnered with Canadas Save-on-Foods to promote Alaska seafood across 178 stores throughout April of 2023 to promote Sockeye. Save-On-Foods featured Alaska sockeye in their weekly flyer with the Alaska logo, posted sockeye content in digital ads and E-newsletters, and also featured Alaska sockeye salmon on web banners and in Facebook posts.



Giant Eagle

Giant Eagle promoted Alaska salmon, cod, and pollock at 225 locations during the 2023 Lent season. Promotions included the ASMI logo in-store and digital ads, a company-wide sales and display contest, and island case merchandising with ASMI logo.



Harris Teeter

ASMI partnered with retailer Harris Teeter over Lent 2023 to promote Alaska pollock (surimi), halibut, and sockeye salmon in 265 locations. Harris Teeter advertised Alaska sockeye salmon, halibut, and surimi at all locations throughout Lent. All the included products were displayed and promoted with ASMI POS materials in self-service cases, service seafood counters, and frozen bunkers. Harris Teeter also executed a company-wide Alaska Seafood Sales display contest.

 <p>Superior Flavor 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.</p>	 <p>Alaska Snow Crab Clusters \$19⁹⁹ lb. WILD CAUGHT!</p>	 <p>Alaska Halibut Fillets 5-oz. Portion \$10⁹⁹ ea. WILD CAUGHT!</p>
Seafood		
 <p>Environmentally Responsible Careful management based on conservation assure abundant stocks of salmon, halibut, sole, pollock, and shellfish, so Alaska seafood is an environmentally responsible choice.</p>	 <p>Alaska Weathervane Scallops 30/40-ct. \$19⁹⁹ lb. WILD CAUGHT!</p>	 <p>Alaska Sockeye Salmon Fillets \$14⁹⁹ lb. WILD CAUGHT!</p>

QFC

QFC promoted Alaska whitefish, salmon, crab, and halibut during the 2023 Lent season. QFC advertised Alaska Seafood at all stores, displayed and distributed Alaska Seafood Recipes, 100% Delicious POS, and sustainability information in stores throughout Lent in addition to promoting the health benefits of Alaska seafood products. QFC also execute a company-wide Alaska seafood sales and display contest.


Albertsons

ASMI continued a Lent partnership with Albertsons across all 2252 stores during the 2023 Lent season. Albertsons promotions primarily focused on Alaska sockeye salmon in all product forms, but also included promotions for Alaska cod and surimi made from Alaska pollock. The included Alaska seafood products were displayed in frozen bunkers, glass door cases, and service cases. Albertsons used the Alaska Seafood logo in ads, executed a company-wide Alaska seafood sales contest, and utilized ASMI POS.

HEB

ASMI partnered with HEB again in fiscal year 2023 to promote surimi seafood and premade sushi products including surimi seafood in HEB stores. Promotions ran in March and April that included category banner advertisements and digital end caps.

Wild Alaska Pollock
from the largest sustainable fishery





Kroger – Nationwide

ASMI partnered with Chefs USA again to promote frozen, refreshed and smoked Alaska sockeye salmon and surimi at Kroger locations across the nation. The promotions included 300 three-hour chef cooking demonstrations. Chefs used Alaska seafood displays and distributed POS materials, as well as health and sustainability information provided by ASMI while providing samples of Alaska seafood products.

Jewel Osco

ASMI is partnering with Jewel Osco Deli Department during this Lent season to promote Wild Alaska Cod. Jewel Osco is advertising Alaska beer battered cod at 188 stores by displaying Alaska Seafood point of sale materials such as pack labels, static clings, and table tents, as well as running a minimum of 3 ads during the promotion period. Jewel Osco will also promote Alaska cod using their social media.



Publix

ASMI partnered with Publix Super Markets in January – May of 2023 to promote frozen Alaska sockeye salmon and smoked Alaska sockeye salmon across approximately 1306 stores. Promotions with Publix

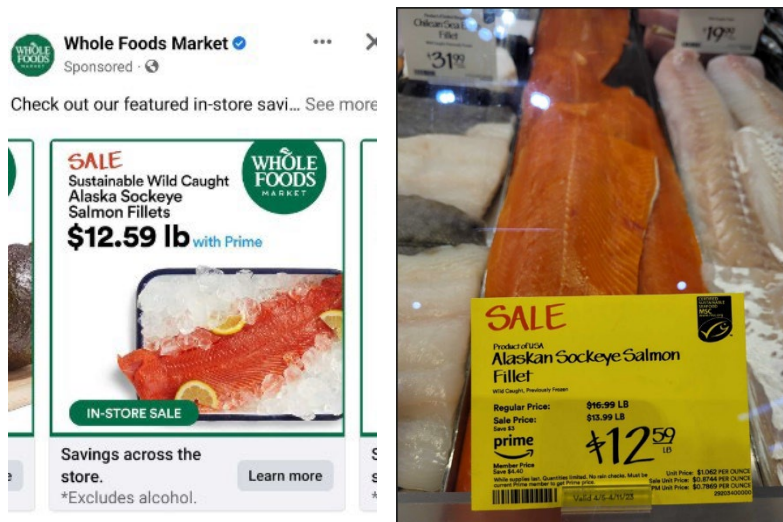
included featuring frozen wild Alaska sockeye in ads, such as a themed flex ad in May. Ads will be included on the Publix website, and the retailer will also distribute over 10,000,000 printed ads in all stores.

BJs Wholesale

BJ's Wholesale and ASMI partnered in the spring – early summer to promote frozen and refreshed sockeye salmon. BJ's will promote Alaska sockeye salmon through a coupon offer to its members. Promotion funding will be split evenly between product forms.

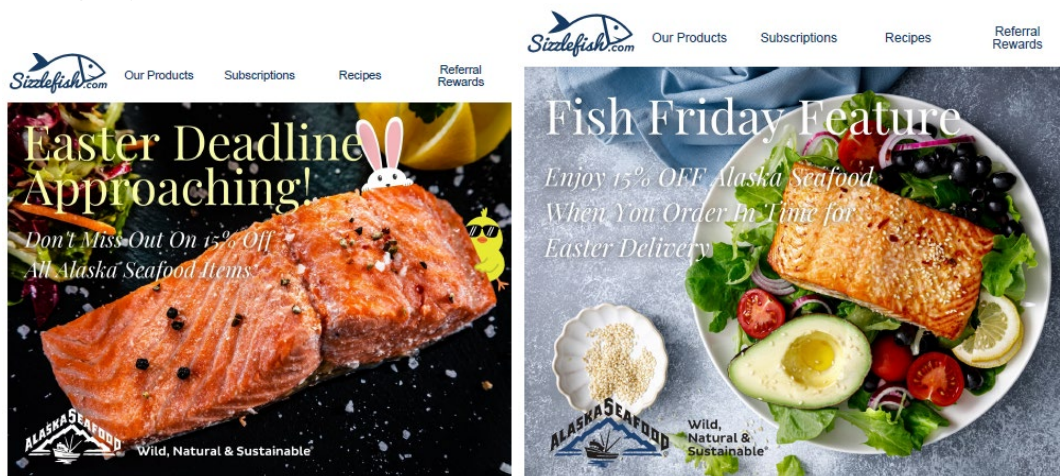
Whole Foods Market

ASMI partnered with Whole Foods Markets to promote wild Alaska sockeye in late spring and early summer. Promotions include Alaska callout in sockeye promotions and frozen Alaska sockeye featured in seafood bunkers.



Sizzlefish

ASMI partnered with online seafood retailer Sizzlefish to promote Alaska seafood products such as Alaska snow crab, king salmon, sockeye salmon, and halibut. Promotions included developing new videos to use in Facebook ads, development of Alaska seafood recipe guide pdfs, driving paid traffic to Alaska-specific products through Facebook and Google ads, and offer promotions such as "Free lb of Alaska Sockeye salmon", "Free lb of Alaska Halibut", "Free lb of Alaska snow crab", with minimum orders or new subscription sign-ups.



Sam's Club

ASMI is working with Sam's Club in the spring through the end of the fiscal year to promote refresh and frozen sockeye salmon. Promotion tactics will include instant savings on fresh and frozen and inclusion of ASMI logo on VSP package label.

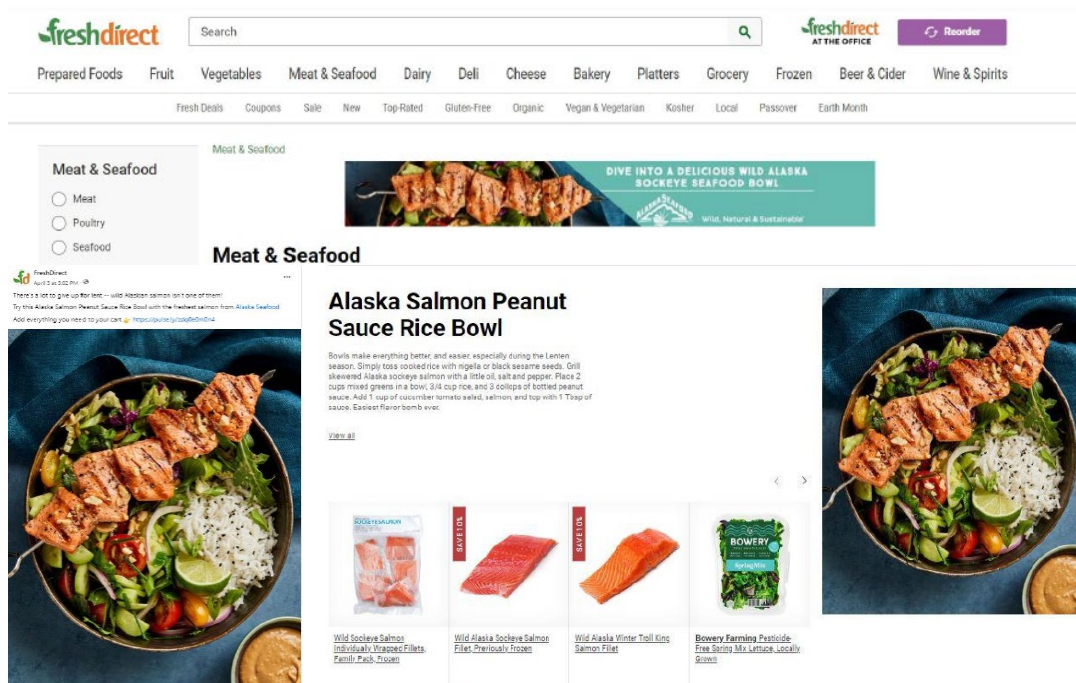
Hy-Vee

Hy-Vee is working with ASMI to promote Alaska Dungeness crab, sockeye salmon, cod and pollock during April and May of 2023. Promotions will include advertisements for featured Alaska species in Hy-Vee stores during the promotions, displaying and distributing Alaska Seafood POS materials and sustainability information, posts with Alaska seafood content on the Seafoodies blog, and a company wide sales and merchandising contest. Hy-Vee Chefs and/or dietitians will also promote the health benefits of Alaska seafood. The May contest is currently in progress.



Fresh Direct

ASMI partnered with online grocery delivery service Fresh Direct to promote sockeye salmon. The promotions included an April 2023 Alaska Seafood Festival where salmon recipes were promoted for Easter and Lent. Alaska Seafood had a run of site banners, shopping page, email banner, fresh deals placement, a dedicated landing page section, and a social/push notification feature.



Summer 2023

Whole Foods Market

ASMI supported Whole Foods summer sockeye marketing through in-store cooking demos. The demos. ASMI provided talking points on Alaska seafood and cooking instructions to Brand ambassadors at 100 Whole Foods locations. The demonstrations featured air frying sockeye salmon paired with 365 Honey Soy Ginger or Garlic Teriyaki Marinades. Demo areas were decorated with ASMI imagery, logo, and QR code leading to the ASMI website.

Chefs USA Publix

ASMI partnered with Chefs USA to promote sockeye salmon at Publix Supermarkets Charlotte NC Division. Promotions included 20 Three-hour Chef Cooking Demonstrations featuring Wild Alaska sockeye salmon. Chefs distributed ASMI POS Materials (supplied by ASMI), recipes, static clings, in-ice signs, nutritional infographic, and sustainability information. The chefs used Alaska Seafood Table Runners, promoted the health benefits of Alaska Seafood and the sustainability of Alaska's fisheries. The demos were set up in the store's seafood department where the chefs could hand sell the product.



Chefs USA Harris Teeter

ASMI partnered with Chefs USA at Harris Teeter in July of 2023 to promote frozen, refreshed, and smoked sockeye salmon. Chefs USA performed 120 three-hour cooking demonstrations using the various sockeye products, distributed ASMI POS materials supplied by ASMI, and used ASMI display items such as table runners, recipes, clings, in-ice signs, infographics, and sustainability information.

Fall/October Seafood Month (In-Progress)

Sendik's Markets

ASMI partnered with Sendik's Markets in August of 2023 to promote sockeye salmon, troll caught king salmon, sablefish, bairdi crab and Pollock. Promotion tactics included a front page print ad, broadcast radio for a full week for over 1 million impressions, OOH billboards for more than 1.5 million impressions, a dedicated Alaska seafood email, digital banner ads, a targeted text campaign, and earned social media posts.



Brookshire Grocery TX

ASMI partnered with 4 Star Demos to perform 40 Alaska salmon burger and surimi demos are Brookshires TX. Locations displayed the Alaska seafood products and information on wild Alaska seafood.



Sizzlefish

ASMI is partnering with online seafood retailer Sizzlefish to promote Alaska seafood products such as Alaska snow crab, king salmon, coho salmon, sockeye salmon, weathervane scallops, and halibut during October Seafood Month. Sizzlefish will devote Facebook ad spending to videos and creatives that drive traffic to Alaska seafood products. Sizzlefish will also include free samples of Alaska products to incentivize customers to try new species. Sizzlefish has had success with the free sampling in the past and will promote this heavily in the October newsletter. Sizzlefish will also drive traffic with Google Ads, and develop SEO-optimized Alaska seafood recipes and blogs.



Harris Teeter

ASMI is partnering with Harris Teeter for October Seafood Month in 2023 to promote Alaska sockeye salmon, smoked sockeye, sockeye chowder, halibut, surimi, and possibly sablefish throughout all 265 locations. Products will be promoted with ASMI POS materials in self-service cases, service seafood counters, and frozen bunkers. Harris Teeter also executed a company-wide Alaska Seafood Sales display contest with ASMI POS.

Rouses

Alaska Seafood is partnering with Rouse's Markets for October Seafood Month to advertise Alaska salmon, sablefish, flounder, pollock, cod and crab across 76 Stores. Rouse's will conduct a sales and display contest across stores and promotions will include seafood display's using Alaska Seafood POS materials such as posters, clings, in-ice signs, counter cards, and more.

Hannaford Bros

Hannaford Bros will be promoting an October Seafood Month with an Alaska Seafood Festival involving Alaska pollock, surimi, sockeye salmon, smoked sockeye, cod, and smoked sockeye salmon. During the festival, Hannaford Bros will be advertising the Alaska species in a designated extra page ad featuring the ASMI logo, distributing over 2.3 million in-store flyers per week and 1.7 million digital flyers to My HRD rewards members weekly for 189 Hannaford locations. Hannaford Bros will also produce in-store signage using the ASMI logo.

Rosauers Supermarkets

ASMI is partnering with Rosauers Supermarkets again this October Seafood Month to promote a variety of Alaska seafood species such as Alaska halibut, sockeye salmon, coho salmon, scallops, rockfish, and crab. The promotions will include in-store advertising throughout the month of October, creating and merchandising an Alaska seafood section in the service seafood case and calling out Alaska seafood using the ASMI logo and messaging. Rosauers will also post Alaska seafood content on Rosauers Social channels.

QFC

QFC will promote Alaska whitefish, salmon, and sablefish during October Seafood Month in 2023. QFC will execute a company-wide Alaska seafood sales and display contest. QFC will be advertising Alaska Seafood at all stores, displaying and distributing Alaska seafood recipes, 100% Delicious POS, and sustainability and health benefit information in stores.



RETAIL TRADE SHOWS & CONFERENCES

Seafood Expo North America (SENA)

ASMI returned to SENA for the second in-person show since COVID-19. The domestic retail team was able to attend and host meeting for retailers and seafood industry as well as make and grow connections for future partnerships. This year we were also able to expand our seafood display cases for last year and return to full capacity.



RDBA Virtual Expo 2023

The Alaska Seafood Marketing Institute returned as a sponsor in the 2023 Retail Dietitian Business Alliance (RDBA) Virtual Expo. Throughout the expo, ASMI's retail team conducted one-on-one meetings with retail dietitians from grocers across the country, and hosted a virtual expo booth to answer questions and connect RDs to Alaska Seafood resources. Back by popular demand, ASMI also hosted a virtual cook-along with Chef Barton Seaver which had a great turnout with over 55 RD's participating and engaging in the comment section. Chef Barton focused on cooking from frozen by demonstrating *Alaska Sockeye Salmon poached in Seasoned Cannellini Beans*. This event allowed the ASMI team to create connections for future promotions with RDs and educate about the endless benefits of wild and sustainable Alaska Seafood.



HEB Meat and Seafood Event (San Antonio)

ASMI Retail National Accounts Representative Mark Jones attended the HEB Meat and Seafood event, where he helped distribute over 750lbs of new ASMI POS & Recipes. This event helped to create buzz around new POS materials and create relationships to continue promoting across HEB locations with continued partnerships and POS orders.



RETAIL TRADE SUPPORT

KP and Unisea

ASMI continues to support the retail marketplace with the previous POS materials in addition to recipe cards, and other miscellaneous materials for events and trade shows. ASMI provides this support through fulfillment warehouse KP and using a frozen seafood inventory.

IRI Research

ASMI's Domestic Retail team worked with Circana (formerly IRI) to generate shopper market basket analysis, which we have used to pursue promotions and partnerships with retailers, as well as tailor marketing strategies to meet current market needs. This custom research is currently being refreshed.

Retail Ad Report – November 2022 – September 2023

GROCERY DIVE

55,000+ daily newsletter subscribers; 129,000 unique monthly visitors. 50% executives; 27% managers

Grocery Dive Average Metrics

- Top Newsletter Sponsorship - NL - 25-28% open rate; Total Clicks: 1,300-1,400 Unique Clicks: 150-200
- Email Blast - 30-35% open rate; 1300-1450 total clicks; 650-700 unique clicks
- Promoted Story - 1,200-1,400 pageviews; 50,000 impressions

Promoted Story (Dive Driven)

Title: [Drive Seafood Sales With Sockeye Salmon From Alaska](#)

Dates: 1/23/23-1/28/23

Impressions of promotion (FB, NL, Homepage): 368,379

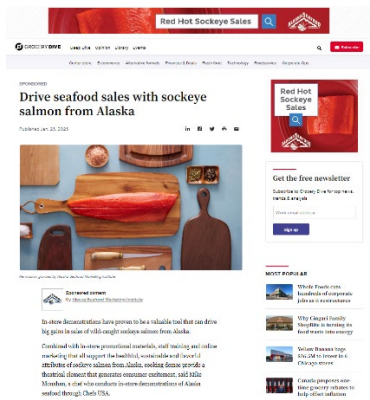
Clicks to story: 933

Pageviews: 1379

Time on Page: 3:25

Display Ad Impressions: 3,694

Display Ad CTR: 0.27%



Promoted Story (Dive Driven)

Title: [Education is key to seafood selling](#)

Dates: 3/13/23-3/18/23

Impressions of promotion (FB, NL, Homepage): 80,051

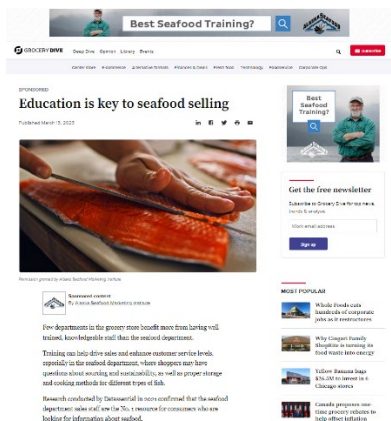
Clicks to story: 1224

Pageviews: 1597

Time on Page: 3:09

Display Ad Impressions: 3,947

Display Ad CTR: 0.41%



Promoted Story (Dive Driven)

Title: [Strategies to meet the demands of health-conscious shoppers with Alaska seafood](#)

Dates: 4/17/23-4/22/23

Impressions of promotion (FB, NL, Homepage): 95,428

Clicks to story: 932

Pageviews: 1522

Time on Page: 1:50

Display Ad Impressions: 3,839

Display Ad CTR: 0.76%

RESTAURANT DIVE

DAILY DIVE

March 6, 2023 | Today's news and insights for restaurant leaders



BROUGHT TO YOU BY — Alaska Seafood Marketing Institute
[New Report] Restaurant customer seafood research
New research shows calling out wild-caught Alaska seafood on a restaurant's menu elevates diners' impressions of the restaurant and drives purchase. [Click here](#) to read the report.

New York AG proposes rule limiting dynamic pricing

Price increases above 10% that aren't being used to preserve margins would be considered excessive during states of emergency under the proposal.

Restaurant unit counts up 18K compared to 2020

Despite the growth noted by NPD Group, only about one-third of QSRs and fast casual operators are likely to open new units this year, NRA research finds.

PROGRESSIVE GROCER

45,000 circulation (Print + Digital Edition), 94% are retailers; 90% decision makers (Store Manager or Higher Titles) 54% own 11 or more stores

Print

April 2023 Sustainable Grocers Edition: Issue [HERE](#)

Q&A
Deborah Baker, Executive Marketing Director
Alaska Seafood Marketing Institute

RFM Certified — An Eco-Label That Can Drive Seafood Sales

Progressive Grocers: What is RFM Certification and why is it important for seafood retailers?
Helen Weber, Sustainable Fisheries Management (SFM) is one of the most credible and robust wild-caught sustainable seafood certification programs in the marketplace. RFM Certification gives the entire supply chain — including grocery retailers and the customers they serve — proof that our seafood does carry the RFM logo comes from responsibly managed certified sustainable fisheries and a chain that without changing buying lines to use the logo, which must adhere to RFM certification programs, as:

Do consumers really care about certification when they're shopping for seafood?
HBI: Absolutely! 88% of consumers recall and 55% of them make better seafood purchases as a result of being more informed when making purchasing decisions. With 55% of consumers trusting their seafood certification, proving that you source from certified sustainable fisheries is more important than ever — it really can help make your store a destination for seafood shoppers.

Do shoppers want the seafood they buy to be certified? What do they know about RFM?
HBI: Most consumers are confused by the certification for the RFM Certification Program shows that the RFM logo is a seal of approval for sustainable seafood. 78% of consumers are willing to pay more for seafood with the RFM logo and 84% would pay up to 30% more!

How does Alaska Seafood fit into the picture?
HBI: That's a great question! Recent studies show that 80% of seafood shoppers, 84% of U.S. consumers, want to know the sustainability of seafood they purchase. Even more important for grocery retailers, 73% of affluent U.S. consumers and 84% of all U.S. consumers are more likely to purchase when they see the RFM logo.

71% of consumers are willing to **PAY MORE** for seafood with the RFM eco-label

44% could pay up to **30% MORE**

RFM recognizes that origin is a key indicator for seafood purchases. In the RFM logo, there is a globe of origin — including for Alaska's fisheries. 85% of consumers say including origin on RFM eco-label is important and 85% say the RFM eco-label drives purchases.

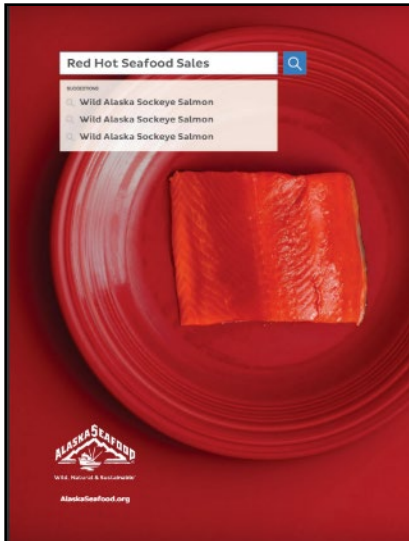
CAST OUT TO US
Contact ASMI at info@alaskaseafood.org
Contact RFM at info@rfmcertification.org
alaskaseafood.org rfmcertification.org

ALASKA SEAFOOD
Wild, Natural & Sustainable

RFM
Certified Sustainable

Sustainability? We're Living It.
Alaska Seafood aligns with the highest global sustainability standards, and Nature-of course.
alaskaseafood.org rfmcertification.org

March 2023: Grilling Forecast Premium Inside Front Cover issue [HERE](#)



DIGITAL

July 1, 2022 - March 31, 2023 Digital impressions:

Product	Delivered	Impressions/ Opens	Clicks	CTOR	CTR
Newsletters	132,939	61,653	22	0.04%	0.02%
Website	274,573	274,573	278	n/a	0.10%
Remarketing	383,846	383,846	1,287	n/a	0.34%
Blog	281,274	109,900	414	0.38%	0.15%
	1,072,632	829,972	2,001	0.24%	0.19%

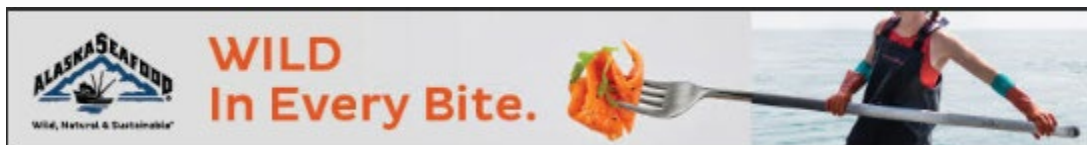
Remarketing:

- September: 115,325 impressions, 251 clicks, 0.22% CTR





- October: 77,189 impressions, 299 clicks, 0.39% CTR

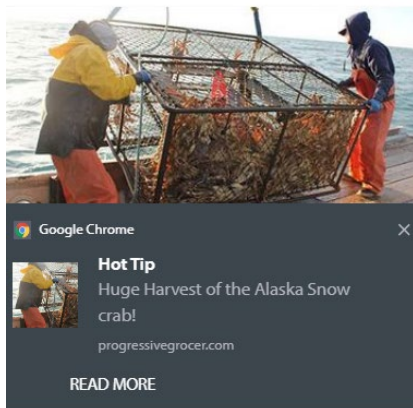


- November: 63,762 impressions, 223 clicks, 0.35% CTR

Month	Impressions	Clicks	CTR
September	115,325	251	0.22%
October	77,189	299	0.39%
November	63,762	223	0.35%
December	63,868	288	0.45%
January	63,702	226	0.35%
Totals	383,846	1,287	0.34%

Blog with promotion

- <https://progressivegrocer.com/huge-harvest-alaska-crabbers-favorite-crab>



Promotions								
Month	Effort	Delivered	Unique Opens/ Impressions	Total Clicks	Unique Clicks	CTOR	CTR	
February	Email	49,333	20,230	184	115	0.57%	0.23%	
February	Newsletter Ad	48,660	20,369	17	14	0.07%	0.03%	
February	Newsletter Ad	48,054	21,183	35	27	0.13%	0.06%	
February	Newsletter Ad	48,023	20,510	54	38	0.19%	0.08%	
February	Browser Notification	87,204	27,608	220	220	n/a	0.25%	
Total		281,274	109,900	510	414	0.38%	0.15%	

SUPERMARKET NEWS

SN has been the voice of the food retail and grocery industry for over 60 years. Reaching over 30,000 print subscribers every month and a daily eNewsletter audience of over 50,000 subscribers.

SUPERMARKET NEWS PRINT ADS

SN OCTOBER 2023 – FULL-PAGE AD ON BACK COVER



DECEMBER 2022 – FULL-PAGE AD, Pg 9 Opposite “From the Editor”



What lies ahead for grocery?

Kroger and Albertsons merger continues to move forward...

Kroger and Albertsons. Two names we've all had in our minds for months now. The potentially massive deal is still going through, and it seems a little national operator with 4,000 stores, 66 distribution centers, 64 million square feet of space and 120,000 full-time employees in 48 states and the District of Columbia. Where?

Questions remain. Store locations, for instance. Kroger and Albertsons have estimated that number at upwards of 575, however, analysts are split with just a dozen in 2020.

Another question is how many industry consolidations have ahead if the merger goes through? With a wider swath of territory from coast to coast, the combined company would present a much bigger competitive challenge, even to larger operators.

As one analyst notes: Smaller grocery chains and independents don't necessarily have the scale to compete with the big guys. — "Especially in the northeast, which is one more important than ever to the deal. It's really hard to make online grocery profitable. Even the larger companies are struggling to make that profitable."

Outside of the merger, we're also moving into the holidays. The first outside Chicago, where the cold air is sure to be a challenge, and so far, this time of year means a shopping frenzy, coming up. And also, a time for reflection — a time of looking that we've all been overly relying on the last two years.

Is also a time of year that gets me thinking about habits. What are my own? Are they good? Bad? How can I be a better version of myself going into the new year?

My parents buy me an advent calendar every year for the holidays, and so the daily opening of a little paper door gets built into my routine. I like to listen to classical music in the mornings, and during the holidays, especially as Christmas draws, English carols music from long ago that makes me feel connected to a spirit of joy and hope that I can't quite reach as all.

What are your habits? Holiday and otherwise. And what about your customers? How well do you know their habits? Share me an email at editor@supermarketnews.com.

And from all of us here at Supermarket News: Have a very happy holiday.

—Chris Wiegman, Editor in Chief

