



MEMORANDUM

DATE: April 29, 2021
TO: ASMI Board of Directors
FROM: Megan Rider, Domestic Marketing Director
SUBJECT: Domestic Budget

Please find herein the proposed Domestic marketing budget for fiscal year 2022, which highlights the reinstatement of the tradeshow/conference and travel lines, as well as recommendations for the remainder of the carryover funds from fiscal year 2020 that were not spent due to the global pandemic.

Retail:

The ASMI retail program covers the U.S. domestic market, as well as Canada. We partner with over 36,000 units currently.

In light of the global pandemic, we have witnessed an unprecedented boom in this sector as more consumers are cooking at home due to the closure of indoor dining of the country's foodservice establishments as a precautionary safety measure. Both brick and mortar and ecommerce have thrived during the pandemic. This has been a boon for certain categories such as frozen fresh, and shelf stabled canned.

The ASMI team pivoted during the beginning of the pandemic in a myriad of ways to accommodate the quickly evolving retail landscape.

Firstly, we partnered with Chef Barton Seaver to create canned salmon webinars on the platform Rouxbe educating both trade and consumers on the benefits of cooking with this product. We also supplied Chef Barton with a variety of Alaska seafood for him to showcase on his platform to tell the Alaska seafood story in his unique, approachable, inspiring, and authoritative way and tout the benefits of frozen seafood. We amplified our focus on canned and frozen through custom content advertising in a variety of trade publications.

Next, we are working with a variety of retailers such as PCC and Publix for virtual cooking classes featuring prominent Alaska seafood chef ambassadors marrying foodservice with retail.

Also, we revamped our Cook It Frozen! campaign with a refreshed logo and eight new recipes and tutorial videos featuring sockeye salmon, halibut, cod, and pollock, being prepared with different techniques (pan seared, grilled, instant pot, roasted, poached, air fry and baked). We showcased these videos with accompanying banners on the Serious Eats platform along with shoppable recipes integrated through multiple grocery delivery and pick up services to include: Kroger, Amazon Fresh, Walmart, Instacart, Albertsons, Target, and more. We also created an eblast to share with our trade partners, as well as amplified this through social media, banner ads on recipes, and native ads. The overall engagement was

at an all-time high proving to be our most successful campaign to date with over five million impressions, 37 thousand page views, 11 minute average page view time, and an open rate of 28% on the newsletters.

We created QR codes for on pack to create a positive, contactless shopping experience for the consumer with the goal of educating these shoppers on the benefits of eating Alaska seafood, telling the Alaska seafood story and creating simple and delicious recipes for the at home cook.

Next, we ventured into the ecommerce space in a dynamic and robust fashion working with various partners such as Fulton Fish Market, Target, and ShopRite with results pending.

Key FY22 Proposed Domestic Budget Changes - Retail

- Allocate remaining 30% of funds in FY22 for a total of \$89,420. We plan on continuing to be on the offense in this sector. We will continue to focus on frozen and canned product with the objective of keeping new customers in these categories that have historically not purchased Alaska seafood and creating loyalty and repeat purchases for years to come. Our strategy is to focus on not only B to B marketing but also B to C, as many shoppers are frequently brick and mortar less frequently. Finally, we want to maximize opportunities in the ecommerce space.

FY21 Reserved funds	\$89,420
<i>Total Available Funds for FY21:</i>	<i>\$89,420</i>

Proposed Activity Additions:

1.) Chicory	\$89,420
<i>Total Proposed Carryforward to FY21</i>	<i>\$89,420</i>

[Chicory](#)

As ecommerce is expected to account for 21.5% of all grocery spend by 2025 we would like to put extra emphasis on this space. We know that 84% of shoppers use recipes to make their shopping lists and 82% of shoppers visit digital recipes on their devices when determining what to make for dinner. Since, recipes are the #1 driver of new product trial (according to Chicory) we leaned in to shoppable, online recipes on various platforms to support this digital shopping experience.

Chicory is a brand safe recipe network which included hundreds of independent recipe blogs and legacy media sites. It enables ASMI to equitably represent Alaska seafood products by featuring products contextually in relevant recipes. Chicory has over 1,500 recipe sites with a reach of 100m+ shoppers and a library of 5.4 million recipes.

Consumers who click on the randomized and optimized shoppable banner ads can add their choice of Alaska seafood and recipe ingredients directly to their digital shopping cart for a seamless checkout experience.

RETAIL SPECIAL PROJECTS/CO-OP PROMOTIONS

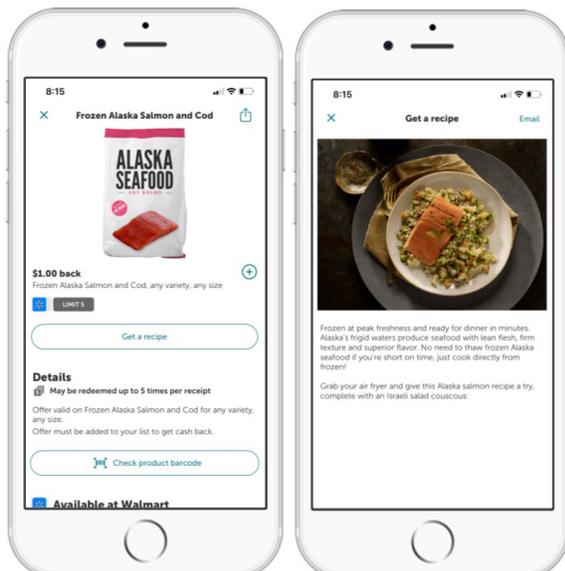
Target Lent Promotion with Chicory Digital Shopping Platform

Empowering consumers to buy the Alaska seafood they love online, ASMI launched an e-commerce promotion leveraging Chicory's digital shoppable recipe technology at Target stores nationwide. Chicory is a unique partner. It enables ASMI to equitably represent Alaska seafood products by featuring products contextually in relevant recipes on over 1,500 recipe sites such as *Crème de la Crumb* and *Fork in the Kitchen*. Consumers who click on the randomized and optimized shoppable banner ads can add their choice of Alaska seafood and recipe ingredients directly to their digital shopping cart for a seamless checkout experience. This partnership promotes Alaska sockeye and keta salmon, wild Alaska pollock, cod, and halibut. The campaign resulted in 7M impressions; 72% OSB rate; and an +18% sales uplift.



Ibotta Campaign

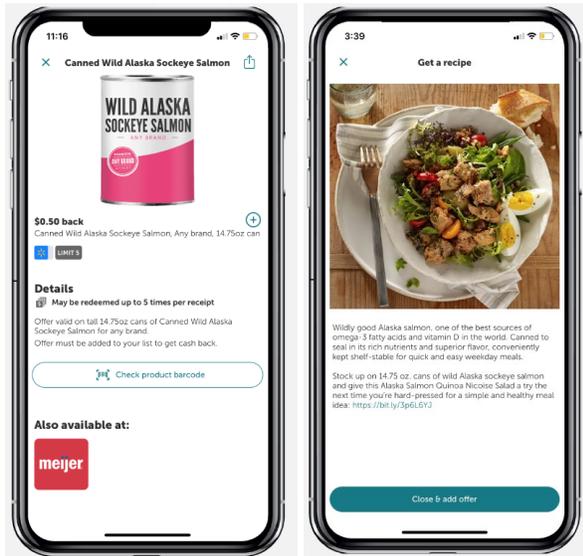
ASMI ran a digital Ibotta offer that launched in October, featuring \$1 off frozen Alaska salmon and cod. The recipe engagement (offer unlocked) features the new air-fried salmon recipe from the newly launched Cook It Frozen campaign with a link to the recipe. The campaign resulted in 12M impressions; 202K offer unlocks; 35K redemptions.



Canned Salmon Ibotta Campaign

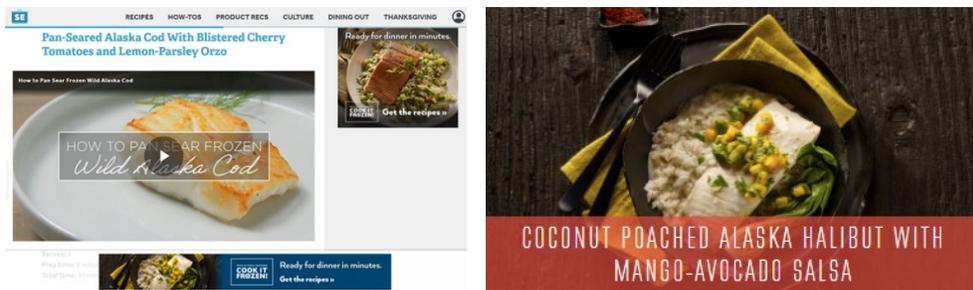
ASMI is currently running a digital Ibotta offer launched in January, featuring \$0.50 off one tall can of sockeye salmon. The recipe engagement (offer unlocked) features the new *Alaska Salmon Quinoa Nicoise*

Salad from the Fexy canned salmon campaign with a link to the recipe. Results are still pending as the offer is currently live, and will run until funds are exhausted.



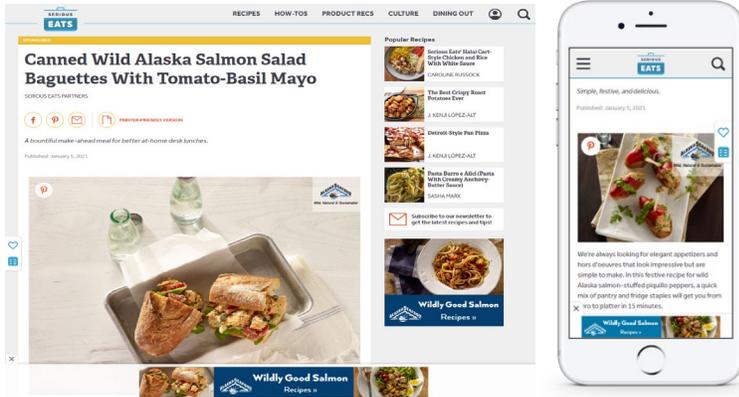
Cook It Frozen! Recipe Campaign Extended

With the success of ASMI's Cook It Frozen! Spring campaign, ASMI extended the creative refresh and promotion of cooking Alaska seafood from frozen through 2020, again launching on Serious Eats. In partnership with Fexy media, ASMI created new video and recipe assets featuring how to air fry wild Alaska salmon, pan sear frozen wild Alaska cod, poach frozen wild Alaska halibut, and how to roast frozen wild Alaska pollock. Each video is paired with a corresponding receipt, and all assets are available on [ASMI's website](#). The campaign resulted in 5.6 total impressions with an impressive 9.95% conversion rate to retailer.



Canned Salmon Recipe Campaign

ASMI shifted its focus to canned salmon in light of the Covid-10 pandemic, while consumers were stocking their pantries with canned products, including salmon, but didn't know how to prepare it. In partnership with Fexy, ASMI developed four new canned salmon recipes using tuna's top-performing recipes on Serious Eats, and subbing in canned Alaska salmon. The new recipes are live on Serious Eats and shoppable through Relish. Results are pending however, preliminary data is showing a high-performance campaign.



RETAIL TRADE PROMOTIONS

ASMI conducts customized promotions with retailers throughout the year.

Fall 2020

- PCC**
 PCC Community Markets featured Alaska coho salmon at all 15 locations in September. The retailer created in-store signage with the Alaska Seafood logo, including on-pack stickers and case signs, and offered a 10-day BOGO (buy-one-get-one-free) coupon, which received over 10K redemptions. An e-newsletter was also sent to 32K members highlighting roasted, grilled and other delicious recipes.



Winter 2020/2021

- Harris Teeter**
 Alaska sockeye salmon and halibut were featured at 235 Harris Teeter stores during October 2020, in both frozen and refreshed forms. Each store utilized ASMI POS and the promotion resulted in a successful 68% YOY sales lift from 2019. Harris Teeter's Director of Seafood was

pleased with the sales lift, noting, “Thank you to ASMI for helping Harris Teeter drive sales of Alaska’s natural resources.”



- **QFC**

Alaska salmon, cod and halibut were promoted at 64 QFC stores in the Pacific NW during the month of October. Each store featured Alaska Seafood POS in the store, and the promotion resulted in a 12% tonnage increase and 9% sales increase from 2019. Sales Manager Joshua Dooley stated, “Working with ASMI has been one of the highlights of my time spent in QFC Seafood. I know the partnership with QFC and ASMI will continue for years to come with your continued support.”



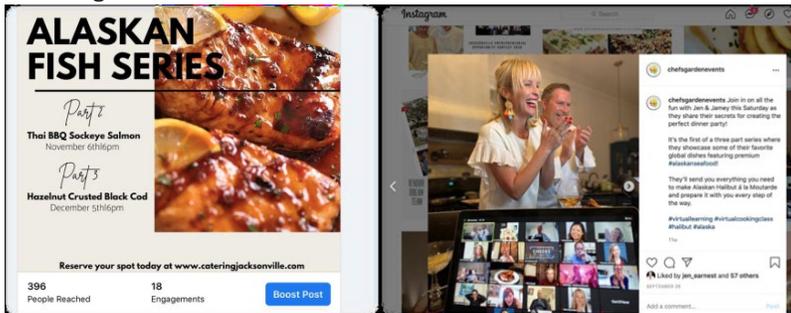
- **Rouses Markets**

Rouses Markets, a retailer in Louisiana, Alabama and Mississippi, promoted Alaska crab and surimi seafood at 60 stores in October. Each store utilized ASMI POS including posters and in-ice signs, resulting in an impressive 175% sales lift from 2019.



- **PCC / Chef's Garden**

Chef's Garden, a full-service catering, event, and restaurant firm, hosted virtual cooking classes and a Facebook live event promoting Alaska halibut, sockeye salmon, and sablefish. The first class on November 6 featured the recipe *"Thai BBQ Sockeye Salmon with Ginger-Butternut Puree and Wok Seared Bok Choy"* with a total of 52 participants. On December 5, Chef's Garden featured *"Hazelnut Crusted Black Cod with Eggplant Caponata, Pancetta Lardons, over Italian Creamy Lemon-Parmesan Risotto,"* with a total of 30 participants. Additionally, a Facebook live event of the Alaska halibut preparation was streamed through the Jax Supper Club's Facebook group reaching their 12.5 thousand members.



- **Lunds & Byerlys**

Lunds & Byerlys, an upscale supermarket in the Twin Cities, and the surrounding area, promoted Alaska sockeye salmon, coho salmon, and cod, at 26 stores in the upper Midwest in October. Each store utilized ASMI POS stickers and in-ice signs, resulting in an impressive 154% sales lift from 2019.



- **Fulton Fish Market**

Fulton Fish Market and ASMI partnered to promote Alaska Seafood online and across their social channels. Wild Alaska sockeye salmon was featured on their “Freshest Picks of the Week” section of their homepage and will feature five delicious recipes on their recipe hub, including, “Sticky Sesame Wild Alaska Sockeye Salmon and Cedar Plank Teriyaki Salmon.” Additionally, Fulton’s partnered with five top influencers who love wild Alaska salmon and asked them to create innovative and delicious recipes to feature on their popular Instagram accounts. Thus far, Fulton’s has seen a 31% increase in traffic to the product page week over week, and the influencer campaign has been a huge success.



- **Schnucks**

Schnucks promoted Alaska sockeye salmon at 105 stores in St. Louis, MO for its Eat Good to Feel Great campaign. The omni-channel health and wellness campaign, which ran in January 2021, included Alaska seafood signage, website feature, recipe in store magazine, in-store ads, and social media posts. Results showed impressive sales lift and tonnage sold that was sustained for four weeks past the promotion, and increased brand awareness with an influx of new customers purchasing Alaska seafood during the promotion.



February 2021

- **Costco Connection**

Kirkland's Signature Wild Alaskan Smoked Sockeye is featured in the February 2021 Costco Connection magazine's For Your Table section, with a *Smoked Salmon Pomodoro Pasta* recipe created by Bristol Bay sockeye salmon harvester Melanie Brown. Costco Connection is the fourth most popular magazine in the United States with a circulation of about 14.3 million copies per edition featuring content around home, health, and lifestyle. The article highlights a variety of ways to serve smoked sockeye salmon, the cold-smoke process, and the nutritional benefits of sockeye salmon. It describes the ready-to-eat, pre-sliced smoked salmon as not only making a convenient meal but as, "a dazzling showstopper."

Lent 2021

- **Albertsons**

ASMI partnered with Albertsons to promote frozen Alaska sockeye salmon, cod and surimi made from wild Alaska pollock during Lent in over 2,200 stores across the U.S. Alaska Seafood POS materials, including the popular Alaska Seafood bear, were featured in-store along with the Alaska Seafood logo in advertisements in all 14 Albertsons divisions during the Lenten season. Albertsons also features the Alaska Seafood Cook It Frozen logo on their freezer doors and on the packaging along with the new Alaska Seafood QR code sticker linking to recipes at www.wildalaskaseafood.com – a major boon as consumers' interest in eating healthy and purchasing seafood continues to result in leading growth for frozen seafood at retail. Results are still pending.



- **QFC**

QFC held a Sales and Merchandising contest for employees at 64 stores in the Pacific Northwest during Lent 2021, featuring Alaska salmon, cod and halibut. The retailer also partnered with Chateau Ste. Michelle for wine displays within the seafood department. Results are still pending.

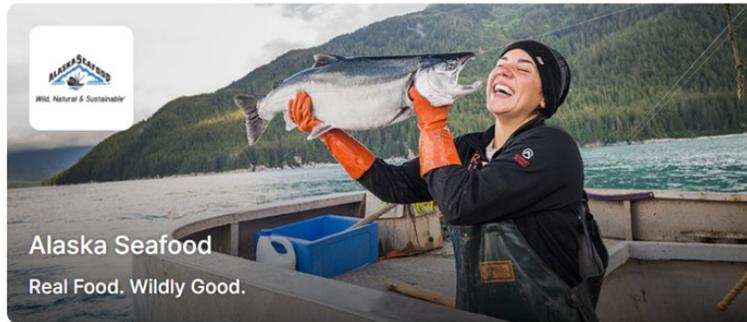
- **Rosauers**

Rosauers promoted Alaska salmon, cod, halibut, crab, and rockfish at 22 stores in the PNW and Rockies for Lent 2021. Each store created a designated Alaska section in its service case featuring all species grouped together with Alaska seafood signage and the Alaska seafood bear. An e-newsletter, social media posts, and print ad further strengthened the promotion. Results are still pending.

RETAIL TRADE SHOWS & CONFERENCES

ASMI Exhibits at RDBA Virtual Experience

ASMI exhibited at the new Retail Dietitians Business Alliance (RDBA) Virtual Experience event held September 22 – 24. Staff presented an ASMI overview and met with retail dietitians in a virtual booth, networking space, and one-on-one pre-scheduled meetings. A total of 281 retail dietitians attended the event, and ASMI offered a raffle prize of Alaska golden king crab legs to one lucky winner. ASMI will exhibit again at the May 4 – 6, 2021 RDBA Virtual Experience with a 30-minute breakout session to promote Cook it Frozen! with Bristol Bay harvester, Melanie Brown.



Seafood Expo North America (SENA)

The 2021 SENA show has been cancelled due to Covid-19.

Natural Products Expo West

The 2021 show has been cancelled due to Covid-19.

RETAIL TRADE SUPPORT

Activities in this area support promotions in the retail marketplace, such as:

- Digital asset library (alaskaseafoodassets.com) and website updates.
- Printed materials such as POS (posters, counter cards, clings, danglers, rail strips and in-ice signs), recipe cards, and miscellaneous materials for events/trade shows.
- Fulfillment warehouse and shipping/storage/fulfillment costs.
- Frozen seafood inventory used for various events/tradeshows and recipe development/photoshoots.
- Research and recipe development.

RETAIL TRADE ADVERTISING

The Retail program advertised in the following trade digital publications:

Grocery Dive

33,000+ subscribers; 130,000 monthly visitors. 49% executives and directors; 28% managers

[Top Newsletter Sponsorship- Link](#)

Date: 10/5 - 10/10/2020

Total Sends: 199,074

NL Open Rate: 22.03%

Clicks: 361

[View online](#) | [Signup](#) | [Forward](#)

 GROCERY DIVE

DAILY DIVE

Oct. 15, 2020 | Today's news and insights for grocery leaders



BROUGHT TO YOU BY — Alaska Seafood Marketing Institute

Celebrate Seafood Month with Alaska

Your customers are cooking at home like never before, and we've made it easier than ever for you to show your shoppers how simple it is to cook wild Alaska seafood directly from frozen. [Learn more.](#)

H-E-B, Whole Foods and Aldi are top brands for delivery, report finds

Regular notifications and order accuracy are critical to a positive end-to-end customer experience, according to a new report from market research firm Ipsos.

Top Newsletter Sponsorship- [Link](#)

Date: 2/1-2/6/2021

Total Sends: 201,845

NL Open Rate: 21%

Clicks: 233

 GROCERY DIVE

DAILY DIVE

Feb. 1, 2021 | Today's news and insights for grocery leaders



BROUGHT TO YOU BY — Alaska Seafood Marketing Institute

Boost Seafood Sales During Lent

90% of consumers will buy seafood over other proteins if they have easy recipe ideas. Alaska Seafood is here to help. [Click here](#) for delicious ideas.

In-Line Newsletter Insertion - [Link](#)

Date: 12/8/20

Total Sends: 33,422

NL Open Rate: 19.39%

Clicks: 24

Immunity-boosting supplements will be a top 2021 trend, grocers predict

Natural Grocers and The Fresh Market also say high-quality olive oil, health-conscious snacks and sustainably sourced products will be big next year.

SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE

How to take advantage of frozen seafood's 30% sales growth

Show your shoppers easy, zero-thaw cooking with Alaska Seafood's [COOK IT FROZEN!® videos and recipes.](#)

In-Line Newsletter Insertion - [Link](#)

Date: 1/12/21

Total Sends: 33,763

NL Open Rate: 21.38%

Clicks: 29

UNFI sets sights on halving food waste by 2025

The wholesaler has laid out its sustainability goals for the decade, including donating a quarter of a billion pounds of food.

SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE

Boost sales with healthy Alaska Seafood options

To appeal to health-minded shoppers, stock a [variety of these species from Alaska's](#) icy waters.

In-Line Newsletter Insertion - [Link](#)

Date: 3/3/21

Total Sends: 33,418

NL Open Rate :20.40%

Clicks: 30

HelloFresh wraps up record year with US customers up 46%

The meal kit company's U.S. sales increased 99% in Q4 as the number of active U.S. customers rose to 2.6 million.

SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE

Take advantage of frozen seafood's 30% sales growth

This Lent show shoppers easy, no-thaw cooking with Alaska Seafood's [COOK IT FROZEN® videos and recipes](#).

Email Blast

Date: 1/12/21

SL: [How to Take Advantage of Skyrocketing Seafood Sales](#)

Total Sends:36,120

Open Rate: 20%

Unique Clicks: 524

Total Clicks: 808

Boost Seafood Sales During Lent

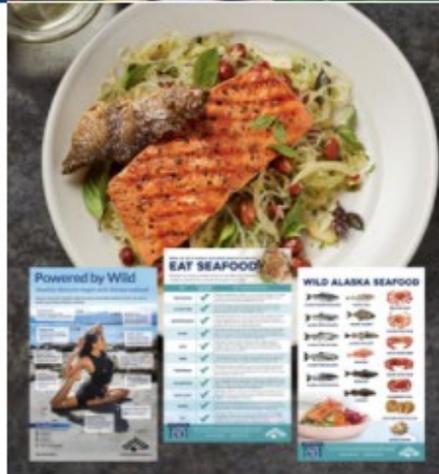
The six weeks between Ash Wednesday and Easter is one of the greatest opportunities for the seafood department. This year, with the skyrocketing seafood sales at retail, the opportunity is even greater. Here are a few ways to entice shoppers to eat more seafood before, during and after Lent.



Focus on Health and Taste

Consumers are clear about why and what they like when it comes to seafood:

- 72% of consumers say they buy seafood because it's healthier overall
- 63% of consumers prefer the taste of seafood



Call Out Origin

The attributes of wild-caught, origin, and sustainability are very important to shoppers when choosing fish and seafood:

- 66% of consumers say it's

Promoted Story - Dive Driven (Custom Content)

Title: [The Comeback Goodness Of Alaska Canned Salmon](#)

Date: 10/26-11/2/2020

Total Impressions: 39, 699

Total Clicks: 804

Total Pageviews: 968



SPONSORED

The comeback goodness of Alaska canned salmon

How to keep consumers returning to the shelf-stable canned-salmon aisle



Alaska Seafood Marketing Institute

PUBLISHED
Oct. 26, 2020



Sponsored content
By Alaska Seafood Marketing Institute

SHARE IT



For weeks during COVID-19, grocery store shelves were bare, as consumers panic-bought foods to tide them through the lockdown. Without knowing how long the lockdown would last, consumers sought foods that wouldn't spoil quickly and that were economical, tasty and nutritious.

One food that flew off the shelf was Alaska canned salmon. "The trade was seeing as much as five times the normal volume at many accounts for wild Alaska canned salmon," said Ron Christianson, vice president of retail sales, Ocean Beauty Seafoods. That strong demand continues, he added.

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Celebrate Seafood Month with Alaska

SPONSORED BY ALASKA SEAFOOD MARKETING INSTITUTE

Celebrate Seafood Month with Alaska

Your customers are cooking at home like never before, and we've made it easier than ever for you to show your shoppers how simple it is to cook wild Alaska seafood directly from frozen.

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MOST POPULAR

1. 

Seledworks to open ghost kitchens inside Walmart stores

Promoted Story - Dive Driven (Custom Content)

Title: [Alaska Seafood A Basket Building Last Minute Dinner Solution](#)

Date: 2/22-3/12/2021

Total Impressions: 38,803

Total Clicks: 636

Total Pageviews: 1,442



SPONSORED

Alaska Seafood: a basket-building, last-minute dinner solution



Alaska Seafood Marketing Institute

PUBLISHED Feb. 22, 2021



Sponsored content by Alaska Seafood Marketing Institute

SHARE IT



Last year, frozen seafood sales grew 35%—an unprecedented rate.¹ As more consumers cooked and ate at home, they fell in love with Alaska seafood, enjoying the taste, variety and multiple health benefits seafood offers.²

With new and experienced cooks excited to explore pollock, salmon, crab and other species, grocers can seize this opportunity and introduce new ways consumers can enjoy Alaska seafood, by cooking it directly from its frozen state.

Consumers enjoy seafood—when they plan ahead

Even though consumers enjoy Alaska seafood, they don't usually eat it the day they get it from the grocery store. Instead, they buy it frozen, with plans to cook it later in the week. This is possible because, within hours of coming out of the water, Alaska seafood is flash frozen to capture the pristine quality of seafood at the peak of its freshness. "We call this frozen-fresh quality," explains Monica George, head of retail marketing for Alaska Seafood Marketing Institute. "This allows the frozen seafood to keep its fresh-caught flavor, delicate texture and packed nutrient content that consumers expect."

Defrosting fish in a microwave can alter the texture, so most home cooks make time for the fish to thaw in the refrigerator for 24 hours. That's great when consumers have time to plan ahead, but since 30% of consumers make their meals spontaneously, seafood often is left off of the list of last-minute menu ideas.³

SPONSORED BY ALASKA SEAFOOD MARKETING INSTITUTE



Increasing Likelihood of Seafood Purchase Just Got Easy

SPONSORED BY ALASKA SEAFOOD MARKETING INSTITUTE

Increasing Likelihood of Seafood Purchase Just Got Easy

Alaska seafood is shown to increase shoppers' willingness to purchase. 75% are more likely to purchase seafood when they see this Alaska Seafood logo.

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MOST POPULAR

-  Saladworks to open ghost kitchens inside Walmart stores
- Meet the vertical automated grocery store
- H Mart to open automated micro-fulfillment center
- Fareway launches small-format pilot in rural Iowa
- Europe's Picadelli to bring its high-tech salad bar to the United States

LIBRARY

-  PLAYBOOK Shelf Health: Fixing Retail Store Brand Sales

Grocery Business

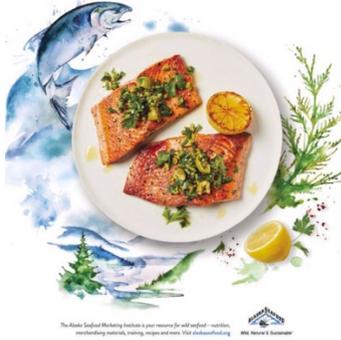
35,000 circulation; 87% decision makers; 39% represent more than 200 stores

PRINT:

- October/November 2020

ALASKA, WILDLY GOOD!

Give your customers what they want – real food that's healthy, delicious, and sustainable.
There's no end to what's good about wild caught seafood from Alaska.



- January/February 2021

ALASKA, WILDLY GOOD!

Give your customers what they want – real food that's healthy, delicious, and sustainable.
There's no end to what's good about wild caught seafood from Alaska.



DIGITAL:

Enewsletter Custom Infographics:

<https://www.winsightgrocerybusiness.com/fresh-food/3-trends-driving-higher-seafood-sales>

- 136,462 impressions, 8.45% open rate, 3.91% CTR

Winsight | Digital Studio

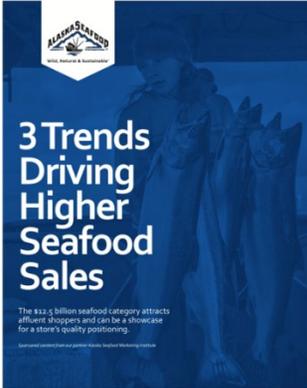
FRESH FOOD
3 Trends driving higher seafood sales

The \$12.5 billion seafood category attracts affluent shoppers and can be a showcase for a store's quality positioning.

Sponsored content from our partner [Alaska Seafood Marketing Institute](#) on Jun. 19, 2021

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Research from the U.S. Department of Agriculture shows that Americans consume only 16 pounds of seafood per person per year, compared with 112 pounds of poultry and 111 pounds of meat, according to the *Power of Seafood 2020* report from FMI—The Food Industry Association. The report also found that when seafood is included in a shopping trip, the average basket is \$96, which is almost three times the average basket for groceries at \$34.91. Seafood sales therefore represent a big opportunity for retailers—but how can they encourage more purchases?

Click to read.

This post is sponsored by [Alaska Seafood Marketing Institute](#)

[SEAFOOD](#)

- <https://www.winsightgrocerybusiness.com/fresh-food/top-merchandising-tactics-boost-retail-seafood-sales>

- 69,505 impressions, 6.29% open rate, 3.89% CTR

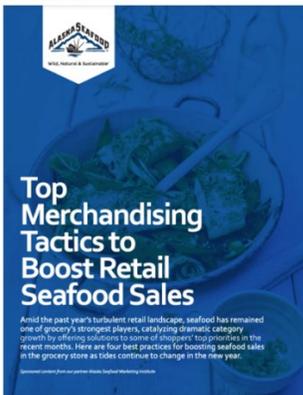
Winsight | Digital Studio

FRESH FOOD
Top Merchandising Tactics to Boost Retail Seafood Sales

Sponsored content from our partner [Alaska Seafood Marketing Institute](#) on Feb. 18, 2021

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Amid the past year's turbulent retail landscape, seafood has remained one of grocery's strongest players, catalyzing dramatic category growth by offering solutions to some of shoppers' top priorities in the recent months. Here are four best practices for boosting seafood sales in the grocery store as tides continue to change in the new year.

Click to read.

This post is sponsored by [Alaska Seafood Marketing Institute](#)

[SEAFOOD](#)

CIF, Wellness Eblast List Rental:

14,436 impressions, 10.99% open rate, 4.88% CTR



ALASKA SEAFOOD

Please enjoy our wide variety of how-to-cook educational videos, recipes and other wild Alaska seafood wellness assets, all available for your use anytime.

Cook It Frozen

Zero thawing makes it easy peasy for your shoppers to eat delicious seafood from Alaska that's good for the body, mind, and soul. We repeat, *zero-thaw cooking*.



Videos



- ROAST
- POACH
- AIR FRY
- PAN SEAR
- BAKE
- GRILL
- INSTANT POT

Recipes

View our latest Cook It Frozen recipes, like this Roasted Frozen Wild Alaska Pollock with Veggies and Chimichurri.



[View Recipes](#)

Wellness and Nutrition Facts on Alaska Seafood

We've got your back – check out our plethora of fact sheets, whitepapers, and more.

[View Resources](#)



The Alaska Seafood Marketing Institute (ASMI) would like to help Retail Dietitians leverage the benefits of wild, natural and sustainable Alaska seafood through our retail promotional program. Click here to learn more www.alaskaseafood.org/retail and please reach out to Emily Gisler at egisler@alaskaseafood.org.

Join the #SEAFOODSUNDAY Movement

Try this simple and fun way to introduce your customers to healthier eating.



[View Toolkit](#)

Use our toolkit to make Alaska seafood a part of your social campaigns

311 N Franklin Street, Suite 200 Juneau, AK 99801
 P: 800.478.2903 // 907.485.5560 // wildalaskaseafood.com
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Progressive Grocer

37,260 circulation; 93% are retailers; 71% decision makers; 66% own 11 or more stores

PRINT

- [October 2020](#) page 11
- [December 2020](#) page 60 in Seafood feature
- [January 2021](#) page 17
- [March 2021](#) page 45 in Seafood feature

Reel in the Shoppers

Consumers are shopping for seafood differently, with habits and preferences that can lead to new growth in the seafood and frozen departments. Here's the catch: it's about the catch.

THE VALUE OF SEAFOOD

- Consumers like seafood. **72%** of consumers are likely to purchase seafood that they are eating more frequently than they were just two years ago.
- 82%** of consumers are likely to purchase frozen fish, which is more readily available in many different varieties.
- 72%** of consumers say they buy seafood because it's healthier overall.
- 90%** of consumers would buy seafood over other proteins if they had easy recipe ideas and natural options.
- 63%** of consumers prefer the taste of seafood.

THE ALASKA BRAND DIFFERENCE

The attributes of wild-caught origin and sustainability are very important to shoppers when choosing fish and seafood.

- 79%** of consumers are more likely to buy seafood when they see the Alaska Seafood logo.
- 7 out of 10** shoppers prefer Alaska salmon over Atlantic salmon.
- 7 out of 10** shoppers prefer pollock when "Alaska" is called out.

GREAT EXPECTATIONS

Consumers are looking for sustainable, simple and surprising seafood. As the new year opens with healthy resolutions and as the Lenten season approaches, leverage the powerful appeal of wild Alaska seafood to provide customers with what they value.

Alaska Seafood Marketing Institute (ASMI) offers merchandising tools and resources to help you create successful promotions:

- Recipes
- Educational materials
- Promotional support
- Training in the selection, handling and care of all varieties of wild Alaska seafood
- Photographs, videos and artwork to customize your needs
- Directory of suppliers
- Social media support

CAST OUT TO US

Contact ASMI at (800) 478-2903 • info@alaskaseafood.org • alaskaseafood.org

WME Nature & Sustainable

FROZEN IS FRESH

Reel in sales this winter with Frozen, Wild Alaska Seafood

FROZEN IS TRENDING

Now more than ever is an opportune time to highlight frozen fresh seafood from Alaska.

- 82% of consumers are likely to purchase frozen fish.
- As people stick close to home and cook for themselves over the next few months, including during the holiday season, they are stocking up their freezers.
- Living health and eating healthy are priorities for many shoppers as the new year begins.
- Buying sustainably-sourced products is a resolution for many consumers.
- Convenience and ease of preparation remain a priority for home cooks, even as they try making new dishes.

PROMOTE SIMPLE COOK IT FROZEN® TECHNIQUES

Zero-thaw cooking makes it easy for your shoppers to eat delicious seafood from Alaska that's good for the body, mind, and soul.

Alaska's frozen fresh seafood catch includes five species of salmon, numerous varieties of whitefish and several shellfish species.

From Roasted Alaska Pollock with Chermouche to Air-Fried Alaska Salmon with Sweet-Sour Couscous, give your consumers access to a haul of ideas at wildalaskaseafood.com.

72% of consumers say preparation tips and recipes for cooking fish while still frozen would increase their likelihood of trying this method.

FROM OCEAN TO FREEZER IN A FLASH

With 53% of consumers believing it is important that the fish they purchase be wild-caught, Alaska Seafood understands the importance of providing retailers with superior quality frozen fish. Thanks to advanced technologies that freeze and naturally protect fish within a matter of hours after being caught, Alaska seafood offers fresh-caught flavor, delicate texture and nutrient-packed content.

All-natural frozen fresh seafood harvested from Alaska allows retailers to meet growing demand for frozen seafood with no waste and no loss of product inventory.

CAST OUT TO US:

Did you know that seeing the Alaska Seafood logo in-store increases 79% of consumers' willingness to purchase? Attract shoppers to the frozen seafood case with free in-store merchandising and training support materials featuring cooking tips, recipes and mouthwatering plated images.

Contact Alaska Seafood Marketing Institute at (800) 478-2903 • info@alaskaseafood.org

WME Nature & Sustainable

WILDLY GOOD!

Give your customers what they want — real food that's healthy, delicious, and sustainable. There's no end to what's good about wild-caught seafood from Alaska.

The Alaska Seafood Marketing Institute is your resource for wild seafood — nutrition, merchandising materials, training, recipes and more. Visit alaskaseafood.org

WME Nature & Sustainable

- Remarketing:

Month and year	Size	Impressions	Clicks	CTR
January 2021	728x90	14,832	34	0.23%
	300x250	21,737	84	0.39%
	320x50	75,989	352	0.46%
February 2021	728x90	10,950	16	0.15%
	300x250	17,757	74	0.42%
	320x50	44,323	180	0.41%
February 2021	728x90	6,269	24	0.38%
	300x250	30,197	123	0.41%
	320x50	50,517	188	0.37%
Totals		272,571	1,075	0.39%

Animated Infographic and Emails:

https://progressivegrocer.com/ASMI_todays_seafood_customers_what_they_want

Content	Pageviews	Unique	Avg. Time on
The Big Catch	3,034	2,535	2:44

Deployment Name	Deployment Date	Delivered	Total Opens	Unique Opens	Total Open Rate	Unique Open Rate	Total Clicks	Total Click Rate (% of Opens)
<i>Email</i>								
PG-ASMI-BONUS-01/07/21	1/7/2021	92,848	14,399	9,912	15.51%	10.68%	302	2.10%
<i>Newsletter</i>								
PG Daily - 01/12/21	1/12/2021	45,220	16,279	10,708	36.00%	23.68%	28	0.17%
PG Fresh Trends - 01/14/21	1/14/2021	47,388	15,431	10,226	32.56%	21.58%	41	0.27%
PG Daily - 01/14/21	1/14/2021	45,005	16,207	10,546	36.01%	23.43%	27	0.17%
PG Daily - 02/02/21	2/2/2021	43,916	17,471	10,962	39.78%	24.96%	27	0.15%
PG Foodservice Innovation - 02/04/21	2/4/2021	44,873	14,895	10,118	33.19%	22.55%	39	0.26%
PG Daily - 03/01/21	3/1/2021	43,145	16,789	10,734	38.91%	24.88%	44	0.26%
Totals		362,395	111,471	73,206	30.76%	20.20%	508	0.46%

Exit Intent

Date	Impressions	Clicks	CTR%
1/11/21-1/18/21	12,789	148	1.16%

Browser Notification

Date	Impressions	Clicks	CTR%
1/21/21	37,042	298	0.80%

Newsletter

SPONSORED



The Big Catch: A Look at Today's Seafood Consumers

Today's shoppers are in it for the long haul when it comes to seafood. Not only are they choosing seafood over other proteins more often, they want to eat more of it. Get the latest insights on consumers' seafood buying habits and preferences.

Exit Intent



The Big Catch: A Look at Today's Seafood Consumers

Today's shoppers are in it for the long haul when it comes to seafood. Not only are they choosing seafood over other proteins more often, they want to eat more of it and are eager to discover new recipes. Get the latest insights on consumers' seafood buying habits and preferences.

[LEARN MORE](#)

Browser Notification

progressivegrocer.com

The Big Catch

Research on today's seafood consumers



Exclusive Email

Progressive GROCER



The Big Catch
A Look at Today's Seafood Consumers

Set anchor in the seafood department to lift your store's protein sales. The latest consumer research points to growing shopper interest in buying seafood over other protein types. Consumers want to eat even more seafood and are seeking high-quality, sustainably-sourced products along with easy, healthy recipes. They also understand and appreciate the benefits of wild-caught seafood from pristine Alaskan waters.

Deliver on evolving marketplace demands by providing a variety of products and serving as a resource for choosing and preparing seafood dishes, especially as the Lenten season approaches. Click below to get the latest on the big catch with Alaska Seafood.

SPONSORED BY:

[LEARN MORE](#)



Wild, Natural & Sustainable

Supermarket News

Digital buy only. 307K web users – traditional supermarket, warehouse, e-commerce, wholesale, mass, military

October 2020 SN Webskin

ASMI	Impressions	Clicks	CTR%
October 2020 SN Webskin/wrap	22,305	379	1.70%

Benchmarks:

Product	Position	Avg. Impressions	CTR%
SN website	Webskin (ROS)	26,336	CTR
		High: 33,800	1.73%
		Low: 21,500	

The screenshot shows the SN Supermarket News website interface. At the top, there is a navigation bar with links for 'DISCOVER: Subscribe Advertise About Us Buy SN Research Subscribe to our newsletters', a search bar, and buttons for 'LOG IN', 'REGISTER', and 'NEWSLETTER SIGN-UP'. The main content area is dominated by a large featured article titled 'Kroger grows Simple Truth Plant Based line' with a sub-headline 'More than 50 new products include Simple Truth Emerge Chick'n'. To the left, there is a 'RECENT' section with several news items, including 'Meijer serves up free pickup for the holidays' and 'Publix tops Newsweek list as best supermarket for customer service'. The page also features a 'WILDLY GOOD!' banner for Alaska Seafood and a 'RECENT' section with various news items. The overall layout is clean and professional, with a focus on food and grocery news.

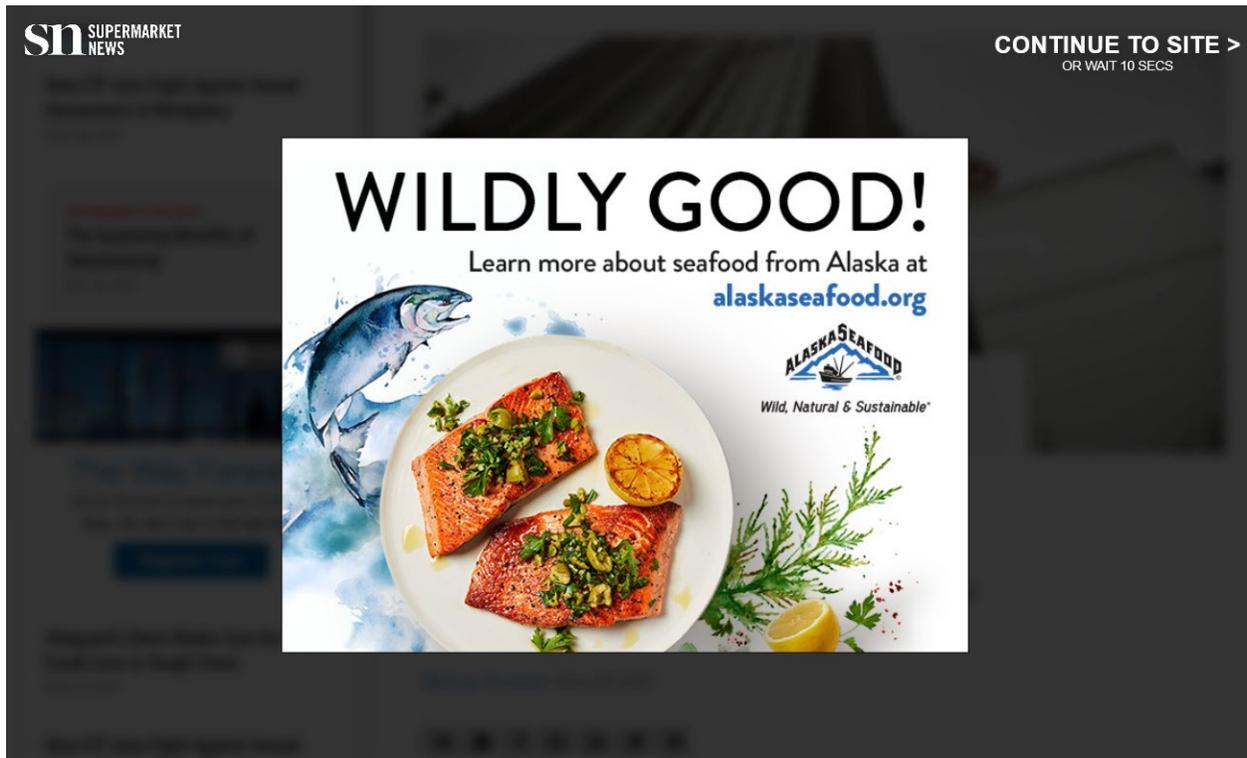
October 2020 SN Welcome Ad

Web Product	Impressions	Clicks	CTR%
SN_300x416 Mobile_092220_Alaskan Seafood Marketing_Retail_jpg	63,131	1,285	2.04%

SN_640x480 Desktop_092220_Alaskan Seafood Marketing_Retail_jpg	47,132	317	0.67%
Total Run:	110,263	1,602	1.45%

Benchmarks:

Product	Position	Avg. Impressions	CTR%
SN website	Welcome Ad	32,000 High: 47,000 Low: 17,000	CTR 1.94%

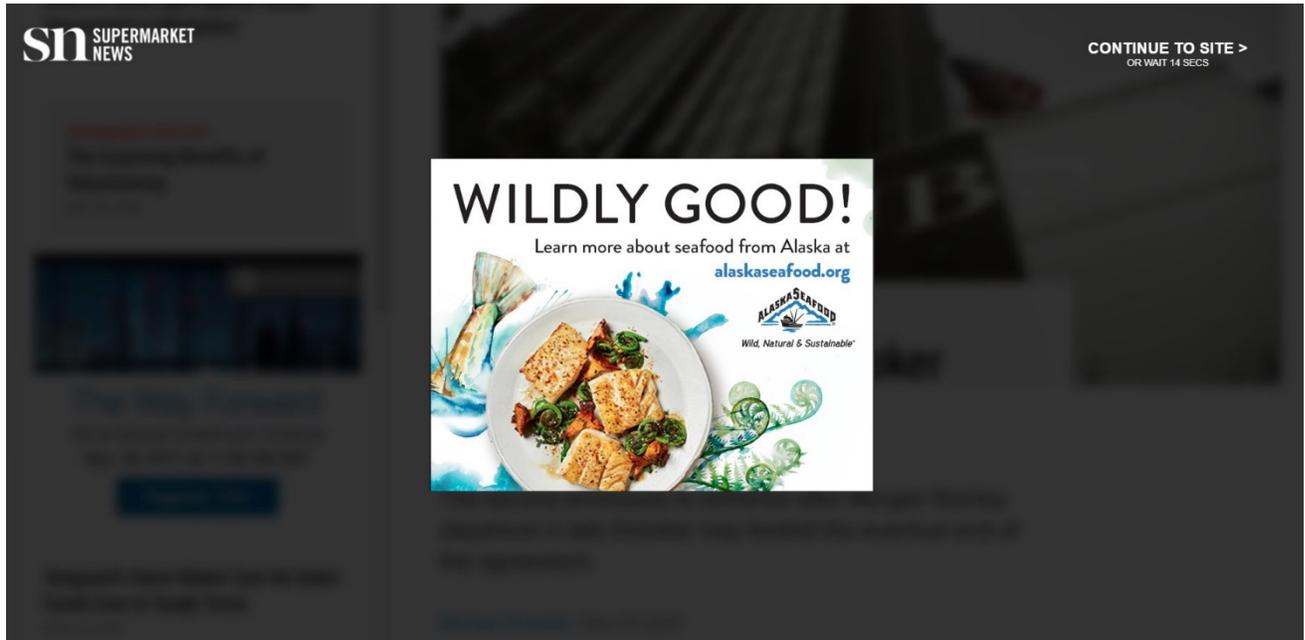


January 2021 SN Welcome Ad

Web Product	Impressions	Clicks	CTR%
SN_300x416 Mobile_121720_Alaska Seafood Marketing_cod_jpg	125,692	2970	2.36%
SN_640x480 Desktop_121720_Alaska Seafood Marketing_cod_jpg	90,798	1070	1.18%
Total Run:	216490	4040	1.87%

Benchmarks:

Product	Position	Avg. Impressions	CTR%
SN website	Welcome Ad	32,000 High: 47,000 Low: 17,000	CTR 1.94%



Foodservice:

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

In light of the global pandemic, the foodservice sector nearly collapsed in some cases, in the United States with many fine-dining and casual dining restaurants struggling and some shuttering indefinitely. This is an incredibly important segment for ASMI as foodservice accounts for nearly two-thirds of domestic seafood consumption. Many restaurants were quick to pivot to delivery and take-out, as guests were not able to dine in due to strict safety measures.

One silver lining was that many of the operators ASMI currently partners with are in the fast casual and fast food segment which is already accustomed to these mechanisms to reach their customers. Fortunately, the majority of planned promotions were executed as planned as the lions share were in the quick service segment.

As more Americans are inoculated and restrictions have lessened (depending on the state and their respective governmental policies) the foodservice segment is being revitalized and restored. According to Datassential, seafood is the number two most missed entree at restaurants. Therefore, Alaska seafood is poised to shine when diners can return to brick and mortar establishments.

ASMI domestic was quick to pivot in a myriad of ways to be responsive to the rapidly changing and evolving marketplace. For starters, we worked with a variety of chefs to create recipes highlighting trends that arose during Covid but that would be lasting and relevant such as immunity boosting, vibrant, innovative and healthful ways to prepare Alaska seafood.

Next, we partnered with acclaimed chef, seafood champion, and cookbook author Barton Seaver to create a series of videos in conjunction with the platform Rouxbe through the Seafood Literacy program highlighting take out menu recipes and tips. Also, with Chef Barton we created videos educating trade on full utilization in a commercial kitchen.

As we move into the next fiscal year, although the foodservice landscape is still a bit precarious due to new variants of Covid, different restrictions on a state-by-state basis, many operators transitioning to ghost kitchens or still primarily focused on take-out and delivery, and other extenuating circumstances. We will still support our foodservice trade partners as we feel this is a pivotal moment to continue to cultivate key relationships, build brand awareness, and keep Alaska seafood top of mind as we can see the light.

Key FY22 Proposed Domestic Budget Changes - Foodservice

- Save 100% of funds in a rainy day account. In light of the fact that the U.S. foodservice market is still relatively unstable, we think it is prudent to keep these funds in the reserve. We still wish to maintain a strong presence in this sector, continue to build brand awareness and be top of mind for trade and consumers. As many traditional promotions are now being executed such as LTOs, spiffs, sales contests etc. we will continue to support our partners in whatever way we can during the rebuilding and rebirth of this segment.

FY20 Foodservice Budget Carryforward:	\$271,615
<i>Total Available Funds in Reserve:</i>	<i>\$271,615</i>

FOODSERVICE OPERATOR PROMOTIONS

The Foodservice Program continues to target 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 programs that include the following: menu mentions which include the word Alaska and the Alaska Seafood logo, custom point-of-sale materials, training opportunities, and social media.

In FY21, the Foodservice Program has partnered (to date) with the following operators:

- | | |
|--------------------|-------------------------------------|
| Dairy Queen * | McGuire Mgmt. Co |
| Dairy Queen Texas* | Morrison Healthcare |
| Foster’s Freeze* | Nordstrom |
| Freddy's* | Pacific Catch |
| First Watch | Pursuit Collection (Alaska Resorts) |
| Golden Chick* | Rockfish Seafood Grill |
| Jack in the Box* | Rubio’s* |
| Kathy Casey Inc. | Sharky’s Woodfired Mexican Grill |
| Long John Silvers* | Wienerschnitzel* |
| Market Broiler | White Castle* |

*denotes Lent promotion. Overall marketing spending by chains greatly reduced vs. 2020 because of COVID-19.

Promotion highlights include the following partner activations:



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.



Freddy's Frozen Custard & Steakburgers: Fast casual chain that featured a Lenten LTO featuring cod in their Fish & Chips and Fish Sandwich across 400 units. The promotion includes POP materials, social channels, e-blasts, website and SMS text and TV advertising.

First Watch: First Watch has 389 units throughout the US and were leaders pivoting to takeout and online ordering in the early pandemic. All menus turned digital, table cards included a bar code and photo of the Loaded Smoked Salmon bagel.

Foster's Freeze: Alaska Cod is featured in a fish sandwich and fish & chips at 72 West coast units. The Alaska logo is on in-store POP materials and at the drive-thru.

Golden Chick: Golden Chick is a new partner and a sign of chicken focused chains adding fish to their menu. Golden Chick, headquartered in Texas has 200 units in Central, South and East coast ran spot TV, billboards, menu panels and yard signs.

Jack in the Box: Quick service units that are running a Lenten LTO featuring their Wild Caught Alaska Pollock Fish Sandwich across 2,240 locations nationwide. The promotion includes in-store POP and a :30 TV spot in test markets.



Long John Silvers: Fast casual chain with 1,000 units serving Alaska pollock in fish sandwiches, dinners, combo meals and snacks. The promotion includes TV advertising, print (Parade, Valassis), in-store POP, email blasts, social and digital media.



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.

Rubio's: Fast casual chain that is featuring Alaska pollock, coho salmon, and halibut

on core menus, with special emphasis during Lent and fresh season. 180 units participate nationwide with in-store promotion materials, presence on social channels and a sustainable seafood video featured on the website.



White Castle: White Castle, a Midwest quick service chain ran a successful 3 Sliders for \$3 Lenten limited time offer (LTO) featuring Alaska pollock in their Fish Sliders and Fish Nibblers. The promotion ran from the end of February to the end of April across 368 units. 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.

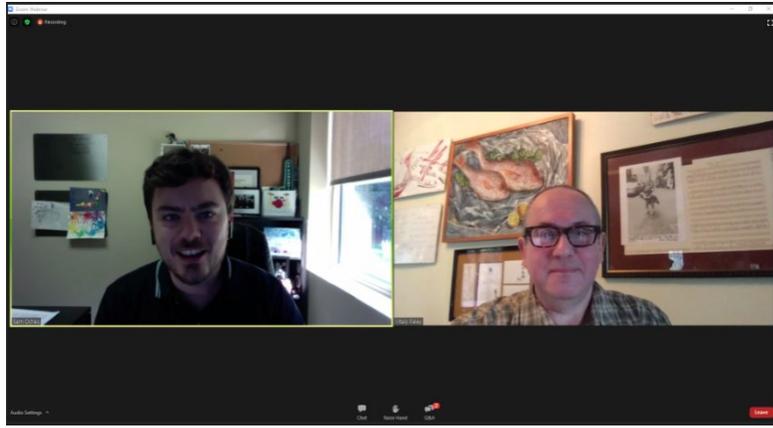


Wienerschnitzel: Wienerschnitzel, a nationwide quick service chain owned by Galardi Group, successfully ran a Lenten limited time offer (LTO) featuring a Fish & Chips item with deep skin pollock. The promotion ran from the end of February to the end of April across 445 units. Callouts of Alaska and the Alaska Seafood logo were included throughout point-of-purchase sales materials, including menu boards, window clings, and drive thru speaker post signs, as well as their website and social channels.

TRADESHOWS, CONFERENCES & SPONSORSHIPS

ICCA Webinar Highlights Alaska Seafood: The International Corporate Chefs Association hosted a webinar titled "Innovation to Inspire, a Vision for Tomorrow's Menus" featuring Leah Krafft, Foodservice Coordinator at ASMI, Thea Thomas, Copper River salmon harvester as well as Marie Molde, from Datassential who shared consumer trends about Alaska seafood. Keith Brunell, Director of Food and Beverage from Nordstrom also shared how Nordstrom features many types of Alaska seafood and how they use the Alaska seafood logo on their menu to increase consumer demand. The panel discussed topics such as the Alaska sustainability story in addition to how ASMI can assist operators with their promotions of Alaska seafood and arm them with resource to meet consumer needs. A recording of the video can be found here: <https://www.youtube.com/watch?v=6cEFcCm4rs>

SENA: The annual Seafood Expo North America trade show as held virtually the week of March 14th, 2021. ASMI friendly, Chef Keith Brunell, provided a video demonstration of Alaska cod showing the versatility of the fish. Four recipes were demonstrated including *Miso Ancho Chili Glazed Alaska Cod Chowder*, *Fiesta Style Alaska Cod Tacos*, *Smokey Alaska Cod Tostada* and *Crispy Alaska Cod Tacos*.



FOODSERVICE TRADE SUPPORT

Neal Fraser's Redbird showcases Alaska seafood on tasting menu

Chef Neal Fraser and the team at Redbird, LA ran an exclusive Alaska Seafood menu tasting on October 1st. The limited seating event sold out and featured an array of Alaska seafood species in collaboration with the ASMI Foodservice program. Chef Neal brought his seafood culinary expertise to dishes featuring salmon, sablefish and king crab. He also treated guests to a sea cucumber dish, as well as cod milt and Alaska pollock roe as part of a selection of house cured caviar.



New Alaska Seafood recipes target foodservice operators

The recently developed recipes from the Foodservice program meet the consumer demand to treat themselves to foods they otherwise would not cook at home. This series is comprised of six recipes focused on chain restaurants and nine recipes with independent restaurants in mind. ASMI partnered with Executive Chef Jeremy Bringardner of Mendocino Farms Sandwich Market for chain restaurant recipe development. For independent concepts, recipes are the work of Chef Vitaly Paley of Imperial Restaurant, Chef Rachel Yang of Relay Restaurant Group, and Chef Neal Fraser of Redbird. The globally influenced dishes span the Alaska Seafood portfolio to include species from whitefish, shellfish and salmon categories.



ASMI partners with Barton Seaver to produce inspirational takeout video series

To address the quickly changing landscape of to-go and delivery, ASMI partnered with chef, author and sustainable seafood expert Barton Seaver to create a video series focused on helping restaurants with their takeout offerings. Chef offers suggestions to execute high quality Alaska seafood within a takeout menu format and touched on restaurant ingenuity. The content is focused on inspiring community hope during ongoing upheaval and the opportunity for serving up creative dishes and comfort food. These videos are available to chefs and industry in the Foodservice Training & Education section of ASMI’s website: alaskaseafood.org/foodservice/resources/training-education/

TAKEOUT MENU TIPS



CREATING AN AMAZING TAKEOUT MENU
CHEF & AUTHOR BARTON SEAVER



TAKEOUT MENU TIPS: CHILLED SEAFOOD
CHEF & AUTHOR BARTON SEAVER



TAKEOUT MENU TIPS: GREEN SALTING
CHEF & AUTHOR BARTON SEAVER

Email Newsletters

October 7, 2020 Open Rate: 19%	February 25, 2021 Open Rate: 18%
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October is National Seafood Month



Lent is right around the corner

Now is the time to menu sustainable seafood from Alaska! According to Datassential, seafood is the second most craved/missed food from restaurants. [We can work with your team](#) to find creative solutions and meet your customer's demands.



Alaska seafood is the #1 menued protein brand by both penetration and incidence.*

*Source: Datassential, 2019

Alaska seafood is available in a variety of product forms to meet your kitchen's needs. Whether you are taking advantage of the industry's unparalleled frozen fresh products or putting a seasonal fresh species on the menu, all Alaska seafood is wild and sustainable.

[Buyer's Guides](#)



Foodservice Nutrition



Boost Sales with Alaska Seafood

Consumers love the taste, versatility and all around feel-goodness that eating wild and sustainable Alaska seafood provides. It's the perfect way to bring healthy, craveable, global inspiration to your menu. Plus, seafood is what your customers want!

SEAFOOD IS THE #1 PROTEIN CONSUMERS BELIEVE BOOSTS IMMUNITY

SEAFOOD IS THE 2ND MOST MISSED/ CRAVED FOOD FROM RESTAURANTS

Need Fresh Ideas?

Try this Smoked Alaska Sockeye Salmon Grain Bowl



FOODSERVICE ADVERTISING

Plate Magazine:

ASMI partnered with foodservice publication Plate Magazine to work with chefs Rachel Yang, chef/owner of restaurants Revel and Joule in Seattle and Justin Sutherland chef/owner of Handsome Hog in St. Paul. The custom content program titled "Chefs Engaging with Alaska Seafood" produced both printed and video content of the chefs preparing featured dishes of Alaska rockfish and Alaska pollock and pollock roe. The pieces provide visual inspiration to the foodservice industry on innovative ways to menu sustainable Alaska seafood. Plate also featured ASMI created creative and recipes in both the January/February and March/April issues. [Chef Justin Sutherland Prepares Mentaiko Pasta with Tempura Fried Alaska Pollock - YouTube](#)

42,000 circulation; 79% executive/decision maker. Upscale, Casual, Fast Casual

Print January/Feb 2021:



Print March/April 2021:



Digital:

Custom Content Digital Articles

- Innovating Seafood (Justin Sutherland) - 55 Pageviews
- Seafood from Alaska (Rachel Yang) - 65 Pageviews

Surround Ad Units

- Rachel Yang's Video Page: 823 Impressions, 0.61% CTR
- Metrics for Justin's Video/Custom Content Units Available with End of April Reporting

ROS Ad Drivers and Newsletters

- Newsletter Ad: 4,000 Imp., 13 Clicks, 0.33% CTR
- ROS Ad Total - Sutherland - 2,259 Impressions
- ROS Ad Total - Yang - 2,640 Impressions

Total Program Exposure: 142,000 Print/Digital Edition Subscribers + 9,906 Digital Impressions and Pageviews.

Restaurant Dive:

22,000+ subscribers, 79,000 unique monthly visitors; 46% are executives and directors; 30% manager

<p>Top Newsletter Sponsorship- Link Date: 10/12 - 10/17/2020 Total Sends: 125,986 NL Open Rate: 16.85% Clicks: 613</p>	<div data-bbox="548 205 1049 338">  <h1>DAILY DIVE</h1> </div> <div data-bbox="548 359 1203 388"> <p>Oct. 12, 2020 Today's news and insights for restaurant leaders</p> </div> <hr/> <div data-bbox="625 510 774 659">  </div> <div data-bbox="782 489 1305 575"> <p>BROUGHT TO YOU BY — Alaska Seafood Marketing Institute <u>Celebrate Seafood Month on Your Takeout Menu</u></p> </div> <div data-bbox="782 577 1294 690"> <p>Today's customers want the same tasty and creative dishes they get from dine-in for takeout. Watch chef and sustainable seafood expert Barton Seaver optimize takeout with Alaska seafood.</p> </div> <hr/> <div data-bbox="548 787 946 819"> <p>NOTE FROM THE EDITOR</p> </div> <div data-bbox="548 846 1369 873"> <p>Creating a virtual brand or setting up a ghost kitchen operation may seem like a</p> </div>
<p>Top Newsletter Sponsorship- Link Date: 2/1-2/6/2021 Total Sends: 129,331 NL Open Rate: 17.17% Clicks: 122</p>	<div data-bbox="539 900 1024 1031">  <h1>DAILY DIVE</h1> </div> <div data-bbox="539 1052 1159 1081"> <p>Feb. 1, 2021 Today's news and insights for restaurant leaders</p> </div> <hr/> <div data-bbox="612 1184 758 1333">  </div> <div data-bbox="768 1180 1278 1350"> <p>BROUGHT TO YOU BY — Alaska Seafood Marketing Institute <u>Boost Sales During Lent with Sustainability</u> Sustainable seafood, like Alaska seafood, has seen a +2,075% menu penetration growth since 2009 (Datassential). Patrons want it and we have <u>menu ideas</u> for it.</p> </div>
<p>In-Line Newsletter Insertion - Link Date: 12/2/20 Total Sends: 21,168 NL Open Rate: 14.55% Clicks: 75</p>	<p><small>SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE</small></p> <p>How frozen seafood helps operators be nimble</p> <p>Watch chef Barton Seaver talk about the quality and sustainability of frozen-fresh wild Alaska seafood. <u>Watch now.</u></p> <hr/> <p>How the pandemic is shaping restaurant design</p> <p>There's no one blueprint for a restaurant that is both safe amid COVID-19 and engaging. Restaurant Dive spoke with major chains and design experts about assets that could be popular solutions.</p>

<p>In-Line Newsletter Insertion - Link Date: 1/14/21 Total Sends: 21,328 NL Open Rate: 16.17% Clicks: 23</p>	<p>Panera takes its catering business virtual The chain's Virtual Catering program allows companies to buy digital, timestamped vouchers to send to remote employees or clients ahead of an online meeting or event.</p> <hr/> <p><small>SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE</small> Serving Alaska Seafood signals healthy Fish is the #1 animal protein consumers believe helps boost their immunity. Learn more here.</p>
<p>In-Line Newsletter Insertion - Link Date: 3/2/21 Total Sends: 21,721 NL Open Rate: 17.61% Clicks: 19</p>	<p><small>SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE</small> How to signal quality on your menu About 70% of consumers say serving Alaska seafood shows your restaurant cares about serving quality food. Explore Datassential research.</p> <hr/> <p>Bojangles' largest franchisee plots 45-unit expansion Operator Jeff Rigsby of BOJ of WNC will develop restaurants in his existing markets of Georgia, Kentucky, North Carolina and Tennessee, as well as move into Columbus, Ohio.</p>

The screenshot shows a sponsored article on the Restaurant Dive website. At the top, there's a banner for 'WILDLY GOOD!' with the tagline 'Recipes and more at alaskaseafood.org'. Below that is the 'RESTAURANT DIVE' logo and navigation links like 'Deep Dive', 'Opinion', 'Library', and 'Events'. The main article is sponsored by the Alaska Seafood Marketing Institute and is titled 'Seafood at takeout and delivery adds health, sustainability, and an innovative twist to your menu'. It includes a photo of a seafood sandwich and a 'Learn More' button. To the right, there's a 'GET THE NEWSLETTER' section with an email input field and a 'Sign up' button. Below that is a 'MOST POPULAR' section with a list of articles.

Custom Content:
With takeout and delivery expanding ever more rapidly at foodservice, ASMI leaned into the industry transition with curated content in Restaurant Dive for October. To close out Seafood Month, the article focuses on the unique benefits of putting Alaska Seafood on the to-go menu. With seafood being the second most missed food when eating from home, behind Mexican food, Alaska seafood takeout items tick multiple boxes for restaurants: craveable dishes they can't make at home, sustainable seafood and nutritional benefits like Vitamin D.

Title: [Seafood at takeout and delivery adds health, sustainability, and an innovative twist to your menu](#)
Date: 10/26-11/2/2020
Total Impressions: 29,815
Total Clicks: 889
Total Pageviews: 887



Custom Content: In partnership with Restaurant Dive, the ASMI Foodservice program launched this Tuesday, Dec 22nd a custom content playbook for restaurant operators. Looking beyond pandemic times, this publication seeks to provide operators with takeout solutions to help them pivot by harnessing the power of the Alaska seafood brand.

With fewer options to dine inside at restaurants during the pandemic, consumers are craving healthy, tasty dishes that they can enjoy in the comfort and safety of their homes. While seafood is

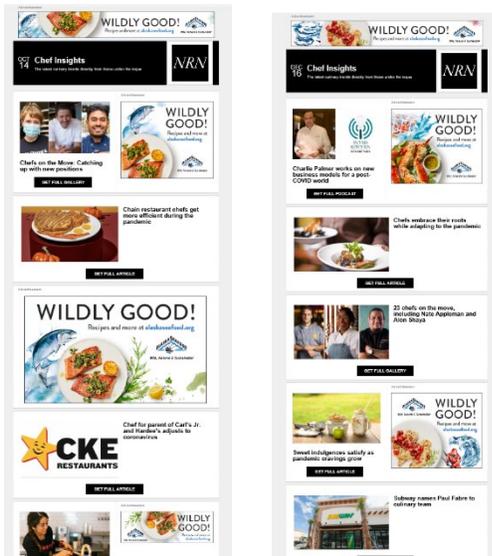
often a choice on dine-in menus, it is less frequently offered via a takeout or delivery. [This playbook](#) explores the opportunity for restaurants to stand out from the competition: add seafood to the menu, and appeal to consumers with a healthy, sustainable option when ordering takeout

Dates: 12/17/20-2/17/21

Title: [How Restaurants Are Revamping Their Take-Out Menu](#)
[Landing Page Link](#)

Leads: 156

Nation’s Restaurant News: Digital only. Website 400k+ website users; 100% coverage of top 500 chains

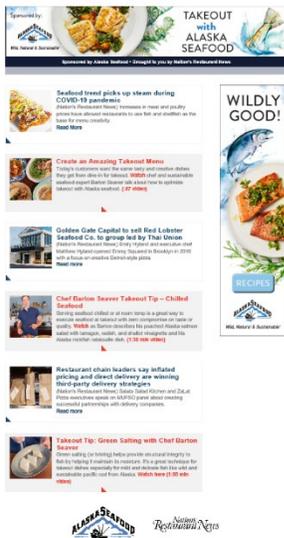


- October 14th, 2020 – open rate 27%
- November 18th, 2020 – open rate 28%
- December 16, 2020 – open rate 25%

SN Seafood In Focus:

eNewsletter Position	Received	Total Opened	Total Open Rate	Total Clicks	CTR %
Exclusive - 670x90, two 300x250, 90x90 In-stream, and Featured Product	18,583	5,942	31.98%	37	.62%
Exclusive - 670x90, two 300x250, 90x90 In-stream, and Featured Product	18,583	5,942	31.98%	9	.15%
eNewsletter Total:	18,583	5,942	31.98%	46	.77%
Seafood Segment Web Category		Impressions		Clicks	CTR%
Web Totals:		11,035		14	0.13%

Seafood Bytes Custom eNewsletter:



Oct 10, 2020

- Total open rate: 20%
- Total impressions: 25,139

Flavor & the Menu

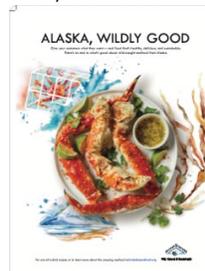
Circulation: 35,100 restaurant decision makers – chains, hotels, independents, fine dining

Full-page ad in the following issues:

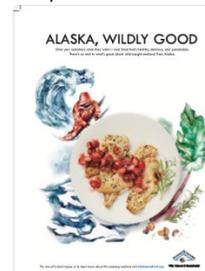
Sept/Oct 2020



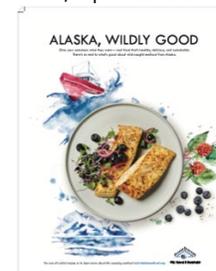
Nov/Dec 2020



Jan/Feb 2021



Mar/April 2021



ASMI also had the Cover image + complementary Signature Flavor feature in the Mar/April issue



Getflavor.com ROS program:

- Jan-March 2021

Jan 2021	Impressions	Clicks	CTR
	17447	12	0.07%
Pollock_300x250	7759	5	0.06%
Pollock_300x600	2936	5	0.17%
Pollock_320x50	2564	0	0.00%
Pollock_728x90	2025	1	0.05%
Pollock_970x90	2163	1	0.05%
Feb 2021	Impressions	Clicks	CTR
	10980	10	0.09%
Pollock_300x250	5386	5	0.09%
Pollock_300x600	1950	3	0.15%
Pollock_320x50	1538	1	0.07%
Pollock_728x90	710	0	0.00%
Pollock_970x90	1396	1	0.07%
Mar 2021	Impressions	Clicks	CTR
2021-03-ASMI-ROS	8363	4	0.05%
Pollock_300x250	4191	1	0.02%
Pollock_300x600	1465	2	0.14%
Pollock_320x50	1125	0	0.00%
Pollock_728x90	474	0	0.00%
Pollock_970x90	1108	1	0.09%



* Average impressions = 8500. Jan & Feb 2021 had fewer ROS advertisers, therefore giving ASMI's impressions a bump.

Flavor Flash e-newsletter banner ad:

10/8/20



FLAVOR OF THE MENU *flash*



SEA LEVEL

Having a beautifully plated fish fillet in a go-container often comes with a disadvantage in curb appeal, which can lead to a disappointed customer. There are many ways to ensure that the premium perception stays intact, giving the diner an optimal, memorable seafood experience. Get five strategies to achieve that goal.

[READ ON](#)

12/4/20



FLAVOR OF THE MENU *flash*



PLANTING COMFORT

The topic of comfort food is a perennially popular one, offering many consumers with comfort in familiarity and pleasure. Also right to the point of food presented as champions of wellness, providing nutrients benefits and their great taste. From the chef's perspective, menu developers are embracing whole cooking, understanding that these are highly sought after. Restaurant trends are being driven through, making the menu and paying close attention to shifting trends in consumer behavior. But there are gaps in our knowledge that we need to identify before the pandemic, and they offer solutions to ongoing menu needs.

[READ ON](#)

12/18/20



FLAVOR OF THE MENU *flash*



"There's been a shift in what motivates people to order takeout/delivery/curbside food. The key driver is no longer convenience."

Steve Weisbe, president of Menu Matters foodservice consultancy, offers keen insights on consumer dining behavior with foodservice. "There's been a shift in what motivates people to order takeout/delivery/curbside food. The key driver is no longer convenience. It's about the experience of being food ready, especially in the experience that they want their guests to have when they come into the restaurant's four walls," she adds.

Read on for more foodservice expert perspectives on how to pack the pillars of hospitality and experience into the go-container that today is such a prevalent and essential part of the industry.

[READ ON](#)

1/14/21



FLAVOR OF THE MENU *flash*



TOP 10 TRENDS 2021

Welcome to Flavor & The Menu's 2021 Top 10 Trends! Trends never stop, even in a pandemic. They are a reflection of the creative energy that has made the American foodservice industry the inspiring enterprise it's become. And, importantly, they also represent the industry's resiliency. Even through the darkest days of 2020, trend themes emerged, holding up a mirror for us to reflect ongoing consumer behaviors and menu-development inspirations.

[GET THE TOP 10 TRENDS](#)

1/29/21



FLAVOR OF THE MENU *flash*



TEAT UP

The flavors, textures and textures that make this hot take variety, playful, satisfying and indulgent, are being put to rest for burritos, burrito bowls, chilis and pupu chis, their good food together again getting priority. For more, and lots of fun, visit the complete public needs right now!

Menu developers have an opportunity to take to customer feedback and profile and lightweight spirit, then present it as delightful again to their customers.

[READ ON](#)

2/19/21



FLAVOR OF THE MENU *flash*



COLD SANDWICHES HEAT UP

Operators are well familiar with the broad appeal of cold deli sandwiches. These offerings have built a strong consumer trust and a loyal fan base. They also take well to creative R&D, leading to new trends in fun ways and sandwiching them in a deli format. Read on for creative menu ideas to propel your development in the sandwich category.

[READ ON](#)

1/14/21



FLAVOR OF THE MENU *flash*



BURRATA

Burrata is a delicious Italian cheese that is made from fresh mozzarella and cream. It's a soft cheese with a creamy texture and a mild flavor. It's perfect for use in salads, sandwiches, and as a topping for pasta. Get the recipe for this delicious dish.

[GET THE RECIPE](#)

1/29/21



FLAVOR OF THE MENU *flash*



TAKES ON BASES

Get creative with your bases with our top five combinations. For more, and lots of fun, visit the complete public needs right now!

[READ ON](#)

2/19/21



FLAVOR OF THE MENU *flash*



STEPPING UP THE SANDWICH

Chefs are menuing creative, flavorful sandwiches that hit the bull's eye of uniqueness in the marketplace coupled with approachability and craveability. Menu ideas that maximize sandwich's favorite protein, turkey, while building modern flavor combinations.

[READ ON](#)

1/14/21



FLAVOR OF THE MENU *flash*



FOUND IN TRANSLATION

Chefs are taking Chinese-American food in unexpected, new directions.

[READ ON](#)

1/29/21



FLAVOR OF THE MENU *flash*



IN THE WEEDS

Chefs discover steamed's depth of character and leverage its adaptability.

[READ ON](#)

2/19/21



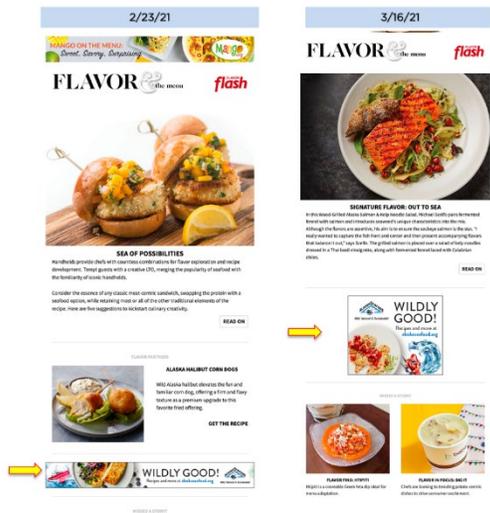
FLAVOR OF THE MENU *flash*



DRIVE SALES WITH IRRESISTIBLE DISHES

Menu inspiration.

[READ ON](#)



Oct 2020	Deliveries	Opens	Ad size	Clicks
10/8/20	7,173	2,456	728x90	6
Dec 2020	Deliveries	Opens	Ad size	Clicks
12/4/20	8,286	2,681	300x250	5
12/18/20	8,246	2,827	728x90	19
Jan 2021	Deliveries	Opens	Ad size	Clicks
1/29/21	8275	2321	300x250	4
1/14/21	8246	5565	728x90	28
Feb 2021	Deliveries	Opens	Ad size	Clicks
2/23/21	8256	2973	728x90	6
2/19/21	8244	3198	728x90	13
Mar 2021	Deliveries	Opens	Ad size	Clicks
3/16/21	8229	2390	300x250	25

DISTRIBUTOR PROMOTIONS

Distributors represent a critical role in the foodservice sales, marketing, delivery and support of Alaska seafood products to independent operators, chain accounts, and foodservice management companies throughout North America. Custom POS, training materials, corporate branding including: quality control and corporate marketing programs are being handled at the corporate level, saving ASMI time and money.

Summer Promotions:

- Martin Brothers
- Samuels and Son

Winter/Lenten Promotions:

- US Foods
- Sysco Corp.
- Performance
- Restaurant Depot
- CashWa
- Gordon Foodservice
- Lund's



Restaurant Depot displays Alaska pollock banners: ASMI designed banners showcasing Alaska pollock were featured in Restaurant Depot's winter and spring advertising materials featuring the GAPP logo. The banners were used on printed flyers as well as digital marketing materials.

ALASKA, WILDLY GOOD

Give your customers what they want — real food that's healthy, delicious, and sustainable.

There's no end to what's good about wild-caught seafood from Alaska.



For one-of-a-kind recipes or to learn more about this amazing seafood visit alaskaseafood.org

Alaska SEAFOOD

Alaska Seafood can help your menu stand out against the competition. With premium quality and taste, the pure source of protein will keep your customers coming back for more. 61% of consumers are more likely to order the seafood offering when they see "Alaska" and 56% will return to your restaurant in the near future.*

Celebrate with Seafood
Seafood is the first choice for 42% of consumers when dining out for special occasions. Allow Sysco's seafood selection to help you satisfy consumers' wants, while exceeding their expectations. Capitalize on upcoming holidays such as Valentine's Day and the Lenten season.

56% of restaurants with Sysco Seafood use fish as the main ingredient.

View Alaska Seafood on Sysco

*Source: Sysco, Inc. © 2021. Sysco, Inc. generated by alaskaseafood.org. Promotional flyer/plate October 2021.

Sysco Launches Lent Playbook: Global foodservice distribution company, Sysco, released a new toolkit to its Foodie Solutions platform to help the foodservice industry generate additional revenue and meet customer expectations during Lent. The "Get Hooked on Seafood" foodie solutions toolkit provides "innovative tools and resources to help you provide your customers with the best seafood experience." The toolkit is out just in time for the Lenten season. The toolkit includes an Alaska Seafood page that encourages operators to menu Alaska seafood to stand out from competition and sites, "61% of consumers are more likely to order the seafood offering when they see the word "Alaska." The Alaska seafood logo is displayed prominently as well as Alaska pollock, cod and salmon descriptions. The feature also links to the ASMI recipe database for foodservice recipes.

US FOODS

GREAT FOOD

OUR SERVICES

- CHECK BUSINESS TOOLS
- GHOST KITCHENS
- EASY ORDERING
- MENU DESIGN
- BUSINESS TRENDS
- NATIONAL SUPPORT

TRENDS FOR A PROFITABLE LENT MENU

RECIPES

An extensive list of proven recipes from US Foods® is available to help you plan and execute quality menu items your patrons will love, recommend and come back for.

[Read More >>](#)

ALASKA SEAFOOD

Alaska seafood arrives from Alaska's waters to your plate, and is the most wild, natural and sustainable seafood in the world. Find out more about Alaska Seafood.

[View now >>](#)

US Foods Promotes Alaska Seafood: Alaska seafood was heavily promoted during the 2021 Lenten season. US Foods featured Alaska pollock and cod on their social media channels as well as external and internal websites. The distributor featured Alaska pollock and cod on mock Lenten menus that were shared with operators across the country. Digital initiatives also included email newsletters to operators and sales teams as well as a feature on the Lenten menu ideas webpage. Additionally, a seafood flyer was also distributed via email highlighting multiple Alaska seafood products including Alaska cod, pollock, salmon, crab and halibut.