DOMESTIC MARKETING BUDGET

BOARD OF DIRECTORS
APRIL 29, 2021

Domestic Marketing Team
Welcome, Monica and Nanette! Congratulations, Leah!
Program Operations

Program Operations (Staff): $242,000
(↓$35,000) Salary and benefits funding determined by fiscal.

Salary, Benefits, and Travel
50% Marketing Director (Megan Rider)
100% Marketing Coordinator (Leah Krafft)
50% Assistant Marketing Coordinator (Vacant)
12% Assistant Marketing Coordinator (Nanette Solano)

Decreased due to vacant position.
Marketing Operations

Marketing Operations: $215,000
(↑ $22,500 recommended)

Contract and Travel Expenses
100% Distributor Promotions / National Accounts
(Jann Dickerson)
33% Marketing Consultant (Tricia Sanguinetti)

Slight increase due to travel funds being reinstated.
Operator Promotions

Operator Promotions: $275,000
(no change recommended)

Custom promotions with 16,000+ units
across the country
A CRISPY CATCH
ALASKA POLLOCK COUNTRY BASKET

Premium Fish Sandwich
WE’VE GOT THE HOOKUP
Distributor Promotions

Distributor Promotions: $275,000
(↑ $25,000 recommended)

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

Increases reflect new partnership with US Foods, as well as alternative suppliers such as Restaurant Depot.
ALL THE NUTRITIONAL BENEFITS OF ALASKA SEAFOOD

DIVE INTO A HEALTHIER 2021 WITH ALASKA SEAFOOD

BOOST HEART HEALTH WITH ALASKA SEAFOOD
Alaska Seafood

Wild Alaska Salmon
Wild caught Alaska Salmon is prized around the world for its superior flavor and texture. This fish is known for its high-quality protein and omega-3 fatty acids. The salmon is caught using traditional methods to ensure sustainability and the freshest possible catch. Its flavor is mild and rich, with a hint of sweetness and a slight hint of smoke. It is an excellent choice for seafood lovers who prefer a delicate flavor profile.

Pacific Cod
Pacific Cod is a popular choice among seafood lovers for its mild flavor and firm texture. This fish is easily digestible and is a great choice for those looking for a sustainable seafood option. Pacific Cod is often used in dishes such as fish and chips and is a staple in many recipes.

Alaska Pollock
Alaska Pollock is a popular choice for seafood lovers looking for a mild and affordable fish. This fish is known for its white, flaky flesh and is often used in dishes such as fish sticks and fish cakes. Alaska Pollock is a sustainable choice and is widely used in many seafood dishes.

Celebrate with Seafood
Seafood is the first choice for 43% of consumers when dining out for special occasions. Serve Sysco's seafood selection to help you satisfy consumers' demands while exceeding their expectations. Captures on upcoming holidays such as Valentine's Day and Mother's Day and increases sales.

Sea YOUR PROFITS GROW
FEATURING ALASKA SEAFOOD®
US Foods

The high quality, consistent portion size, and adaptive whitefish profile of our MSC - Marine Stewardship Council sustainably certified Harbor Banks® Wild Alaska Pollock fleet make them the perfect choice to star in FoodFanaticChef Randall Smith's "Tomato Jam-Crusted Pollock with Brussels Sprout Ragout and Grilled Fingerling Potatoes".

Get the recipe to make it here: http://bit.ly/FFChefsSmithsPollockRecipe
Tradeshows and Conferences

Trade Shows and Conferences: $200,000 ($170,000 recommended)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning about new trends.

Increase reflects the resurrection of tradeshows and conferences post Covid to include Seafood Expo North America.
Trade Support

Trade Support: $364,500
(↓ $239,500 recommended)

Recipe development, webinars, virtual opportunities such as chef demonstrations, photography, website content, Seafood University, culinary training programs, research, sample seafood products, and all print collaterals.

Decrease reflects reinstating the trade show and conference line.
Hi Megan,

Thank you for the Alaska seafood sampler package. I can’t believe all of the amazing seafood you sent! We already enjoyed some of the salmon last night. My 4 year old ate his portion and started eating more off my plate 😋 (he loves it). He woke up this morning and asked “which fish are we going to have today?”

I really appreciate your generosity. Look forward to promoting Alaska seafood with Sharky’s.

Thank you,
Becky Larsen Marquez
Director of Marketing
Sharky’s Woodfired Mexican Grill
64% of consumers are more likely to purchase Alaska seafood when the logo is on the menu.
Trade Advertising

Trade Advertising: $145,000
(no change recommended)

Domestic does a combination of print and digital advertising with Plate, Flavor in the Menu/Sea food in the Menu, CIA Smartbrief and Hotel Smartbrief.
Budget Breakdown

- Personal Services: $259,000
- Trade Ad: $160,000
- Marketing Operations: $213,000
- Travel: $0
- Trade Support: $336,500
- Special Project/Co-op Promotions: $443,000
- Trade Shows and Conferences: $200,000
- Trade Promotions: $375,000
- Travel: $30,000
Program Operations

Program Operations: $256,000
(↓ $21,000) (Salary & benefits funding determined by fiscal)

Salary, Benefits and Travel
50% Domestic Marketing Director (Megan Rider)
100% Retail Marketing Coordinator (Monica George)
50% Assistant Marketing Coordinator (Vacant)
12% Assistant Marketing Coordinator (Nanette Solanoy)

Decrease due to vacant position.
Marketing Operations

Marketing Operations: $226,000
(↑ $15,000)

Contract and Travel Expenses
100% Retail Marketing Representative (Mark Jones)
33% Marketing Consultant (Tricia Sanguinetti)

Slight increase is a result of travel funds re-instituted.
Special Projects and Co-op Promotions:
$450,000
(↑ $60,000 recommended)

Alaska Seafood coupons and co-op coupon promotions are funded in this category, as well as ecommerce shoppable recipes.

Increase reflects expansion into other consumer facing virtual opportunities such as Serious Eats, third party grocery delivery, Chicory and more.
Trade Promotions

Retail Trade Promotions: $375,000
(no change recommended)

In-store promotions, demos, merchandising contests, and custom point-of-sale materials. We are enjoying increased participation from retailers in the United States and Canada.
Seared Garlic Butter Scallops

INGREDIENTS:
- 2 Tablespoons Olive Oil
- 1/2 Shallot, Sliced
- 2 Tablespoons Unsalted Butter
- 6-8 Large Garlic Cloves
- 3 Cups Dry White Wine

Choose flavor. Choose wellness. Choose wild Alaska salmon.
STICKY SESAME WILD ALASKA SOCKEYE SALMON TACOS RECIPE

Spice up Taco Tuesday with our flavor-packed sockeye salmon tacos! Made with our luscious wild Alaska sockeye salmon, the whole family will love these colorful tacos served with a vibrant slaw. Thanks to Rachel Green for the recipe and Steve Lee for the photo.

INGREDIENTS
- 2 Tablespoons sriracha
- 1 Tablespoon light soy sauce
- 1 Tablespoon sesame oil
- 1 Tablespoon rice wine vinegar
- 1 clove garlic, crushed

DIRECTIONS
1. In a shallow dish, mix together the sriracha, soy sauce, sesame oil, rice wine vinegar, garlic and ginger. Lay the salmon (skin side up) in the marinade and leave for 15 minutes.

2. Remove the salmon from the marinade, place on a baking tray (skin side down) and spoon over a little of the marinade. Sprinkle with the sesame seeds and roast in the preheated oven for 10 minutes or until cooked to your liking.
Foodminimalist: If you’re hankering for a warming noodle bowl with a boost of vitamin D in the middle of winter, I’ve got a simple, delicious, and nutritious recipe for your -- featuring wild Alaska sockeye salmon from @fultonfishmarket. They source their wild sockeye salmon from the pristine waters of Bristol Bay, Alaska, the sockeye salmon capital of the world.

With its iconic ruby red color and rich flavor, @fultonfishmarket’s wild Alaska sockeye salmon is also packed with protein, heart-healthy Omega-3s, along with many essential vitamins and minerals. I especially love salmon pan-seared, and here’s an easy recipe for...
Trade Shows and Conferences: $200,000 (↑ $170,000)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning about new trends.

Increase reflects the resurrection of trade shows and conferences post pandemic and Seafood Expo North America.
Trade Support

Retail Trade Support $183,100
(↓ $133,400)

Funding for the digital asset library, recipe development, photography/video production, research, POS development and reprints, storage/fulfillment costs, website updates, and product for display and PR events.

Decrease reflects completion of QR code, Seafood University, and pre and during Covid research.
Examples…
Trade Advertising

Retail Trade Advertising $160,000
(No change recommended)

Domestic will devote funds to both digital and print media to include Progressive Grocer, FMI Daily Lead, Smartbrief, Grocery Business, and others.
THANK YOU!