



MEMORANDUM

DATE: 18 April 2018
TO: ASMI Domestic Marketing Committee
FROM: Victoria Parr, Domestic Marketing Director
SUBJECT: Domestic Marketing Update

Following, please find the Domestic Marketing Program update for FY18 highlighting program activities from July 1, 2017 to date. Also enclosed, please find previews for FY19.

FOODSERVICE:

FOODSERVICE OPERATOR PROMOTIONS: BUDGET: \$305,600

The Foodservice Program continues to target operators across all sectors of the industry from non-commercial to fine dining to quick service. The research from Datassential shows that among proteins, Alaska seafood is still the #1 brand featured on U.S. menus. 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.

One new partner, San Pedro Fish Market in San Pedro, Los Angeles, serves 20K people every weekend, most of them Hispanic. It's a great family concept and they also have their own reality show called Kings of Fi\$h. They are promoting in-store, handing out #AskForAlaska bracelets and temporary tattoos to the kids. ASMI working with them now to produce Facebook Live episodes featuring: ugly crab, halibut, and salmon segments with our great chef partner, Dustin J. Trani and friends. They have also created new Alaska salmon shelf-stable products using the ASMI logo.



ASMI has partnered once again with nine foodservice operators promoting Alaska seafood as part of their Lenten Limited Time Offers (LTO's). Partners include: Freddy's Frozen Custard & Steakburgers, Texas Dairy Queen, Macy's Restaurants, White Castle, Sonic, Del Taco, Jack in the Box, Carl's Jr., and Hardees. These partnerships have given ASMI visibility nationwide across more than 16,400 units. ASMI has further supported these promotions by incorporating ASMI-paid social advertising into the latest LTO partnerships.



Total units partnered in FY18 YTD: 16,450. New partner chains for FY18 YTD: five

Currently the Foodservice Program is partnering with the following operators:

New partnerships in bold.

- ampm (BP)
- **B Restaurants**
- Black Bear Diner
- Cameron Mitchell
- Captain D's
- CKE (Carl's Jr. and Hardees)
- **Club Corp**
- **Dairy Queen International**
- Dairy Queen Texas
- Macy's
- Nordstrom
- Rockfish Seafood Grill
- Del Taco
- Duffy's Sports Bar
- Duke's Chowder House
- Eddie V's (Darden)
- First Watch
- Fish City Grill
- Freddy's Frozen Custard and Steakburger
- IHOP
- Jack in the Box
- Joey's
- Macy's
- Market Broiler
- McGuire Management Co.
- Morrison's Healthcare
- Oceanaire Seafood Room
- O'Charley's
- Rockfish Seafood Grill
- Rubio's
- **San Pedro Fish Market**
- Seasons 52
- Shari's
- Sharky's Woodfired Grill
- Sonic Drive-In
- Smokey Bones
- Subway Alaska
- Waba Grill
- Wienerschnitzel and Hamburger Stand
- White Castle

Colleges and Universities continue to be a primary target for the foodservice program. This is a crucial segment to focus on as this is the age many consumers start to make their own food choices.



ASMI currently has programs going and/or in development with the following institutions:

- University of Massachusetts – Amherst
- Westfield University
- United Tribes Technical College*
- University of Illinois at Urbana – Champaign
- State University of New York – Cortland*
- Bucknell University*
- Des Moines University*

**Denotes NEW partnership through Partnerships for a Healthier America (PHA) school.*

DISTRIBUTOR PROMOTIONS: BUDGET: \$297,000

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.

Currently the Foodservice Program is partnering with the following distributors:

- Martin Bros. Distributing-Illinois: fall 2017 and spring 2018 Martin Brothers promoted 75 items covering all Alaska species.
- Cash-Wa Distributing-Nebraska: fall 2017 and spring 2018 Cash-Wa ran an Alaska Seafood Spectacular. They featured 45 items from all Alaska species in their customer flyers along with sales associate cash incentives.
- Food Services of America (FSA): Washington: Kent/Everett divisions: Promotions included fall 2017 customer food show inviting thousands of their customers to sample the top 20 Alaska products and offer special pricing. FSA featured Alaska seafood in their customer flyer as well as sales associate spiffs. In the spring they offered a wild Alaska pollock sales spiff for the most new cases sold.
- Food Services of America-Corporate: eight divisions featured 100+ Alaska seafood items in back-to-back promotions "Spring Into Action" and "Seafood Palooza." The efforts included: banner ads, customer rebates, and sales spiffs.
- Gordon Foodservice (GFS): 12 divisions, October – June ran a digital seafood promotion for wild Alaska pollock, surimi seafood, and salmon. They created a great surimi video that was posted on their social media channels which Edelman helped to amplify, as well as banner ads, customer coupons, and sales spiffs.
- SYSCO Corporate-Houston/Toronto: 80 Operating Companies US and Canada "Sea of Success." SYSCO offered division/sales incentives for incremental sales lifts. The promotion included all species, and featured more than 300 Alaska products in their custom flyers, sales sheets, recipe cards, and direct-to-customer e-mail blasts featuring wild Alaska salmon.
- Reinhart Foodservice Corporate-Chicago: 24 divisions, spring 2018 Lent "Hidden Bay" private label promotion of 40 Alaska items - all species. This included customer incentive pricing called "My Deals" with sales associate incentives through "Juice Points Reward Program" and ran 2/14/18-3/31/18.
 - Q1 2018: ASMI Sustainability Ad was included in Reinhart's magazine called Restaurant Inc, the Business of Food. This is a core publication tool created for Reinhart's customers, suppliers and employees. It reaches over 100,000 restaurant professionals with tips, tools, and innovative ideas for success.
- Pacific Seafood-Sacramento: **NEW** Specialty Seafood Distributor: 1st spring 2018 promotion including sales incentives and a contest where four winners get a trip to the Pacific Seafood processing facility in Oregon for Alaska product training and fun activities.
- Pacific Seafood-Clackamas: **NEW** Specialty Seafood Distributor: Alaska Spring 2018 promotion including sales incentives with one winner getting a trip to Alaska with cash incentives for runner-ups.



- Pacific Seafood-Seattle: **NEW** Specialty Seafood Distributor: Alaska promotion including sales incentives (under development) May/June fresh Alaska species.
- Santa Monica Seafood: **New** Specialty Seafood Distributor: May/June initiative (under development)
- Samuels & Son Seafood: Summer email blast campaign, social media campaign, quarterly sales competition spiffs with a fresh and frozen sales competition. Winner for each gets \$1,000. Magazine ad – May edition, featured on their website, training sessions, brand ambassador tour (three cities with the Samuels team promoting Alaska seafood) website banner ads, website product pages, social media campaign, and fall daily email blasts.

Promotions in the works for FY18: Sysco/Canada, Nicholas & Co, Del Monte Meat/Ports Seafood.

TRADE SHOWS & CONFERENCES: BUDGET: \$182,000



National Association of College & University Foodservice (NACUFS): July 2017 Providence, RI. Over 1,500 food and beverage **decision makers** attend this conference from self-operated colleges and universities around the country. The foodservice program continues to collaborate with schools around the country to menu and promote Alaska seafood. Seafood sustainability is a top priority for most schools and provides a great opportunity for ASMI to educate the next generation of seafood consumers. It is a key conference for setting up Alaska seafood promotions.



Association of Healthcare Foodservice (AHF): August 2017 National Harbor, DC. ASMI exhibited at the premier show for self-operated healthcare, long-term care, and assisted living directors and dietitians. The goal was to network with more decision makers in the healthcare space. The show was sparsely attended, focused on employee retention, uninterested in seafood for their menus. This unfortunately is not a show we will be

returning to.

Culinary Institute of America (CIA) Healthy Menus R&D Collaborative (HMC): January 2018 Napa, CA. ASMI attended the Healthy Menus R&D Collaborative hosted by the Culinary Institute of America (CIA) in Napa, California at their Copia campus. As a member of CIA, staff participates in the year-round, invitational initiative designed to accelerate menu innovation around healthy eating. ASMI was a returning corporate sponsor at Healthy Menus, where staff heard from foodservice industry leaders and influencers from around the country. Alaska pollock was featured prominently in a taco tasting for operators to see how simple it can be to incorporate Alaska seafood as a flavorful, yet healthy menu item.



Culinary Institute of America (CIA) Healthy Kids Collaborative (HKC): December 2017 Napa, CA. ASMI attended the Healthy Kids Collaborative (HKC) hosted by the Culinary Institute of America (CIA) at their Copia facility. As members, staff participate in the year-round, invitational initiative designed to both accelerate innovation and deepen technical and professional expertise in K – 12 school food. ASMI was a returning Associate Corporate sponsor in partnership with the Genuine Alaska Pollock Producers (GAPP) at HKC, where staff heard from school nutrition leaders around the country.



National Restaurant Association (NRA) – Marketing Executive Group (MEG): May 2018 Chicago, IL. ASMI is a meal sponsor of the MEG conference which brings together marketing professionals from the top national and regional chains in the US. The 2018 theme of the lunch will be “Get Ugly,” further building on the grassroots campaign. Press will be attending. Chef Lionel Uddipa has been commissioned to create a street-food inspired a tostada recipe that includes Symphony of Seafood winner Barnacle Salsa as well. This a great opportunity to make new industry relationships. A number of Alaska seafood promotions have resulted from this sponsorship over the years.



International Corporate Chefs Association (ICCA) and Global Culinary Innovators Association (GCIA): ASMI is a founding sponsor of ICCA and GCIA organizations designed exclusively for corporate chefs from the nation’s top 200 and second tier 200 chains operations. ASMI networks at these events, building career-spanning relationships. In August this year, the ICCA/GCIA immersion experience will be in Alaska. ASMI is a sponsor with other brands and will have wonderful facetime with the operator attendees, many of whom make lasting choices for their respective chains.



Seafood Nutrition Partnership (SNP) Healthy Heart Summits: Sep.-Oct. 2017: Jacksonville, FL; Charleston, WV; Memphis, TN; Indianapolis, IN; Oklahoma City, OK. Joining forces with SNP to encourage Americans to eat more seafood, ASMI was a silver sponsor of two localized events and donated product to all five. The heart-healthy recipes featured canned Alaska salmon and were backed by various local partners such as: Publix markets in Jacksonville, Chef Ryan Nelson in Indianapolis, as well as senators, mayors and other community leaders. The tour earned ASMI many mentions in press coverage in all of these regional markets.





Les Dames d'Escoffier: A philanthropic organization of women leaders in the fields of food, fine beverage and hospitality. The by-invitation membership is highly diversified and reflects the multifaceted fields of contemporary gastronomy and hospitality. As longtime members, ASMI attended again in 2017 to remain in touch with the important food leadership represented. New ASMI staff will be attending again in 2018 to evaluate future participation as well as networking and learning.



International Foodservice Editorial Council (IFEC): October 2017. The conference brings editors and PR/marketing communications professionals together to exchange ideas, share resources and confer on editorial content for foodservice-engaged readers. Member editors are the voices of the leading print and digital magazines.

PR members represent food boards, manufacturers, restaurants, non-commercial operations, trade groups, research firms and other organizations that drive foodservice. Revelry executed a successful Activity Station sponsorship featuring an Alaska rockfish recipe created by Top Chef Season 14 cast member and C-CAP alum Chef Sylva Senat from ASMI's Foodable TV episode. The team met with trade editors of 14 publications during ten-minute sessions of editorial office hours to discuss 2018 editorial opportunities for Alaska seafood.



"Best station here and that's coming from a beef guy!" Dave Zino, National Cattlemen's Beef Association.

FOODSERVICE TRADE SUPPORT: BUDGET: \$361,000

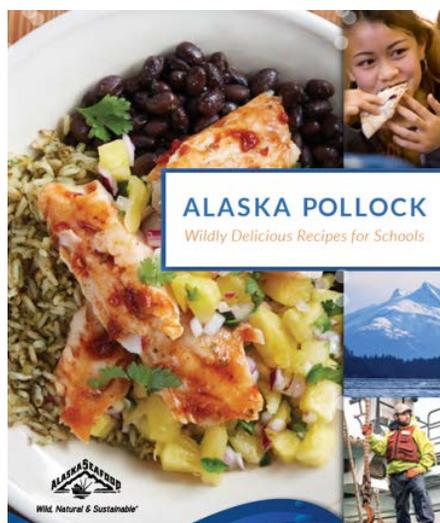
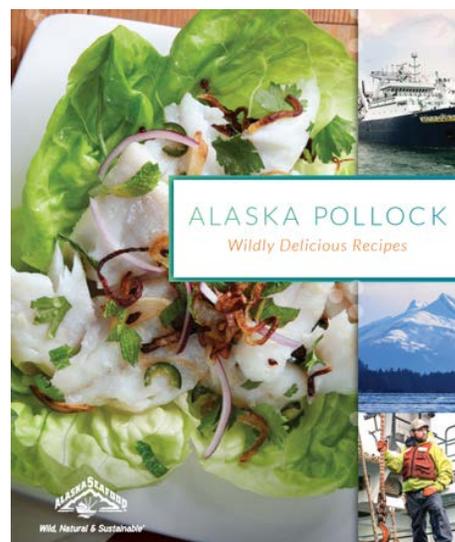
From recipe development, research, collateral, and POS materials this is a crucial part of the foodservice program for ASMI and the industry. For independent operators our digital assets, posters, table tents, and research help create the great Alaska seafood story. The artwork, recipes and photography are utilized by both operator and distributor partners to further enhance the Alaska message. This budget also covers product for chefs or PR opportunities. Educational content produced by the program are funded under this budget line.



Careers through Culinary Arts Program (C-CAP): ASMI has sponsored multiple C-CAP events this year by way of donations of Alaska seafood. C-CAP is an organization that helps at-risk youth find a creative outlet, discipline, and career skills in the culinary arts. A total of 17,000 students are enrolled across the U.S. Sponsored events included their Annual Benefit, Annual Harvest Moon, and Full Circle Winter Benefit. ASMI donated Alaska sockeye salmon, king salmon, rockfish, and crab that were showcased in an array of recipes developed by renowned chefs, and executed with the assistance of C-CAP students. These events gave ASMI visibility across the country to more than 1,500 VIP guests, educated the next generation of chefs about Alaska seafood, and helped raise more than \$1 million for the non-profit organization.



Alaska Pollock Recipe Booklet: ASMI teamed up with Partnership for a Healthier America (PHA) to create a recipe booklet for non-commercial foodservice such as colleges and universities, healthcare, daycare, and adult living facilities, to equip them with easily executed menu ideas that help them meet PHA guidelines. The booklet features delicious Alaska pollock recipes created by Chef Garrett Berdan, RDN, in different on-trend flavor profiles including: *Coconut Thai Curry Alaska Pollock with Brown Jasmine Rice*, *Laos-Style Alaska Pollock Laap*, *Lemon Tahini Alaska Pollock Flatbread Tacos*, *Alaska Pollock Burrito Bowl with Poblano Rice and Pineapple Salsa*, *Torta de Alaska Pollock Verde*, and *Vietnamese Turmeric Alaska Pollock with Chilled Noodles*.



K-12 Alaska Pollock Recipe Booklet: In collaboration with Genuine Alaska Pollock Producers (GAPP), ASMI reformatted the Alaska Pollock Recipe Booklet into a K-12 version that was debuted at the Culinary Institute of America’s Healthy Kids Collaborative. This year-round invitational initiative is designed to accelerate innovation and deepen technical/professional expertise in K-12 school food. ASMI modified the recipes to be more school operator-friendly, along with simpler messaging throughout the booklet.

Foodable TV: The number one media organization that leverages the power of social, mobile, and new media distribution for restaurant & hospitality professionals and enthusiasts to educate, entertain and provide unique insights not available anywhere else. ASMI continues to partner with Foodable. This year we produced a ten-minute episode with Chef Dustin Trani of J.Trani’s restaurant in San Pedro, CA and Chef Drew Johnson of Kincaid Grill in Anchorage, AK to educate chefs about frozen fresh seafood. The foodservice team worked with the technical program on messaging, and produced a lecture on the subject with technical program director Michael Kohan, that is being used in both foodservice and retail.

Media Analytics from June 2017 – March 2018:

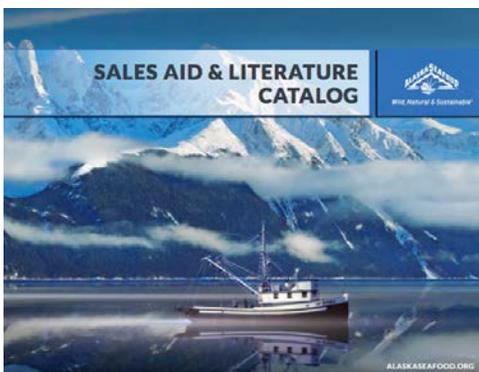
- 225K unique page views (web/Apple News)
- 232K overall video views (web, social, iTunes)
- 2.5M social media impressions (Facebook, Twitter, LinkedIn, Instagram)



In March 2018, Alaska halibut initiated Foodable TV's new Smart Kitchen Studio in Miami, FL. This is the first smart short project that ASMI will have produced with Foodable and is leading to the production of an eight-episode series on Amazon Prime Video. All together, ASMI will have nine new recipes developed, demoed, shot, and streaming in FY19. Because of status as a longtime partner and approved vendor with Foodable, the eight-series is 50% subsidized by Amazon.

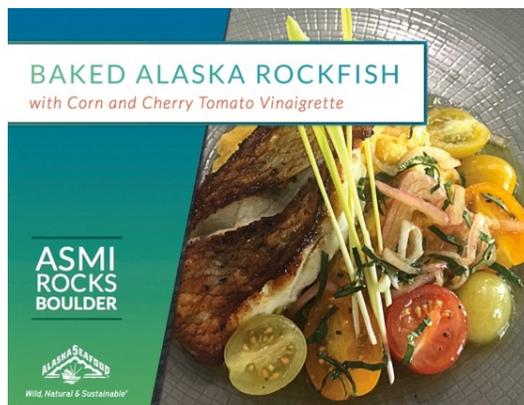
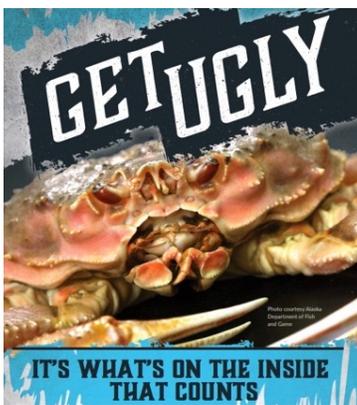


COOK IT FROZEN! videos have been recut and repurposed. ASMI took legacy videos and recut them into snappy social pieces that average 30 seconds to one minute of our six COOK IT FROZEN! videos for Facebook. They performed well when the recuts were finished initially in FY18 and were great content for Edelman to use again on Facebook during National Frozen Food month.



The Sales Aids and Literature Catalog underwent an intense revision this year. The year was removed from the cover and the layout was cleaned up and sharpened throughout. With so many of ASMI's retail and foodservice partners gravitating toward minimalist, clean, simple styles, ASMI wanted to make sure that both materials and the catalog were aligned. In FY19, ASMI is evaluating the user interface (UI) for the website partners use to order materials. The team wants to improve that experience to encourage use of materials, decrease storage costs, and use up older collaterals to make room for fresh, on-trend options. Paid for by Foodservice & Retail.

Other specialized collaterals like new handouts, and seafood case clings are designed, printed, and distributed from this budget line. Some notable pieces of this year's creative are below:



TRADE RELATIONS: BUDGET: \$100,400 (Foodservice) \$63,400 (Retail)

The foodservice program continues to work with trade PR agency Revelry. Activities in FY18 have focused on pitching Alaska Herring Week, leveraging/activating C-CAP and other Alaska seafood trade partnerships, chef stories including Alaska Chef Lionel Uddipa, Alaskan fisherman story featuring Thea Thomas and building awareness for National Seafood Month, Lent 2018 activities, and the “Get Ugly” campaign. The Revelry team also attended the IFEC Conference in October to meet with editors regarding Alaska seafood editorial opportunities in 2018 publications. Foodservice trade editors are eager to cover stories about chef recipes/images, research, lesser-known species while seeking spokesperson interviews or quotes from chefs/operators, and thought leadership from the ASMI team.

YTD Media Impressions 2,481,329 Media Impressions, 21 Placements

Coverage Highlights:

- *Foodable*, Fall Menu Items - online, newsletter - October 2017
- *Flavor & The Menu*, Lent - print, online, newsletter – Nov/Dec 2017
- *QSR*, Lent - print, online, newsletter – February 2018
- *Nation’s Restaurant News*, Lent – online, newsletter – February 2018
- *School Nutrition Magazine*, Seafood – print, online, newsletter – February 2018
- *FSR Magazine*, Rising Stars Under 40 – print, online, newsletter – March 2018

Alaskan Halibut with Alaskan pickled Carrot Vinaigrette #2
Chef Lionel Uddipa - SALT - Juneau, Alaska

Ingredients: Alaskan Halibut with Alaskan pickled carrot, vinaigrette, root-to-root herbs, wild Alaskan-foraged mushrooms (chanterelles, pleurots, and gyojies) and black seaweed from Angoon, Alaska.



Chef Lionel Uddipa is the third generation of chefs in his family. Born and raised in Juneau, his first restaurant job was as a dishwasher in his family's diner, where he made the kitchen his "playground." Uddipa decided to further his career in culinary school and was classically trained at Le Cordon Bleu in Atlanta, Ga.

His dish features ingredients that are hyper-seasonal, featuring mushrooms and root vegetables that can only be harvested late in the year. "I mean, all plants, fruits, and vegetables are harvested in Alaska pretty much at the same time. Chef Uddipa does much with the mushrooms and halibut as he really wants to showcase their true flavor profile. He uses herbs that can be grown easily on your roof or inside your home, and also, farm-to-table restaurants, skilled regional chefs' partnership with a Japanese mandolin to add some pizzazz to the dish."

- Seasonality - 9
- Visual Appeal - 8
- Creativity - 7
- Nostalgia Factor - 7



12 Standout Fast-Food Meals to Order During Lent

from *Entrepreneur* | by Dan O'Connell



Back to the Sea

See the Possibilities
What if Glass is Not?

When you look at a glass of water, you see a clear liquid. But if you look at it from a different angle, you see a different color. This is the same concept as the "See the Possibilities" campaign, which encourages people to look at things from a different perspective.

One fish, two fish, red fish, blue fish
Local fish, frozen fish, sustainable fish, farmed fish

When you look at a fish, you see a fish. But if you look at it from a different angle, you see a different color. This is the same concept as the "See the Possibilities" campaign, which encourages people to look at things from a different perspective.



LIONEL UDDIPA, 33
 EXECUTIVE CHEF & PARTNER
 SALT | JUNEAU, ALASKA

LIONEL UDDIPA STARTED OUT washing dishes in his family's Juneau, Alaska, diner. He graduated from Le Cordon Bleu in Atlanta in 2008 and then worked and staged around the country, including cooking in several Michelin-starred venues, because he was "hungry for more." When he returned home one holiday to visit his family, he realized nobody there was doing the heightened cuisine he was doing, making for a perfect opportunity. As executive chef and partner at Juneau's Salt, Uddipa serves what he calls Alaskan cuisine: food sourced in Alaska, preserved through the spring and summer months. It's everything from fermenting and pickling to making charcuterie and freezing. A third-generation chef, Uddipa is also Filipino, and strives to have at least one dish from his native country on the menu, such as

NATION'S Restaurant News Menu Tracker: New Items from Andy's, Rabbit Burger Grill, Fuzzy's Taco Shop
 March 15, 2018 | 4 of 17

Del Taco
 Another Marriage Team: Fried chicken, always topped with sweet sauce, shredded cabbage and pico de gallo in a flour tortilla.

Stay up-to-date on the latest foodservice news & trends
 Subscribe for free information from Restaurant News

Activate Windows
 Go to PC settings to activate Windows.



Ad components included: newsletter sponsorship ads, feature content sponsorship ads, dedicated sends, and social retargeting.



Performance Highlights:

- CIA News 1 ad 12/5 = 0.95% CTR (crab mac and cheese creative)
- NRA News 1 ad 2/20 = 0.56% CTR (charcuterie creative)
- CIA 1/10 FC ad= 0.70% CTR (pollock fries with asian-style gremolata creative)
- 1/30 CIA Dedicated Send = 5.20% CTR (Building Chefs of the Future with C-CAP and Alaska seafood)
- SmartSocial 0.54% CTR (Chef Sylva video creative)
- Top-clicking titles: Chef/Executive Chef, Owner, President, Manager



Companies that clicked included: Landry's, Balducci's, Ted's Montana Grill, Subway, Chick-Fil-A, Knightsbridge Restaurant Group, Red lobster, and Whole Foods Market.

Learnings:

- The more innovative the recipe idea, the better performance.
- Video has resulted in a better performance, thus continued investment in developing engaging media that can be utilized in multiple platforms will be important.

RETAIL:

The core of the retail program is retail outreach at the headquarters/division level grocers, as well as seafood suppliers, meal kit companies, and ecommerce retailers offering promotion assistance, training and point-of-sale (POS) material.

The promotions can be seasonal (such as summer co-op promotions), or customized with each retailer and involve in-store demonstrations, development of co-branded POS material, or tactics such as targeted emails, in-store merchandising contests, frequent shopper/reward card offers, and more. The primary goal is Alaska branding at the customer point-of-purchase.

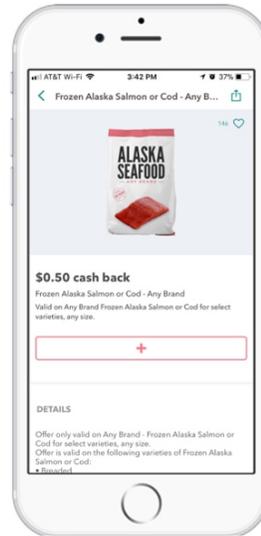
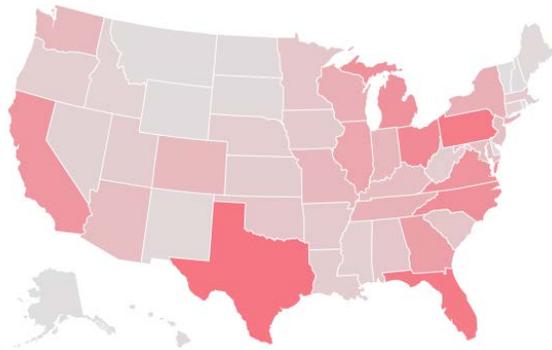
SPECIAL PROJECT & CO-OP PROMOTIONS: BUDGET: \$250,000

lbotta

ASMI ran two new successful promotions on the popular shopping app lbotta, an app-based digital coupon platform that handles both the coupon offer and redemption. The first promotion launched in January 2018 themed around the FEED YOUR FITNESS campaign, featuring frozen Alaska cod and salmon with a spotlight on functional nutrition messaging.

- Q1 2018 results: 12M impressions, 171K coupon unlocks, and 16K rebates redeemed (packages sold).

Redemptions by state:



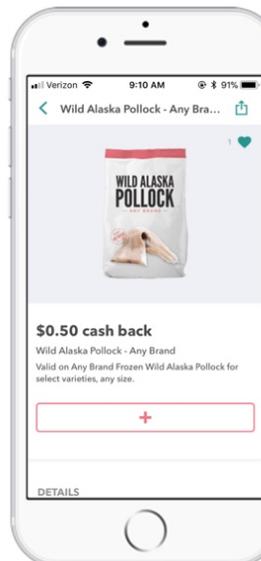
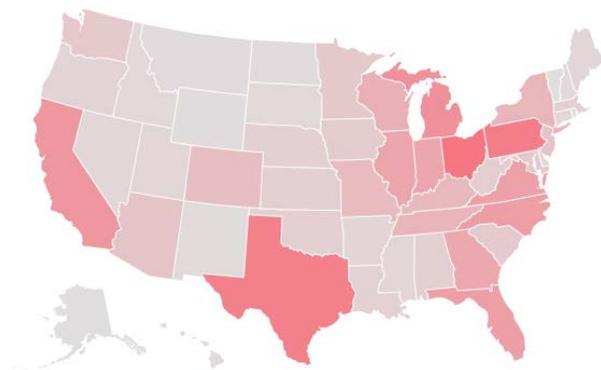
Top redeeming retailers:

Walmart (35.3%), Costco (9.6%), Kroger (8.6%), Target (5.0%), Meijer (4.2%), Food Lion (3.5%), Sam's Club (2.7%), Publix (2.4%), Wegmans (2.3%), Safeway (1.9%)

The second promotion occurred over Lent in partnership with Columbia Crest H3, a new brand of Ste. Michelle Wine Estates (SMWE). This featured frozen wild Alaska pollock (WAP) in a joint **bonus** offer with select wines (up to \$3 off), highlighting two of the seven newly developed recipes by Chef Garrett Berdan, RDN with wine select pairings. All seven recipes were featured on the ASMI consumer website at wildalaskaseafood.com.

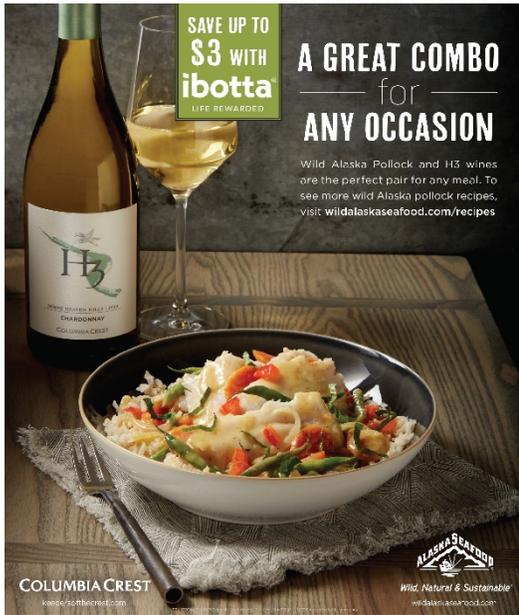
- Q2 2018 results (pending): 19M impressions, 103K coupon unlocks, and 16K rebates redeemed (packages sold).

Redemptions by state:



Top redeeming retailers:

Walmart (34.2%), Kroger (12.3%), Costco (8.1%), Meijer (5.2%), Food Lion (4%), Target (2.9%), Giant Eagle (2.8%), H.E.B. (1.9%), ShopRite (1.7%), Military Commissary (1.6%)



SUMMER 2018 and FY19 PREVIEW

Shoppable Recipes with Amazon Prime Now and Fexy Media

With explosive growth in online grocery, Amazon Prime Now and Fexy Media have teamed up to offer consumers engaging, shoppable recipes with two-hour grocery delivery, and ASMI is leveraging its way into the path-to-purchase for the 63 million existing Amazon Prime members.

In Q3, ASMI worked with Fexy Media to develop 12 custom recipes in coordination with Serious Eats and Simply Recipes. Six of the 12 recipes will highlight sockeye salmon, while the other six will feature various species including: Alaska pollock, halibut, cod, king crab, sole/flounder and rockfish. The recipes will launch on Serious Eats and Simply Recipes on June 15.

Each recipe will be hosted on the Serious Eats and Simply Recipes websites, and will feature clickable ingredients that are added into customer’s Amazon carts, then delivered to their doorstep for a same-day meal.



SMWE will be selling in-store POS to stores nationwide, and ASMI recipes will be front and center. This partnership will also unfold on the Ibotta app featuring a \$2 off rebate for frozen, shelf-stable, and value-added Alaska salmon and halibut. The new creative will be featured on tile ads within the Ibotta platform to bring attention to the bonus offer.

A similar promotion will repeat in Q4 on Amazon Prime Now with custom, shoppable recipes releasing October 1, again in coordination with Serious Eats and Simply Recipes. In-store POS materials will again be utilized nationwide, however this time ASMI will be featured with the portfolio brand Villa Maria, a veteran of the Ibotta app along with SMWE.



Blue Apron

Immersing deeper into the meal service scene, ASMI partnered with Blue Apron for the full 2018 calendar year to support the brand’s Wild Alaskan Seafood program. The program will highlight Alaska pollock, rockfish and sockeye salmon by telling the story of Alaska with a local chef and crew of Alaska pollock fishermen, while showcasing accessible, delicious recipes to cook at home.

- ASMI is supporting in areas of print (in-box booklet), blog posts, emails, social media, digital, supplier page, and recipe content (print/digital).
- Recent results show that the brand is projecting to ship approximately 450K lbs. of wild Alaska pollock in 2018, compared to less than 100K lbs. in 2017.

Katsu-Style Wild Alaskan Pollock with Cabbage Slaw & Rice

TIME: 30-40 minutes
SERVINGS: 2

In tonight’s dish, wild Alaskan pollock gets an exquisitely crunchy exterior from a Japanese katsu-style breading. (We’re using a combination of egg, flour, and panko breadcrumbs.) The crispy fish finds a perfect partner in creamy, savory black garlic mayo—contrasted by a bright cabbage slaw.

MATCH YOUR BLUE APRON WINE
Floral & Aromatic
Serve a bottle with this symbol for a great pairing.



NutriSavings is a health-focused network that incentivizes employees participating in healthcare-sponsored wellness programs to select healthier food items via coupons and nutritional information. Once enrolled in the wellness program, coupons can be loaded from the NutriSavings website onto their grocery rewards card; when the items are purchased the coupon funds are deposited directly into their NutriSavings bank.

- FEED YOUR FITNESS banner ads and recipes were featured on the NutriSavings website from 8/22 through 11/22 (click-throughs for the ads lead to the landing page at feedyourfitness.wildalaskaseafood.com.)
- The homepage banner ad received 56K impressions and 187 clicks, while the homepage skyscraper received 20K impressions and 28 clicks, among other ads. The October marketing e-newsletter was sent to 148K recipients and received nearly 5K opens/ad views, while the November e-newsletter was sent to around the same 148K audience and also received nearly 5K opens/ad views.

TRADE PROMOTIONS: BUDGET: \$375,000

Throughout the year, the retail team reaches out to corporate and division-level decision makers offering promotional opportunities, training, recipes, digital assets, and POS material.

Retailers

First-time retailers listed in bold.

- Ahold/Delhaize (2,031 stores)
 - Food Lion (1,061 stores)
 - Giant Food (169 stores)
 - Hannaford (180 stores)
 - Martins Food (50 stores)
 - Stop & Shop (420 stores)
- Albertsons/Safeway Corp. (2,353 stores)
 - Denver (136 stores)
 - Eastern (126 stores)
 - Houston (64 stores)
 - Intermountain (87 stores)
 - Northern California (276 stores)
 - Portland Division (147 stores)
 - Seattle (229 stores)
 - Southern Division TX (108 stores)
 - Southern California (356 stores)
 - Southwest Division AZ (224 stores)
 - ACME Stores (178 stores)
 - Haggen (15 stores)
 - Jewel Osco (180 stores)
 - Randall's (44 stores)
 - Shaw's (137 stores)
 - Tom Thumb (57 stores)
 - United TX (68 stores)
 - Vons (126 stores)
- Aldi USA (1,495 stores)
- Amazon Fresh (online)
- **Amazon Prime Now (online)**
- Associated Wholesale Grocers (2,575 stores)
- Kansas City (280 stores)
- Kroger, Corporate (3,587 stores)
 - Atlanta (187 stores)
 - Central (Indianapolis, 138 stores)
 - Cincinnati (111 stores)
 - Columbus (125 stores)
 - Delta (Memphis, 110 stores)
 - Michigan (128 stores)
 - Mid-Atlantic (Roanoke, 122 stores)
 - Mid-South (Louisville, 99 stores)
 - Nashville (92 stores)
 - Southwest (Houston, 219 stores)
- Fred Meyer (132 stores)
- Fry's Food Stores (120 stores)
- Harris-Teeter (232 stores)
- King Soopers/City Mkt. (147 stores)
- QFC (64 stores)
- Ralphs Grocery Co. (204 stores)
- Smith's Food & Drug (135 stores)
- Loblaws (Canada 1,065 stores)
- Lowes Food Stores (94 stores)
- Lucky's Market LLC (23 stores)
- Lunds/Byerly's (27 stores)
- **Mariano's (29 stores)**
- Marsh Supermarkets (72 stores)
- Meijer (420 stores)
- Met Foods (NY, 3 stores)
- Metro (Canada 1,353 stores)
- **Overwaitea/Save-On (Canada, 145 stores)**
- Price Chopper/Golub Corp. (137 stores)
- Publix Supermarkets (1,117 stores)
- Raley's Supermarkets (136 stores)

- Springfield (332 stores)
- Homeland Stores (83 stores)
- BJ's Wholesale Club (216 stores)
- Balls/Hen House (27 stores)
- Basha's/AJ's Fine Foods (116 stores)
- Big Y (77 stores)
- **Blue Apron (meal delivery)**
- Clark's Markets (7 stores)
- Coburns Fresh! (30 stores)
- Costco Wholesale (580 stores)
- Crosby's Markets (7 stores)
- DeCa (Defense Commissary 178 stores)
- Demoulas Market Basket (76 stores)
- **Dierbergs Markets (24 stores)**
- Dorothy Lane (3 stores)
- Earth Fare (43 stores)
- Fiesta Mart (71 stores)
- Food City, ME (9 stores)
- Foodland, HI (39 stores)
- Fresh Direct (online)
- Gelson's Markets (25 stores)
- Giant Eagle (433 stores)
- H.E.B./Central Market (320 stores)
- Harmon City (16 stores)
- Heinen's (22 stores)
- **Hello Fresh (meal delivery)**
- Hugo's Family Mkts (ND, 10 stores)
- Hy-Vee (402 stores)
- Ingle's Markets (203 stores)
- **Kings/Balducci's (27 stores)**
- Kowalski's Market (11 stores)
- King Kullen (40 stores)
- Kowalski's Market (11 stores)
- Reasor's, OK (20 stores)
- **Rosauers Supermarkets (22 stores)**
- Roundy's Supermarkets (153 stores)
- Rouse Enterprises (55 stores)
- SAM's Club (655 stores)
- **Save-On-Foods (165 stores)**
- Schnuck Markets (99 stores)
- Sobeys (Canada 1,039 stores)
- Southeastern Grocers (750 stores)
 - Bi-Lo/Winn-Dixie
- Spartan Nash (187 stores)
- Sprouts Farmers Markets (232 stores)
- Stew Leonard's, CT (5 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (2,487 stores)
 - Dan's Supermarkets
 - Dierbergs
 - Festival Foods
 - Piggly Wiggly
 - Shop 'n Save
 - Zinke's Market
- Target (1,792 stores)
- The Fresh Market (175 stores)
- Tops Markets, NY (183 stores)
- Unified Grocers
 - Pacific NW (156 stores)
 - Seattle (159 stores)
- Wakefern/ShopRite (383 stores)
- WalMart (4,975 stores)
- Wegmans Food Markets (90 stores)
- Whole Foods, Corporate (439 stores)
 - Florida (26 stores)
 - Mid-Atlantic (49 stores)
 - South (36 stores)
- WinCo Foods (105 stores)
- Woodman's Food Market (16 stores)

ASMI is engaging with online/meal delivery retailers as consumer shopping continues to transform and become more digital. These include: Amazon, Blue Apron, Fresh Direct, and Hello Fresh (listed above).



SUMMER 2017

Walmart conducted a nationwide overwrap promotion for wild Alaska salmon, and significantly more stickers were requested this year over last.



ASMI was able to conduct its first promotion with **Costco** in July 2017. The effort included a two-page feature article in the *Costco Connection* magazine, an on-pack sticker test, and in-store coupon. In March 2018, ASMI offered to support 200+ Costco markets across the nation with in-store demos for their refreshed Alaska sockeye salmon pilot program.



A series of three activations were conducted with online retailer **Fresh Direct** over summer 2017, highlighted by the launch of a new video for Alaska salmon featured on the retailer's homepage over Labor Day weekend.

Fresh Alaska seafood demos were conducted with the following retailers:

- Jewel-Osco, July (sockeye salmon)
- SAM's Club, 7/29 (sockeye salmon)
- H.E.B., 7/29 – 8/1 (sockeye salmon)
 - Over half of the demos were conducted as part of a special Viva Espana promotion
- Publix's annual wild Alaska salmon promotion featured 3,700 demos the week of 7/14, and 3,700 demos the week of 7/21. Three six-hour cooking classes featuring Alaska keta salmon were conducted in Orlando, Boca Raton and Plantation in mid-August.

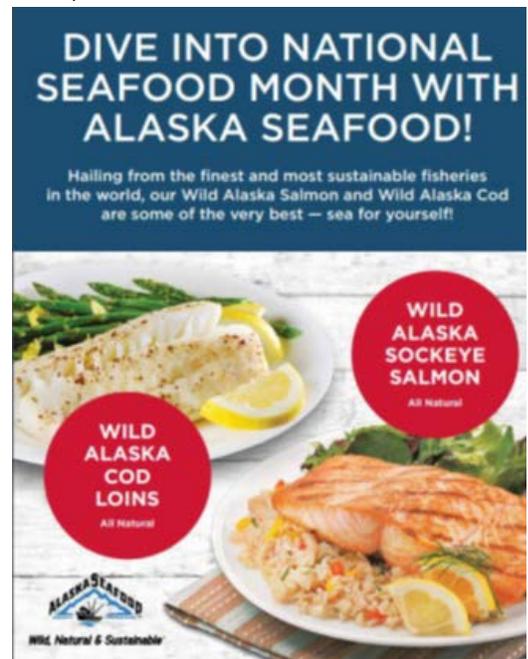


- Alaska pollock demos were conducted with Demoulas Market Basket and Schnuck's.

FALL 2017

National Seafood Month Promotions

- Kroger** ran an enterprise-wide promotion coinciding with Hispanic Heritage Month. Several digital elements, in-store POS, and demos were all targeted to the Hispanic customer, while demos were conducted in nine stores with high Hispanic populations. The digital coupon featured \$1 off frozen Kroger Alaska salmon and Alaska pollock, which was enhanced by ASMI-sponsored social media ads that resulted in over 21K total coupon downloads.
- Giant Eagle** promoted Alaska cod, breaded cod, and sockeye salmon at 235 stores, supported with custom in-store signage, targeted emails, and paid social media ads to further amplify in-store efforts. A total of 80K lbs. of Alaska cod and salmon were sold, with sales placing #2 just behind farmed salmon.
- Hy-Vee** showcased Alaska cod in 235 stores throughout the Midwest with impressive and detailed displays that were supported with in-store demos and signage. ASMI's cost to promote was a low .05 cents/lb. with 300K lbs. of product sold.
 - Following the fall promotion of cod, **Hy-Vee** also supported wild Alaska pollock throughout several Iowa locations in coordination with Trident, featuring their encrusted Alaska pollock.



HOLIDAY 2017

- **Mariano's** promoted frozen sockeye salmon and cod at 35 stores throughout the Chicago metro area over the holidays, with 25 in-store demos. This was ASMI's first effort with the Kroger-owned chain, and was pleased to see successful promotions across all Chicago locations.

JANUARY and LENT 2018

- **Save-On-Foods Canada** is ASMI's first-ever Canadian partnership that kicked off in January 2019. The promotion featured frozen and refreshed sockeye salmon in 162 stores throughout western Canada, including custom signage and multiple displays in each store, as well as organic social media posts for further amplification. Employees wore Alaska Seafood-branded t-shirts and displays were enhanced with balloons and even some digital content.
- **Lenten Promotions**
ASMI partnered with several retailers to promote Alaska seafood over Lent. **Kroger** prominently featured sockeye salmon and cod in 225 Texas division stores with in-store demos, while **Lunds & Byerlys** Twin Cities locations ran 52 successful Alaska pollock, sockeye salmon and cod demos. **Giant Eagle** promoted Alaska cod (breaded/unbreaded) and sockeye salmon at 235 locations, with digital support including targeted emails and social media ads that ASMI developed and funded.

Quality Food Center (QFC), a division of Fred Meyer, partnered with ASMI's preferred wine partner Chateau Ste. Michelle to showcase wine displays in the seafood department over Lent, promoting ASMI's Ibotta campaign bundling Alaska pollock with H3 wines (up to \$3 off in the app). The retail chain also implemented a sales contest highlighting the Ibotta promotion, with cash sales incentives offered to the top three stores per district with the highest percent increase of Alaska seafood sales, as well as district prizes for the top performing employees.

- 73% of the stores participated, and QFC was very pleased to increase their sales by 4.4% in the face of increased prices on many Alaska items. The promotion totaled an impressive over \$1.2 million in Alaska seafood sales for Lent.
- Additionally, digital QFC ads featured halibut and sockeye salmon over Lent.



SPRING 2018

H.E.B. featured wild Alaska pollock with 252 Showtime-Fresh Cart Demos in March 2018. Each store displayed and distributed Alaska pollock POS material and recipes, supported with social ads developed and funded by ASMI. The events all received impressive attendance and the Alaska pollock samples were so well-loved that several stores sold out.

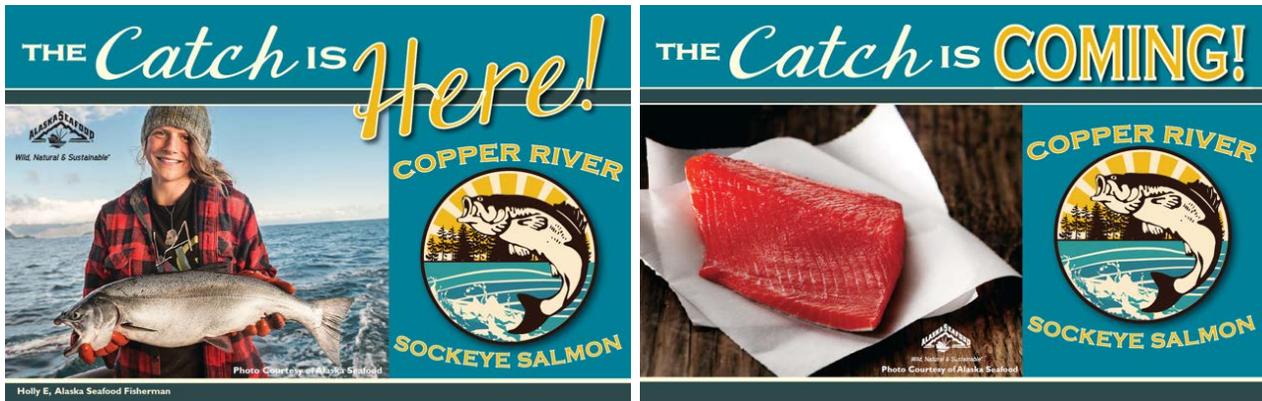


Earth Fare

Earth Fare highlighted sockeye salmon in March and will again in May, with 46 in-store demos each month that are further supported by social media efforts. Stores saw a 92% sales lift for first round of demos that took place on 3/23 and the team has high hopes for a similar sales lift in May.

UPCOMING:

- **Copper River** is partnering with Albertsons/Vons/Pavilions for its annual Copper River Salmon Season promotion of sockeye salmon in 375 stores throughout southern California. While this promotion occurs every year, this year's creative was refreshed to feature recent ASMI photography, accompanied by the logo.



RETAIL TRADE SHOWS & CONFERENCES: BUDGET: 85,000



Food & Nutrition Conference & Expo (FNCE): October 2018 Chicago, IL. Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of food and nutrition experts — more than 10,000 registered dietitian nutritionists, nutrition science researchers, policy makers, health-care providers, and industry leaders attend the annual meeting — and address key issues affecting the health of all Americans.

ASMI exhibited again at this year's show, serving samples of Alaska salmon salad sandwiches with the FEED YOUR FITNESS recipe card, and a variety of recipes and informational collateral. The event was well attended, this being the conference's 100-year anniversary. The team is eager to exhibit at the next event in Washington D.C.

Seafood Expo North America (SENA): March 2018 Boston, MA

ASMI attended SENA, and staff representing domestic retail/foodservice, international and sustainability met with key industry representatives over the course of the three days. This is the second year with the new booth design.



ASMI launched a new “Get Ugly” campaign resulting in multiple media articles. Seafood Source, host of SENA, sent out a daily email newsletter highlighting stories from the show floor. The ASMI booth was highlighted in the article [*ASMI shines light on “ugly” crab problem at SENA*](#). Multiple ASMI staff were quoted while discussing the campaign, aimed at raising awareness around the quality of “ugly” crab, which have all the same benefits of the bright orange shell consumers are more inclined to purchase.



Smart Kitchen Summit (SKS): October 2018 Seattle, WA. ASMI attended the SKS in October and will likely sponsor the show in part in FY19. The SKS brings together a community focused on the future of food, cooking and the kitchen. SKS inspires the world's innovators across the home appliance, culinary, grocery, smart home/lot and technology industries to explore and create the future of smart homes together.



FUTURE TRADESHOWS

- **Natural Products Expo (East):** September, 2018 Baltimore, MD. hosts more than 1,500 brands including 451 first-time exhibitors and more than 29,000 community members. Both large and small brands continue to launch innovative products that further missions centered on health, wellness, community building, and sustainability.
- **Natural Products Expo (West):** March, 2019 Anaheim, CA. is an exclusive executive-level event that brings together C-suite executives in the food retail and wholesale industry with their supplier and third party provider partners in the fresh foods supply chain to explore the future of fresh at retail.

RETAIL TRADE SUPPORT: BUDGET: \$375,000

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

- Sales aids and collateral reprints, POS kitting, product samples for chefs, and shipping costs are also funded from this budget category, as are website updates/maintenance and display product purchased for use at trade shows and public relations events throughout the year.
- The digital asset library: www.alaskaseafoodassets.com, is used by retailers and foodservice operators across the country to develop custom Alaska seafood promotions.
- Victoria Parr, ASMI's Domestic Marketing Director and Jeff Regnart, ASMI's Sustainability Contractor presented to top Walmart executives at the company's first Sustainable Seafood Summit on Feb. 1. Representatives from Trident, Marine Harvest, Blue Star Seafood and other suppliers attended along with Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Global Sustainable Seafood Initiative (GSSI), Best Aquaculture Practices (BAP), and Sustainable Fisheries Partnership (SFP).



TORTA DE ALASKA POLLOCK VERDE

ASMI's presentation was two parts: Regnart discussed the history and principles of RFM, while Parr presented what ASMI's marketing program has done with Walmart and laid out future partnership opportunities. Walmart's commitment to sustainability is impressive. By 2020, 75% of global production in key sectors will be either improving or sustainable. They are using the learnings they gained in the seafood sector across their procurement spectrum. This commitment brings Walmart's brand and Alaska Seafood into excellent alignment.



- **Seafood consumer research (Technomic):** In order to better understand and target the current and future seafood consumer, ASMI's Domestic program commissioned research firm Technomic to conduct a

two-phased study.

- Phase one surveyed a variety of age groups and ethnicities, both grocery shopper and foodservice patron demographics, and considered who they are, where they are shopping, and what they are shopping for. We learned that Alaska seafood is well positioned to take advantage of trends, both in seafood and overall protein consumption, but will need to develop strategic tactics to shine in a continually evolving marketplace.
- Phase two aimed to identify future trends in seafood consumption and how ASMI can best position itself in this dynamic marketplace.



- **100% Delicious Point-Of-Sale Collateral**

To refresh existing creative, the retail team has created new 100% Delicious POS collateral promoting Alaska pollock and salmon. Elements include: posters, counter cards, clings, danglers, rail strips, easel signs, and in-ice signs. These materials are meant to showcase the faces and places of Alaska, and the authenticity of Alaska seafood at retail. Versions have also been translated into Spanish to appeal to Hispanic markets. Halibut materials are currently being created to follow the same theme, with additional species to follow.



RETAIL TRADE RELATIONS: BUDGET: (Retail) \$63,000 (Foodservice) \$100,400

YTD Media Impressions 1,457,718 Media Impressions, 13 Placements

The retail program continues to work with trade PR agency Revelry. Through March 2018, the retail program has been able to generate a total of **989K total impressions from nine media placements**. In total, six media placements have focused on general Alaska seafood (multiple species) promotions, as well as the following for specific species promotional efforts: five salmon, four flatfish, two Alaska pollock, two surimi, one cod and one herring. ASMI has received coverage in major retail publications including *Supermarket News*, *Progressive Grocer*, *Winsight Grocery Business*, and *Seafood Source*.

Coverage Highlights:

- *SeafoodSource* (August) – Publix Uses Wine Tie-ins, Discounts to Boost Alaska Salmon Sales – online
- *Grocery Headquarters* (July) – The Best of the Northwest – print/online
- *SeafoodSource* (October) – Alaska Seafood, others hold in-store promotions for National Seafood Month – online/newsletter
- *Supermarket News* (October) – Poke may have bright future but retailers still testing the concept – print/newsletter
- *Winsight Grocery Business* (November) – Who Do They Trust? – print/online

- *Winsight Grocery Business* (December) – Retailers Hook Seafood Shoppers with Alaska Promotions – online/newsletter
- *The National Provisioner* (February) – Tidal Surge of Trendy Options – print/online
- *Progressive Grocer* (February) – Grocers, Suppliers Help Shoppers Overcome Seafood Prep Fears – online/newsletter



PRODUCT CATEGORIES > DELI

Poke may have bright future but retailers still testing the concept

RETAILERS Retailers Hook Seafood Shoppers With Alaska Promotions

H-E-B, Walmart, Kroger, Hy-Vee cast support for ASMI campaigns in 2017
By Natalie Taylor on Dec. 20, 2017



Progressive FRESH FOOD GROCER 2018 Retail Seafood Review

Sea Change

RETAILERS ARE KEEN TO PROVIDE A POINT OF DIFFERENTIATION IN THE SECTION – EVEN PERFORM THE WORKING OF IT. AND, MOST IMPORTANTLY, TO MAKE IT WORK.

By Bridget Galambos

When it comes to seafood, retailers are looking for ways to differentiate themselves in the marketplace. The seafood section is a key area of focus for many grocers, and retailers are looking for ways to make it work. This includes offering fresh, high-quality seafood, as well as providing a variety of seafood options to meet the needs of different customers. Retailers are also looking for ways to make the seafood section more appealing to shoppers, such as by offering seafood in convenient packaging or by providing seafood preparation services.

Key Takeaways

- The seafood section is a key area of focus for many grocers, and retailers are looking for ways to make it work.
- Retailers are looking for ways to make the seafood section more appealing to shoppers, such as by offering seafood in convenient packaging or by providing seafood preparation services.
- Retailers are also looking for ways to make the seafood section more appealing to shoppers, such as by offering seafood in convenient packaging or by providing seafood preparation services.

Activate
Go to Page 24

ASMI shines light on “ugly” crab problem at SENA

By Christine Blank
March 12, 2018

SHARE f t in



Alaskan crab suppliers and processors have long had an “ugly” problem, which they are now aiming to remedy with a marketing campaign launching at Seafood Expo North America in Boston, Massachusetts, taking place 11 to 13 March.

Consumers and retail buyers often shy away from crab sporting different-looking shells than the bright orange color they are used to. These dark, spotted, or barnacle-attached shells are even called “ugly.”

As a result of spotting, buyers are not willing to pay the same price for bairdi, opilio, and king crab, Tyson Fick, executive director of Alaska Bering Sea Crabbers, told

SeafoodSource. Fick noted that the “ugly” shells can compose as much as 30 percent of the catch at certain times in the season, depending upon the stage of molting the crab is harvested.

“If there is a higher percentage of the darker-shelled crabs, it can impact the market,” Fick said.

The Alaska Seafood Marketing Institute aims to shift buyers’ and consumers’ perception about so-called “ugly” crab to one that recognizes the crab meat inside the spotted or darker shells is just as tasty – and just as worth paying for – as any other crab coming from Alaska.

US supermarket chains hike Alaska seafood sales during Lent

By Christine Blank
March 16, 2018

SHARE f t in



Holding “fish fries” and in-store demos are boosting Lenten sales of Alaska seafood at Pittsburgh, Pennsylvania-based Giant Eagle. And the retailer isn’t alone – a number of other large grocery chains are utilizing Alaska seafood to draw shoppers to their fresh and frozen seafood departments during the Lenten season.

At its 235 stores, Giant Eagle is promoting Alaska cod, breaded cod, and sockeye salmon with fish fries. Additionally, the supermarket chain is also highlighting in-store signage, targeted emails, and social media ads developed and funded by the Alaska Seafood Marketing Institute.

“Within our operating markets, fish fries continue to be popular, and

RETAIL TRADE ADVERTISING: BUDGET: \$260,000

Alaska Seafood

Healthy lifestyles begin with Alaska seafood

Alaska seafood is a key source of marine omega-3 fatty acids (DHA and EPA) which are essential for our bodies to promote heart health, suppress inflammatory responses, improve blood flow and participate in brain function. Alaska seafood is also naturally high in many essential vitamins and minerals including vitamins E, A, D and B-12. Alaska seafood provides a complete, high-quality protein keeping muscles and bones strong and healthy.



ASMI is re-imagining the FEED YOUR FITNESS campaign moving forward to focus on functional food messaging. The team has been working with ASMI's Technical program to determine functional food claim guidelines and messaging for ongoing opportunities. Below is an excerpt from the most recent Ibotta engagement from the Lenten 2018 season:

High in lean protein and long-chain omega-3s, along with other functional nutrients. Ideal for those looking to boost athletic performance, longevity, mental health fitness, weight management, and even better sleep.

The Technical program developed an infographic highlighting some of the top nutrition benefits from eating Alaska seafood, and the retail team is using this as a motivation and starting place for the FEED YOUR FITNESS campaign.

FMI dailyLead®



SIGN UP · FORWARD

Building on the success of the SmartBrief trade advertisements in the foodservice program, the Domestic team is about to launch a campaign on the retail side as well. Because ASMI sits on the Seafood Leadership Council, FMIdailyLead (a subscription-only news service dedicated to informing food retailers, wholesalers, and suppliers of the news shaping their industry) this is a great fit. Developed in exclusive partnership with the Food Marketing Institute (FMI), this provides a daily summary of essential industry intelligence. The current opt in subscriber base of over 39,000 will deliver and impact category directors all the way up to the C-Suite. The Alaska seafood message will be engaged by retail chains to independents like H.E.B. and Wegmans to large food retail operators such as Kroger, Target, Walmart and Albertsons. ASMI is also involved with FMI in crafting the research instrument for their upcoming "The Power of Seafood" consumer study.

End report.