DATE: All Hands on Deck November, 2021  
TO: ASMI Board of Directors  
FROM: Megan Rider, Domestic Marketing Director  
SUBJECT: Domestic Board Report

Retail:

The ASMI retail program covers the U.S. domestic market, as well as Canada partnering 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 or partial closure of indoor dining of the country’s foodservice establishments as a safety measure. Even as restaurants open their doors, 7 out of 10 consumers say they will continue to cook at home post pandemic so this trend will likely continue.

Both brick and mortar and ecommerce grocery have thrived during the height of the pandemic and continue to do so. This has been a boon for certain categories such as frozen, fresh, and shelf stable canned. The ASMI team has shifted its marketing efforts to accommodate this quickly evolving retail landscape with omnichannel commerce becoming a larger force. The team has tapped into creative ways to capitalize on this marketing integration to reach the consumer on and offline at various touch points. As the post-pandemic era is looming, we are embracing this new normal by ensuring that we are focusing not just on in-store carts and shopper experiences, but also smart carts and other digital solutions.

First, 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. With consumers becoming at-home culinarians, the chef inspiration helped elevate this category. We also complemented these efforts through an educational coupon campaign, as well as recipe creation as 84% of shoppers use recipes to make their shopping lists. We also amplified our focus of canned salmon with custom content advertising in a variety of trade publications.

Next, we revamped and revitalized 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, ShopRite, and Whole Foods.

RETAIL
ASMI reaches out to retail headquarter/divisions throughout the year offering promotion assistance, training and POS material. It’s important for Alaska seafood brands to be visible in those stores and in the digital space through retail media and ecommerce to provide consumers with a multichannel experience, reaching them at all consumer touchpoints with consistent messaging to build brand trust.

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 omnichannel 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.

Summer 2021

**Meijer Omnichannel Salmon Promotion**

Meijer, an Upper Midwest grocery chain with 225 stores, promoted frozen Alaska sockeye, keta and coho salmon in store and online through their Mperks program. In an effort to boost sales online and instore, ASMI coordinated a Chicory campaign to drive traffic and sales to Meijer’s ecommerce platform through shoppable recipe technology. This omnichannel approach provided consumers with a consistent, coordinated customer experience across all customer channels receiving Alaska seafood messaging, imagery and recipe content. Both campaigns saw impressive sales lifts with Chicory reporting nearly 2 million impressions and a 21% click through rate, well-above the benchmark for the industry.
National Seafood Month
In celebration of National Seafood Month, retailers Heinens, Rosauers, Hy-Vee, Lunds & Byerlys, Harris Teeter, and New Seasons are all promoting Alaska seafood. ASMI is thrilled to continue these long-standing partnerships and celebrate National Seafood Month with more occasions for Alaska seafood on the table. Results TBD in early 2022.

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 was cancelled due to Covid-19, however, the ASMI team participated in the virtual show with a chef spotlight video starring acclaimed Nordstrom Corporate Chef, Keith Brunell who prepared wild Alaska cod four beautiful ways.

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

**Top Newsletter Sponsorship** - [Link]
Date: 2/1-2/6/2021
Total Sends: 201,845
NL Open Rate: 21%
Clicks: 233

**In-Line Newsletter Insertion** - [Link]
Date: 12/8/20
Total Sends: 33,422
NL Open Rate: 19.39%
Clicks: 24
Immuity-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.**

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**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.

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**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.

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**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 68% in Q4 as the number of active U.S. customers rose to 2.6 million.

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**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 important to know the source of their seafood.
The comeback goodness of Alaska canned salmon

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

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.
Grocery Business

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

PRINT:

• October/November 2020
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
- [https://www.winsightgrocerybusiness.com/fresh-food/top-merchandising-tactics-boost-retail-seafood-sales](https://www.winsightgrocerybusiness.com/fresh-food/top-merchandising-tactics-boost-retail-seafood-sales)
- 69,505 impressions, 6.29% open rate, 3.89% CTR

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.

Recipes

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

Wellness and Nutrition Facts on Alaska Seafood

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

Join the #SEAFOODSUNDAY Movement

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

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Wmkg, LLC | cookitfrozen@wmgkm.com
501 Austin Bivins Dr., Suite 1400, Chico, CA 95928
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

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** remarketing:

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Animated Infographic and Emails:

[https://progressivegrocer.com/ASMI_todays_seafood_customers_what_they_want](https://progressivegrocer.com/ASMI_todays_seafood_customers_what_they_want)

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**Exit Intent**

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**Browser Notification**

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**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 looking for different protein sources, but they are also more whitish and are majorly inclined towards consuming seafood-loving habits and preferences.

**Exclusive Email**

*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 eating seafood over other protein types. Consumers are on the lookout for fresh, sustainably sourced products along with easy, healthy recipes. They also understand and appreciate the benefits of wild-cast seafood from pristine Atlantic waters. Delight on enticing marketplace demand by providing a variety of products and serving as a resource for choosing and preparing

**Browser Notification**

*The Big Catch*

Research on today's seafood consumers
Supermarket News

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

October 2020 SN Webskin

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October 2020 SN Welcome Ad

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January 2021 SN Welcome Ad

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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. That said, the ASMI team is currently expanding their repertoire and targeting fast casual chain restaurants as health and wellness is top of mind for consumers as this is a perfect segment to maximize this trend.

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. There are still challenges in this sector to include: labor shortages, supply chain issues, and much more. 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 our amazing rolodex of Alaska seafood chef ambassadors to tell the Alaska seafood story far and wide. First, with 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. Next, with highly esteemed and notable chef, Keith Brunell, Corporate Chef of Nordstrom. He created a series of healthful, elegant, and on trend recipes, as well as represented Alaska seafood at various conferences, and finally starred in a chef demo video featuring wild Alaska cod that was aired during the virtual Seafood Expo North America event with viewers from all over the globe. Finally, we worked with cheflebrity Top Chef Justin Sutherland who created two gorgeous videos featuring wild Alaska mentaiko and salmon roe respectively.

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.

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

Flavor Forays in Austin: Flavor Forays gathered in Austin for a culinary immersion with a focus on local cuisine. As a sponsor, Alaska Seafood attended the event which included ample networking opportunities with executive chefs and key decision makers from around the country. Attendees included chefs representing large scale operations from quick serve and fine dining restaurants to the college/university and business/industry sectors.

ICCA Summit in Providence: The Alaska Seafood Marketing Institute (ASMI) attended the International Corporate Chefs Association (ICCA) annual summit in Providence, Rhode Island from June 26th – 28th. ICCA is an organization comprised of corporate chefs from the nation’s largest chains and multi-unit operations. The mission is to provide chefs with the tools necessary to advance in their career while creating a network of corporate chefs from the nation’s largest foodservice operations connecting them to partners like ASMI. Many topics were covered at the event including Covid recovery, food trends, the latest market data, and industry updates. Alaska cod, pollock and salmon dishes were served to attendees over the course of the event. ASMI is also a member of the Board of Directors serving a year term as a sponsor representative.

ASMI Sponsors Flavor Experience: The Alaska Seafood Marketing Institute (ASMI) sponsored and attended the Flavor Experience conference in Monterrey, California from September 6-8th. The event attracted 150 foodservice operators from all over the country to network and gain insight on current trends and innovation in the restaurant space. ASMI partnered with CAP member and Head of Food and Beverage for Nordstrom, Keith Brunell who executed two delicious Alaska seafood dishes featuring Alaska salmon and Alaska cod. Brunell’s dishes were well received by the attendees thanks to their flavorful, inventive and healthful attributes.

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=6cEFcfCm4rs

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.

Virtual Flavor Experience: Flavor Experience was held as a virtual conference on Dec. 1 – 2, 2020 with over 400 operators in attendance. ASMI was given the opportunity to sponsor a session (Barton Seaver’s 20-minute culinary session), as well as host a page with assets on the event platform and one survey question. In addition, sponsors were provided with eight, 5-minute one-on-one meetings with operators, conducted via Zoom. As a bonus, ASMI was given a spread advertorial in the Flavor & The Menu’s special Top 10 Trends issue (Jan/Feb 2021)

World’s 50 Best Restaurants: In partnership with the International and Communications teams, the teams worked with esteemed organization The World’s 50 Best Restaurants which has reflected the diversity of the world’s culinary landscape. Thanks to its panel of more than 1,000 culinary experts, as well as its structured and audited voting procedure, the annual list of the world’s finest restaurants provides a snapshot of some of the best destinations for unique culinary experiences, in addition to being a barometer for global gastronomic trends. An Instagram reel featuring Chef Barton was created highlighting wild Alaska sablefish with fennel, pistachios and cherries.
A second reel was created featuring Top Chef Justin Sutherland featuring Wild Alaska Salmon roe three ways.

### COLLEGE & UNIVERSITIES

**ASMI Teams Up with Stonybrook University to Promote Alaska Seafood**

On August 18<sup>th</sup>, ASMI joined chef Barton Seaver at Stonybrook University for a talk on sustainable seafood where Seaver also prepared a seafood dinner featuring Alaska seafood for students. ASMI representative Jann Dickerson shared Alaska seafood information as well as details on Alaska’s sustainability story with students at the student dining center to familiarize them with the Alaska seafood brand. Social media posts promoting the event reached over 10,000 students.
FOODSERVICE TRADE SUPPORT

ASMI Partners with ASMI CAP member and Nordstrom chef on new Alaska seafood recipes: ASMI worked with Chef Keith Brunell of Nordstrom to develop eight custom wild Alaska Seafood Bowl recipes for foodservice and consumer audiences. The wild Alaska seafood bowls offer an explosion of healthy global flavors in an easily executable and beloved bowl format. Each bowl is a brilliantly delicious way to innovate around the consumer trends of immunity, self-care, convenience and indulgence. They’re loaded with functional foods like leafy greens, hearty grains, fresh veggies, and one of a kind dressings and sauces, all topped with quality seafood species from Alaska’s waters. Check out the new Healthy & Fresh Alaska Seafood Bowls recipe booklet online and try one at home tonight!

ASMI Educates Performance Food Group at Virtual Sales Meeting: ASMI contractor, Jann Dickerson, presented to sales representatives of Performance Food Group’s 62 Operating Companies at their virtual sales meeting on May 18, 2021. The presentation featured information about Alaska halibut, Sockeye salmon, and Alaska cod which PFG markets under their own brand labels and will be promoting throughout the summer. Dickerson partnered with Jaimy Sorrell of PFG to highlight Alaska fisherman and included photos to help visualize the fishing season openings in Southeast Alaska, as well as emphasizing why Alaska salmon stands out in terms of quality and flavor.

Sodexo and ASMI partner on Future Food Collective: Sodexo Global Executive Chef and Vice President of Culinary, Lloyd Mann, shares Sodexo’s vision for sustainable seafood in this month’s Northern Lights
column in National Fisherman. ASMI has partnered with Sodexo Global as part of the Future Food Collective to reach their goal of having 100% of their seafood sustainably sourced by 2025. ASMI shared marketing assets such as harvesting and plated photos, recipes and consumer data with Sodexo as they design their company assets in anticipation of moving to 100% sustainable seafood in their operations.

FOODSERVICE MEDIA/ADVERTISING

Email Newsletters

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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.

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

Print January/February:  

Plate Magazine:
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


Restaurant Dive:

22,000+ subscribers, 79,000 unique monthly visitors; 46% are executives and directors; 30% manager
**Top Newsletter Sponsorship - Link**
Date: 10/12 - 10/17/2020
Total Sends: 125,986
NL Open Rate: 16.85%
Clicks: 613

**Top Newsletter Sponsorship - Link**
Date: 2/1-2/6/2021
Total Sends: 129,331
NL Open Rate: 17.17%
Clicks: 122

**In-Line Newsletter Insertion - Link**
Date: 12/2/20
Total Sends: 21,168
NL Open Rate: 14.55%
Clicks: 75

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**DAILY DIVE**

*Oct. 12, 2020* | Today's news and insights for restaurant leaders

---

**BROUGHT TO YOU BY — Alaska Seafood Marketing Institute**

**Celebrate Seafood Month on Your Takeout Menu**

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.

---

**NOTE FROM THE EDITOR**

Creating a virtual brand or setting up a ghost kitchen operation may seem like a...

---

**DAILY DIVE**

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

---

**BROUGHT TO YOU BY — Alaska Seafood Marketing Institute**

**Boost Sales During Lent with Sustainability**

Sustainable seafood, like Alaska seafood, has seen a +2.075% menu penetration growth since 2009 (Dallassential). Patrons want it and we have menu ideas for it.

---

**SPONSORED CONTENT BY ALASKA SEAFOOD MARKETING INSTITUTE**

**How frozen seafood helps operators be nimble**

Watch chef Barton Seavor talk about the quality and sustainability of frozen-fresh wild Alaska seafood. Watch now.

---

**How the pandemic is shaping restaurant design**

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.
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:

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Seafood Segment Web Category

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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:

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<td>Mar/April 2021</td>
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ASMI also had the Cover image + complementary Signature Flavor feature in the Mar/April issue.
Getflavor.com ROS program:

- Jan-March 2021

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