2015 Frozen Alaska Sockeye Demo Recap and COOK IT FROZEN! Review

Domestic Retail Program
Frozen Sockeye Demos

Frozen Sockeye In-Store Demo Promotion
2015 Recap:

- 4,964 Alaska Sockeye salmon in-store demos
- Promotion dates: April – early June
- 1,857 stores in 10 retail chains across the United States
- $54.31 average cost per in-store demo
- 29% average price reduction
- 56.2% average total YTD sales lift
Sockeye Demo In-Store Execution
COOK IT FROZEN! Promotion Overview

POS Orders included:
- Posters: Salmon and Cod
- On-pack recipe leaflet
- Static case clings
- Recipe tear pads
- Training CD’s & DVD’s

Plus digital assets from ASMI’s Creator Select website:
www.alaskaseafood.creatorselect.com

Summary:
1,495 Stores on promotion
Total POS ordered: 15,100
COOK IT FROZEN! Retailer-Created Websites
WILD, SUSTAINABLE ALASKA SEAFOOD

WILD ALASKA SEAFOOD – CATCH IT NOW!

Alaska: A Model for Sustainability

Unspoiled and pristine, beautiful and icy cold, Alaska manages over one million square miles of rich fishing waters against overfishing, habitat damage and pollution, ensuring abundant and wild seafood for future generations.

Since 1959, Alaska’s Constitution has mandated that “fish be utilized, developed and maintained on the sustained yield principle” – making Alaska the first and only state in the U.S. to have such language written into its Constitution. Alaska’s comprehensive fisheries management practices are recognized as a successful model of sustainability for the world.

Healthy and Delicious

When it comes to heart and brain health, nothing beats the power of omega-3 fatty acids. And when it comes to omega-3s, nothing beats seafood. Especially seafood caught wild, like Alaska Seafood.

That’s because only seafood provides what might be called the most essential of essential fatty acids: EPA and DHA. What about omega-3s from plants like flax? Those come from another essential acid: ALA. Unfortunately, the body converts less than 1% of ALA into EPA – and only trace amounts into DHA. That’s why omega-3s from seafood benefit the heart and brain in ways plant omega-3s cannot. They can improve circulation, enhance the immune system, and even protect the body from certain cancers.
COOK IT FROZEN! Sockeye Demos

• Many Retail Partners Decided to Forgo their Lent Promotions, Instead used CIF! Techniques to Promote Alaska Sockeyes with In-store Demos
• 4000+ Alaska Sockeye Salmon Demos used CIF! Techniques
• Promotion dates: April - Early June 2015