Overview

• Review of COOK IT FROZEN! Retail Activity for FY15

• COOK IT FROZEN! POS Use by Retail Partners in FY15

• POS, Website and Training Available to Retail Partners

• Digital Asset Site Allows Retail Partners to Create Their Own POS Material
## Retailer POS usage

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tops Markets</td>
<td>105</td>
</tr>
<tr>
<td>Fiesta Mart</td>
<td>75</td>
</tr>
<tr>
<td>Heinen’s</td>
<td>25</td>
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<tr>
<td>AWG</td>
<td>200</td>
</tr>
<tr>
<td>Shaw’s/Star</td>
<td>155</td>
</tr>
<tr>
<td>HyVee</td>
<td>235</td>
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<tr>
<td>Shopper’s Foods</td>
<td>70</td>
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<tr>
<td>HEB</td>
<td>350</td>
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<tr>
<td>Farm Fresh</td>
<td>45</td>
</tr>
<tr>
<td>Harris Teeter</td>
<td>235</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,495</strong></td>
</tr>
<tr>
<td><strong>Total POS</strong></td>
<td><strong>15,100</strong></td>
</tr>
</tbody>
</table>
POS Orders Included:
- Posters: Salmon and Cod
- On-pack recipe leaflet
- Static case clings
- Recipe tearpads
- Training CD’s & DVD’s
- Plus digital assets from ASMI’s Creator Select website:
  - www.alaskaseafood.creatorselect.com
“COOK IT FROZEN!”
Examples of Retailer-Created Websites
Tops Markets: 105 Stores

Tops COOK IT FROZEN! Website (Active)

WILD ALASKA SEAFOOD - CATCH IT NOW!

Alaska: A Model for Sustainability
Unspoiled and pristine, bountiful 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.
Hy-Vee: 235 Stores

Hy-Vee COOK IT FROZEN! Website
“COOK IT FROZEN!”
Website & Instructional Videos

• Retailers Also Linked to www.WildAlaskaSeafood.com
COOK IT FROZEN! Section
• Promoting Why Cooking Frozen Alaska Seafood is so Convenient and Healthy!
“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
“COOK IT FROZEN!” Sockeye Demos

- CIF! Technique Used in 4000 + Sockeye Demos
Thank You!
Stay Tuned for ASMI’s October FY16 Promotion

In-Store Demos Featuring Alaska Cod & Sockeye