



Wild, Natural & Sustainable®

DATE: April 30, 2013
TO: ASMI Board of Directors
FROM: Larry Andrews, Retail Marketing Director
SUBJECT: **FY2013 RETAIL PROGRAM UPDATE**

RETAIL PROGRAM OBJECTIVES: Increase retail and consumer awareness of Alaska seafood by utilizing a three-tiered messaging platform:

- Differentiate wild Alaska seafood from other/farmed fisheries.
- Increase consumer preference for wild Alaska seafood.
- Increase retail merchandising and understanding of the importance of Alaska seafood through training and communication targeted directly to retailers.

Program activities fall under three separate initiatives:

1. Alignment with the Consumer Advertising/Public Relations program to increase awareness and preference for Alaska seafood;
2. Merchandising/POS development by retail chain partnerships; and
3. Retail training and communication.

All program activities reinforce the power of the Alaska Brand and engage both the consumer and the retailer.

Platform #1: Alignment with the Consumer Advertising/PR Program to Increase Awareness and Preference for Alaska Seafood

Activities include chef interviews/demonstrations, special events/sampling, national recipe releases and online banner advertising.

A. Chef Interviews/Demonstrations at Consumer Shows/Events: Members of the Alaska Seafood Chefs Alliance (ASCA) are featured at select high-end consumer events where ASMI is the exclusive seafood partner (in Newport, Boston and New York). Sponsorship includes a full-page ad in the show program, logo and link on the show website, and chef appearances at the Chef Demo Stage.

ASMI Retail staff also secures product placements with participating restaurants and coordinates retail promotions so that Alaska seafood is featured prominently throughout the community.

FY2013 shows include:

- Newport Mansions Wine & Food Festival, 9/21/2012 – 9/23/2012
- Taste of Atlanta, 10/5/2012 – 10/7/2012

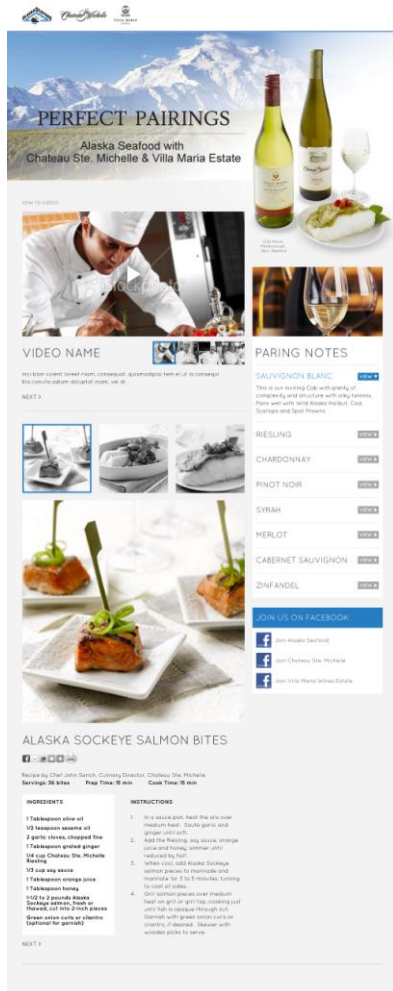
- San Diego Bay Wine & Food Festival, 11/14/2012 – 11/18/2012
- Boston Wine Expo, 2/16/2013 – 2/17/2013
- New York Wine Expo, 3/1/2013 – 3/3/2013
- Blue Ridge Food & Wine Festival (Blowing Rock, NC), 4/11/2013 – 4/15/2013
- Minnesota GrillFest, 5/18/2013 – 5/19/2013

In cooperation with the Consumer PR program:

- Austin Food & Wine Festival, 4/26/2013 – 4/28/2013
- 10th Annual Nutrition & Health Conference (Seattle), 5/13/2013 – 5/15/2013
- Aspen Food & Wine Classic, 6/14/2013 – 6/16/2013

New this year:

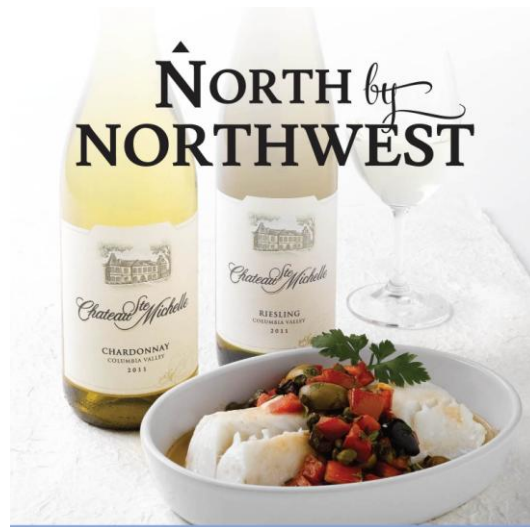
A partnership with Ste. Michelle Wine Estates (Chateau Ste. Michelle and Villa Maria Estate brands) for the Newport Mansions Food & Wine Festival involving recipe, video and website development plus co-exhibiting and tastings at the Festival.



Mobile website



<http://chateaustemichelle.wildalaskaflavor.com/mobile>



**WILD ALASKA COD
WITH MEDITERRANEAN TAPENADE**



Recipe card

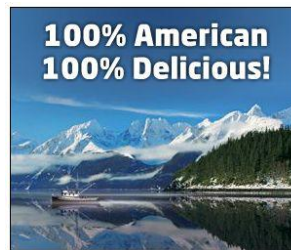
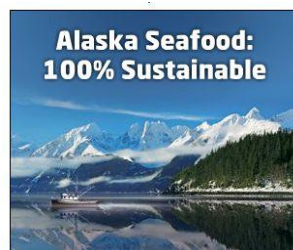
B. National Recipe Releases

- “Easy Holiday Seafood Bites” – Three Alaska halibut appetizer recipes were issued via the Family Features Online Release program for placement during the holiday season; links to ‘how to’ videos on www.wildalaskaflavor.com were included in the release (sautéing, grilling/broiling).
- “Healthy Recipes for Lent” – New recipes for Alaska cod, halibut and salmon were issued for Lenten season placements:
 - A full-page, four-color print release (estimated pick-up = 3 million; actual pick-up = 10+ million)
 - Family Features Online Release program (Newswire and Network feeds; circ = 50+ million)

C. **Digital Marketing/Online Banner Advertising:** Online banner advertising supports key messages and initiatives such as sustainability, recipes/cooking tips and COOK IT FROZEN! techniques. The banner ads appear on leading websites (such as cooks.com, youtube.com, sparkpeople.com, foodnetwork.com, nytimes.com, tasteofhome.com and Facebook.com) using an auction-based platform; click-through actions take consumers to a corresponding website (wildalaskaflavor.com, CookItFrozen.com) or a themed landing page that has links to recipes, ‘how to’ videos and cooking tips.

New this year:

- AdReady now offers mobile advertising via Google Mobile (keyword based), extending our campaigns to consumers on their smartphones and tablets.
- Sustainability ads were strategically placed during the Lenten season:
 - In Alaska, during the legislative session
 - www.JuneauEmpire.com
 - www.ADN.com (Anchorage Daily News)
 - In Cincinnati (re: Kroger)



Display ad; panels depict movement



Mobile ad

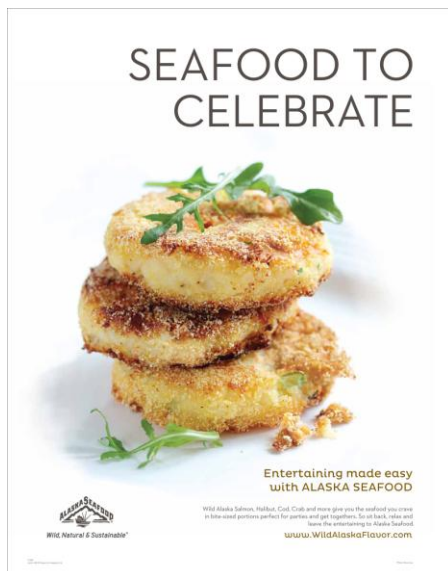
Platform #2: Merchandising/POS Development by Retail Chain Partnerships

ASMI's Retail program partners with retailers to develop custom promotions as well as co-op promotions with national brands.

A. Custom Retail Promotions: Larry Andrews and Mark Jones, ASMI's Retail Marketing Representative, make retail headquarter/division calls throughout the year offering retailers promotion assistance, training and point-of-sale material. The promotions tend to be either:

- Seasonal or themed; or
- Custom, involving the development of co-branded point-of-sale materials or programs utilizing frequent shopper/reward card offers.

New this year: ASMI's Retail team developed several suites of themed/seasonal POS.



Holiday POS Materials:

- 22" x 28" poster
- Recipe leaflet
- On-pack (Alaska Sockeye Salmon Bites recipe)

In-store promotions:

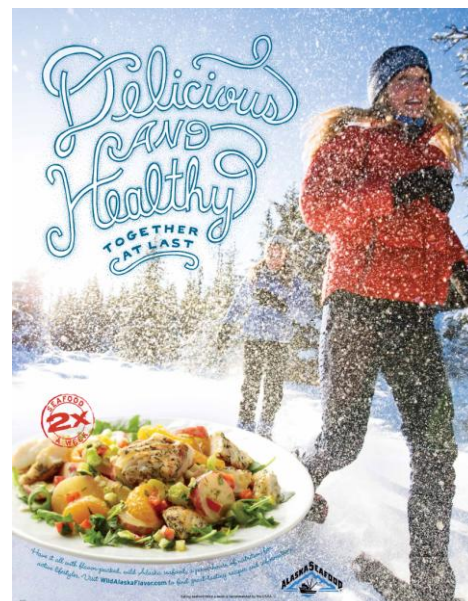
- Albertsons Market (217 stores)
- Fiesta Mart (61 stores)
- Haggen/TOP Foods (30 stores)
- Harris-Teeter (203 stores)
- Heinen's (17 stores)
- Hy-Vee (318 stores)
- Roundy's Supermarkets (156 stores)
- Rouse's (37 stores)
- Tops Markets (138 stores)

Lenten Season POS Materials:

- 22" x 28" poster
- Recipe leaflet
- In-ice topper: Alaska Seafood 2x Week

In-store promotions:

- Basha's/AJ's Fine Foods (129 stores)
- H.E.B. (292 stores)
- Harris-Teeter (203 stores)
- Hy-Vee (318 stores)
- Lunds/Byerly's (21 stores)
- Publix Supermarkets (1,051 stores)
- Roundy's Supermarkets (156 stores)
- Schnuck Markets (17 stores)
- Tops Markets (138 stores)





Cinco de Mayo Materials:

- 24 additional Alaska Fish Taco recipes were added to the Alaska Fish Taco Toolkit and distributed to retailers.

American-Themed POS Materials:

- 14” x 8” case dividers (use two to configure to 28” x 8” case sets)
- In-ice sign
- Static cling
- 22” x 28” poster, with dry-erase area for retailers to write in featured Alaska seafood species
- Recipe leaflet
- Recipe box holder



(back of in-ice sign)



It should be noted that for each seasonal/themed promotion, numerous assets have to be developed for implementation at retail:

- Recipe development
- Photography
- Video production
- Seasonal recipe section header
- Website updates
- Banner advertisements
- Landing pages
- Tweet decks for social media postings

Custom promotions have been developed with the following retailers:

- **Albertsons Market (217 stores), Alaska salmon, cod and halibut**
- Basha's/AJ's Fine Foods (129 stores), multi-species
- Delhaize America, all-species
⇒ **Sweetbay (106 stores), multi-species**
- Fiesta Mart (61 stores)
- **Fred Meyer (130 stores), multi-species**
- Giant Eagle (386 stores), Alaska cod
- **H.E.B. (292 stores), multi-species**
- Hagen/TOP Foods (30 stores), multi-species
- **Harris-Teeter (203 stores), multi-species**
- Hy-Vee (318 stores), multi-species
- **King Soopers/City Mkts (144 stores), Alaska salmon**
- **Lunds/Byerly's (21 stores), all-species**
- Price Chopper/Golub (127 stores), cod
- **Publix (1,051 stores), Alaska salmon, cod**
- **Rouses Supermarkets, LA (37 stores), multi-species**
- **Schnuck Markets (117 stores), multi-species**
- SuperValu, Corporate (4302 stores), Alaska cod and halibut
- **Tops Markets (138 stores), multi-species**
- Wakefern/ShopRite (328 stores), multi-species
- Winn-Dixie, Corporate (484 stores), multi-species

Bold = retail promotions supported with banner ad campaigns.

B. Co-op Promotions/Seasonal Support: The Retail Marketing Committee directed that an Alaska Salmon promotion be developed for the summer of 2013 featuring Alaska Sockeye and Keta salmon. Ste. Michelle Wine Estates (SMWE) was approached for a national promotion involving in-store displays, instant-redeem coupons, mail-in rebates, and seafood department point-of-sale materials. A promotion featuring SMWE's Chateau Ste. Michelle wines is currently under development. The promotion will run from June through September 2013. SMWE will have primary responsibility for retail sell-in and execution; ASMI will pay for all coupon redemption.



Layout only; creative is not final

Co-op elements will include:

- Small case displays in seafood departments
- Seafood department POS:
 - counter card
 - tear-off recipe pad
- Updates to the ASMI/SMWE website/mobile website:
 - Add new recipes developed for Keta salmon + Sockeye recipes
 - Add videos:
 - How to grill a whole salmon (Keta)
 - How to grill a Sockeye salmon side

A second co-op promotion, featuring Alaska cod, is planned for Fall 2013.

C. Headquarter/Division Calls:

- A & P, Corporate (334 stores)
- Ahold USA
 - ⇒ Giant Food (185 stores)
 - ⇒ Stop & Shop (401 stores)
- Albertsons Market (217 stores)
- Aldi USA (1,095 stores)
- Amazon Fresh (online)
- BJ's Wholesale Club (190 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (129 stores)
- Big Y (60 stores)
- Bi-Lo Holdings (207 stores)
- Clark's Markets (7 stores)
- Costco Wholesale (506 stores)
- Crosby's Markets (6 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
 - ⇒ Food Lion (1177 stores)
 - ⇒ Hannaford (179 stores)
 - ⇒ Sweetbay (106 stores)
- DeMoulas Mkt. Basket (65 stores)
- Dierbergs Markets (23 stores)
- Dorothy Lane (3 stores)
- Earth Fare (23 stores)
- Fiesta Mart (61 stores)
- Food City, ME (8 stores)
- Foodland (32 stores)
- Fred Meyer (130 stores)
- Fresh & Easy (182 stores)
- Fry's Food & Drug (122 stores)
- Gelson's Markets, CA (18 stores)
- Giant Eagle (386 stores)
- H.E.B./Central Market (292 stores)
- Haggen/TOP Foods (30 stores)
- Harmon's Markets (14 stores)
- Harris-Teeter (203 stores)
- Heinen's (17 stores)
- Homeland Stores (72 stores)
- Hugo's Family Mkts, ND (8 stores)
- Hy-Vee (318 stores)
- Ingle's Markets (202 stores)
- Kennies Markets, MD (2 stores)
- King Kullen (49 stores)
- King Soopers/City Mkt. (144 stores)
- Kowalski's Market (9 stores)
- Kroger, Corporate (3247 stores)
 - ⇒ Atlanta (214 stores)
 - ⇒ Central (Indianapolis, 149 stores)
 - ⇒ Cincinnati (113 stores)
 - ⇒ Delta (Memphis, 112 stores)
 - ⇒ Michigan (132 stores)
 - ⇒ Mid-Atlantic (Roanoke, 125 stores)
 - ⇒ Mid-South (Louisville, 164 stores)
 - ⇒ Southwest (Houston, 207 stores)
- Lowes Food Stores (109 stores)
- Lunds/Byerly's (21 stores)
- Marsh Supermarkets (97 stores)
- Meier (373 stores)
- Met Foods, NY (4 stores)
- Piggly Wiggly Carolina (95 stores)
- Price Chopper/Golub Corp. (127 stores)
- Publix Supermarkets (1,051 stores)
- QFC (68 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (381 stores)
- Reasor's, OK (17 stores)
- Roundy's Supermarkets (156 stores)
- Rouses Supermarkets, LA (37 stores)
- Safeway, Corporate (1702 stores)
- SAM's Club (609 stores)
- Schnuck Markets (117 stores)
- Shaw's Supermarkets (176 stores)
- Smith's Food & Drug (133 stores)
- Stew Leonard's, CT (4 stores)
- Sunflower Market, CO (35 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (4302 stores)
 - ⇒ Cub Foods (48 stores)
- Target (253 SuperTargets)
- The Fresh Market (106 stores)
- Tops Markets, NY (138 stores)
- Unified Grocers
 - ⇒ Pacific NW (229 stores)
 - ⇒ Seattle (184 stores)
- United Supermarkets, TX (51 stores)
- Wakefern/ShopRite (328 stores)
- Wal-Mart (4153 stores)
- Wegmans Food Markets (79 stores)
- Whole Foods, Corporate (305 stores)
 - ⇒ Florida (16 stores)
 - ⇒ Mid-Atlantic (38 stores)
 - ⇒ South (22 stores)
- WinCo Foods (79 stores)

- Winn-Dixie, Corporate (484 stores)
- Wohlner's, NE (2 stores)
- Woodman's Food Mkts, WI (13 stores)

Platform #3: Retail Training and Communication

A. Trade Advertising: ASMI's Retail program conducts print and online trade advertising to support three key messages:

- 1) The Power of the Alaska Brand: 80% of consumers surveyed say that seeing the Alaska Seafood logo on product would increase their likelihood to purchase.
- 2) COOK IT FROZEN! support: 84% of consumers surveyed say they are likely to purchase frozen fish.
- 3) Sustainability: 100% of Alaska Seafood is sustainable.

▪ ***Intrafish.com***

- ⇒ September 2012: Eblast (100% Sustainable)
- ⇒ October 2012: Eblast (COOK IT FROZEN!)
- ⇒ January 2013: Eblast (themed: Delicious & Healthy POS for Lent)
- ⇒ February 2013: Eblast (COOK IT FROZEN!)
- ⇒ March 2013: Eblast (100% Sustainable)
- ⇒ April 2013: Eblast (80% Power of the Alaska Brand)
- ⇒ May 2013: Eblast (100% Sustainable)
- ⇒ June 2013: Eblast (themed: Summer Salmon)

▪ ***Grocery Headquarters*** magazine. Total circulation: 36,000/issue

- ⇒ July 2012: Print ad: two-page spread (100% Sustainable)
- ⇒ August 2012: Print ad: full-page (100% Sustainable)
- ⇒ September 2012: Print ad: full-page (100% Sustainable)
Print ad: tip-in (COOK IT FROZEN!)
Print ad: ***Fresh Food Handbook*** supplement (100% Sustainable)
- ⇒ October 2012: Eblast (COOK IT FROZEN!)
- ⇒ November 2012: Print ad: ***Selling Wellness Handbook*** supplement (100% Sustainable)
- ⇒ January 2013: Print ad: inside back cover (themed: Delicious & Healthy POS)
Print ad: full-page (80% Power of the Alaska Brand)
1/10/2013 Eblast (themed: Delicious & Healthy POS)
- ⇒ February 2013: Print ad: faux cover (100% Sustainable)
Print ad: back cover (themed: Delicious & Healthy POS)
- ⇒ March 2013: Print ad: faux cover (100% Sustainable)
Print ad: back cover (COOK IT FROZEN!)
Eblast (COOK IT FROZEN!)
- ⇒ April 2013: Print ad: inside back cover (80% Power of the Alaska Brand)
Print ad: full-page (100% Sustainable)
- ⇒ May 2013: Print ad: back cover (100% Sustainable)
- ⇒ June 2013: Print ad: inside front cover (themed: Summer Salmon)

▪ ***Progressive Grocer*** magazine. Total circulation: 38,000/issue

- ⇒ July 2012: Print ad: two-page spread (100% Sustainable)
- ⇒ September 2012: Eblast (80% Power of the Alaska Brand)

- ⇒ October 2012: Print ad: inside front cover (100% Sustainable)
 - ⇒ December 2012: Print ad: inside back cover (COOK IT FROZEN!)
 - ⇒ January 2013: Print ad: inside back cover (themed: Delicious & Healthy POS)
 - ⇒ February 2013: Eblast (themed: Delicious & Healthy POS)
 - ⇒ March 2013: Print ad: full-page (100% Sustainable)
Eblast (themed: Delicious & Healthy POS)
 - ⇒ April 2013: Print ad: full-page (80% Power of the Alaska Brand)
 - ⇒ May 2013: Print ad: full-page (100% Sustainable)
 - ⇒ June 2013: Print ad: full-page (themed: Summer Salmon)
- **Seafood.com**
 - ⇒ January 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ February 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ March 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ April 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ May 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ June 2013: Video sponsorship (themed: Summer Salmon)
- ⇒ **Seafood Business** magazine. Total circulation: 14,000/issue
 - ⇒ July 2012: Print ad: inside front cover (100% Sustainable)
 - ⇒ March 2013: Print ad: inside front cover spread (100% Sustainable)
- **Canadian Grocer** magazine.
 - ⇒ November 2012: Print ad: full-page (100% Sustainable)
- Refrigerated Food Association’s annual membership directory
 - ⇒ August 2012: Full-page ad in the annual membership directory: “Sales Force of Nature” re: Alaska surimi seafood
 - ⇒ October 2012: Full-page ad in the Seafood HACCP Workshop and Fall Symposium directory: “Sales Force of Nature”
- **Northwest Travel Magazine** magazine. Total audience: 125,000/issue
 - ⇒ Sept/Oct 2012: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
 - ⇒ Nov/Dec 2012: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
 - ⇒ Jan/Feb 2013: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
Online banner ad on www.nwtravelmag.com: “Finger Food”

B. Tradeshow:

- Refrigerated Food Association’s 2012 Seafood HACCP Workshop & Fall Symposium, 9/10/2012 – 9/13/2012.
- International Boston Seafood Show, 3/10/2013 – 3/12/2013

C. Retail/Industry eBlasts:

- Themed eblast announcing new SEAFOOD TO CELEBRATE point-of-sale materials for holiday promotions was sent to ASMI’s retail contacts in the fall.
- Themed eblast announcing new Delicious & Healthy point-of-sale materials for Lenten season promotions was sent to ASMI’s retail contacts in the spring.
- Bilingual eblast to Canadian retailers inviting them to stop by the Alaska Seafood booth at the International Boston Seafood Show.

D. Retail Training:

- HEB 2012 Holiday Meat and Seafood Selling Show, 10/9/2012 – 10/10/2012.
COOK IT FROZEN! techniques were demonstrated to approximately 300 seafood managers from across Texas.

End Report