ASMI Foodservice Program

FY 2014 Budget Recommendations
Program Overview

- Current Foodservice Outlook
- Program Objectives and Strategies
- FY 2014 Budget Recommendations
- Program Summary
Foodservice Outlook

- Restaurant operators are optimistic about business conditions in the coming months.

- Casual-dining and fine-dining sales have improved as consumer confidence rises.

- Casual-dining restaurants outperformed QSR restaurants for the first time in 22 months.

Source: National Restaurant Association
Consumer Thinking on Seafood

- Taste and health reasons are the leading drivers behind increased consumption at chain restaurants.
- Cost and freshness concerns are the leading reasons behind decreased consumption.
- Consumers would like to see more offerings and variety of seafood on menus vs. other proteins.
- “Alaska” and the ASMI logo continues to give menu items and consumers’ perceptions of restaurants in general a definitive boost.

Source: Datassential, April 2013
What’s Hot in 2013

Top 20 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids’ meals
4. Environmental sustainability
5. Children’s nutrition
6. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g. restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids’ meals
11. Farm/estate branded items
12. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
13. Non-traditional fish (e.g. branzino, Arctic char, barramundi)
Program Objectives & Strategies
ASMI Foodservice Objectives:

- Generate **increased foodservice demand and product usage** via Alaska seafood brand-oriented marketing programs.
- Achieve **solid differentiation** between wild Alaska seafood, farmed and other seafood sources.
- Maintain the **highest-value perception** in targeted foodservice segments – “look of the leader”.
ASMI Foodservice Strategies:

- **Build awareness** among foodservice operators and their customers for Alaska seafood’s unique features:
- **Position Alaska seafood as a healthy alternative to other proteins.**
- **Expand usage and menu branding** of wild Alaska seafood (including value-added products) with target operator and distributor accounts.
ASMI Foodservice Strategies:

- Develop a partnership position for ASMI in providing **consumer-oriented marketing programs**. Operator is communicating our key messages to consumers.

- Build on an already established leadership position for ASMI in the areas of **seafood education, training and menu development**.
ASMI Foodservice Strategies:

- Heighten *Alaska seafood industry awareness* and involvement in the foodservice program and continue to educate so that the industry can meet the needs of the marketplace.
FY 2014 Budget Recommendations

Total Budget: $2.2 million
Program Operations  $375,000

- Personnel Services – Two fulltime staff, 1/3 Seattle office manager & 15% marketing specialist.

- Travel
Marketing Operations  $350,000

- Advertising Agency*
- Two Field Marketing Representatives*

*Figures include travel and all expenses
Operator Promotions  $354,000

- Casual chains and upscale/fine dining concepts.
- Leading growth chains – “concepts of tomorrow”.
- Quick service & fast casual restaurants.
- Colleges & universities – Gen Y audience.
- Foodservice management firms (schools, healthcare, etc.)
- Develop customized promotional programs.
- Work with operators to communicate with consumers (menu, POS, TV, radio, social media).
- Small investment of dollars to promotion partners – high return on investment.
FRESH FEATURES

PAN ROASTED ALASKA HALIBUT
Brown Butter Caper Sauce and Fresh Spring Vegetables

FIELD GREEN CITRUS SALAD
Baby Arugula with Oranges and Strawberries, Goat Cheese and Candied Walnuts in a Roasted Caper Citrus Vinaigrette

SOY GINGER SNAP PEAS
Sesame Ginger Sugar Snap Peas with Soy and Red Pepper

SAUTÉED WILD MUSHROOMS
Toasted Baguettes Topped with Fresh Grated Aged Parmesan Cheese
Wild Alaska Halibut is caught in the clean, cold waters off the Alaskan Coast. Because of its tender white meat and pure flavor, Alaska Halibut has become America’s most popular seafood and is a favorite of guests and chefs alike. With our long standing relationships with a select few fishing families and boats, we know our Halibut is coming straight from Alaska’s bounty of sustainable and protected resources to our kitchens.

Alaska Halibut is naturally high in nutrients and low in calories, fat and sodium. Delicious Alaska Halibut awaits you at the Oceanaire Seafood Room, but only for a limited time.

Reserve your table today

theoceanaire.com
Distributor Program  $287,000

- Focus on top broadline distributors.
- Additional focus on seafood specialty distributors.
- Includes sales incentive programs, marketing support and trade education.
- Offers opportunities for all species with particular emphasis on frozen seafood from Alaska.
- ASMI will assist the industry where appropriate to protect the “Alaska brand” under category management.
Distributor Promotions

The Benefits of Alaska Seafood

Drive your sales, streamline focus and earn RFS Reward points with these helpful training materials.

Learn more about upselling Alaska seafood with three easy steps:

1. Visit ReyezTrainer (or via SharePoint).
2. Enter your username and password (login: Firstname.Lastname; password: last 4-digits of your SSN).
3. Enter the codes below into the assignment code field (SEAFOOD101) on the main page.
4. After taking the quiz, you will be rewarded 5000 RFS Reward points!

Scan QR code for RFS Rewards

Did you know...?

55% of consumers eat fish and seafood because they "like the way it tastes".

43% of consumers reported that health is the main reason for eating more fish/seafood than two years ago.

65% of consumers said they would order more fish/seafood if they had the option of choosing their side dish.

60% of consumers would order more seafood if casual restaurants offered them a choice for fish/seafood.

68% of consumers reported that seeing an Alaska Seafood logo on a menu would increase their likelihood of ordering an Alaska fish/seafood item.

*Source: Consumer Research Results, Alaska Seafood*, 2011

Why Alaska Seafood?

WILD: No finfish farming in Alaska. The seafood is harvested in the wild, the pristine waters of Alaska's rugged 34,000-mile coastline.

NATURAL: Alaska Seafood is seafood at its natural best. Species mature at a natural pace, swimming freely in the icy cold waters, eating a natural diet of marine organisms.

SUSTAINABLE: Alaska's Seafood is eco-friendly. The seafood species are part of healthy, intact eco-systems and the fisheries are managed for sustainability. This is mandated by the Constitution of the State of Alaska.

FLAVOR: The superior flavor and texture of Alaska Seafood is prized around the world. They get their flavor and flesh color from their natural diet of marine organisms.

VERSATILE: Alaska Seafood is easy to prepare. You can grill, poach, bake, sauté and even take portions right from the freezer for cooking, putting a meal on the table in minutes.

HEALTHY: Alaska Seafood is healthy and nutritious. It is high in protein and low in saturated fat. It is a natural source of the "good fats" – heart-healthy Omega-3s.

U.S. JOBS FOR A HEALTHY ECONOMY: The Alaska Seafood industry is a major economic engine! It provides work for 54,000 people and is an estimated $5.8 billion economic output to Alaska. Over half the seafood harvested by American fishing families is harvested in the waters of Alaska.

Alaska boasts an abundance of exceptional and delicious species that help to meet every price and performance need.

Ideas that INSPIRE, at PRICES you’ll love.

rfsdelivers.com  tracsdirect.com
Trade Shows & Conferences

- Relationship marketing.
- Great exposure to key decision makers.
- Includes product demonstrations, seminars and trade education.
- Provides an opportunity for sustainability education (FAO-based RFM certification).
Trade Shows & Conferences $179,000

- NACUFS – Colleges & Universities
- Marketing Executives Group (spring & fall)
- Culinary Institute of America (2 events)
- Seafood Expo North America (Boston)
- Les Dames d ‘Escoffier International
- Int’l Corporate Chefs Association
- CAFÉ Leadership Conference
Trade Education

• Build brand awareness and enhance the value of Alaska seafood.
• Alaska seafood training, merchandising, research and menu development for all segments and on all levels (executives, chefs, marketing, purchasing, waitstaff and distributors).
• Technology and social media has found its place at the restaurant table.
• Materials and programs used by our industry.
Trade Education $346,000

- New Educational Materials:
  - Merchandising & POS materials.
  - Species support materials.
  - Culinary support & education.
  - Research.
- Industry outreach.
- Website maintenance.
- Reprinting of foodservice educational materials.
- Seafood product for trade shows and special events.
- Photo/creative duplication.
Trade Education

ALASKA SEAFOOD
It’s all good.

SWISS CHARD WRAPPED ALASKA ROCKFISH SKEWERS

INGREDIENTS
- Alaska rockfish, skinned 4 oz. fillets
- 4 each
- Swiss chard, leaves
- 8 each
- Salt, kosher
- 2 tsp
- Pepper, black
- 1 tsp
- Cinnamon, ground
- 1 tsp
- Nutmeg, ground
- 1 tsp
- Skewers, Bamboo 6"
- 20 each
- Yogurt, Greek, 2%
- 1/4 cup
- Cucumber, seeded, diced
- 1 cup
- Dill, fresh, leaves
- 1 Tbsp
- Lime, juice (if using)
- 1/2 tsp
- Dij, olive
- 1 Tbsp
- Peppers, red, diced
- 1 each
- Onion, red, sliced
- 1 each
- Sesame seeds
- 1 tsp
- Rice, brown, cooked
- 3 cups

DIRECTIONS
1. Bring a pot of water to a boil.
2. Once water is boiling, submerge chard leaves for 5 seconds then transfer to bowl of ice water.
3. Remove leaves from ice water, squeeze dry, and pat dry with clean paper towels.
4. Heat pan with approximately one inch of water to prepare for steamer basket.

HEALTHY COOKING TIP
For a new and exciting healthy alternative, substitute Alaska seafood in dishes traditionally prepared with other proteins.

NUTRITION FACTS
- Serving Size: 2 oz fillet
- Calories: 210
- Fat: 10 g
- Sodium: 210 mg
- Carbohydrates: 0 g
- Fiber: 1 g
- Protein: 21 g
- Cholesterol: 120 mg
- Iron: 1 mg
- Potassium: 300 mg
- Zinc: 1 mg
- Vitamin A: 200 IU
- Calcium: 40 mg
- Magnesium: 40 mg
- Vitamin C: 10 mg
- Copper: 0.5 mg

*Percent Daily Values are based on a 2,000 calorie diet. *Daily Values (DV) not established for this nutrient.
Savor the timeless beauty of Alaska in every bite of wild cod from The Last Frontier. Mild, sweet and deliciously moist, this enduring tradition of flavor has inspired generations of Alaska’s fishermen to make their living from the sea. With Alaska cod, you can enjoy seafood from a pristine wilderness that’s always wild, natural and sustainable.
Targeted print and online trade publications.
Strategy is to build Alaska seafood brand awareness.
May include advertorial where appropriate.
Includes creative development and media placement.
Some have SUSTAINABILITY written into their brochures. WE have it written into our STATE CONSTITUTION.

To Alaskans, sustainability means protecting the long-term health of the environment, and a way of life that has existed for generations. That’s why back in 1959, when Alaska became a state, it was written into our state constitution. Now, to further verify our adherence to the highest of sustainability practices, we offer the FAO-based Responsible Fisheries Management certification — giving you assurance that we follow the world’s most recognized guidelines, those of the United Nations Food and Agriculture Organization. We’ve always said Alaska Seafood is a responsible choice, now we go even further to prove it. Come visit us at NACUPS, booth 321.
Sell the Sizzle

Brought to you by Jennie-O Turkey Store.

PERFECT SLICE™ Fully Cooked Crispy Turkey Bacon has everything you like about traditional bacon, plus all the benefits of turkey.

You've tried turkey bacon, of course. But until you've tried Jennie-O Turkey Store's PERFECT SLICE™ Fully Cooked Crispy Turkey Bacon, you haven't experienced a product that combines the smoky flavor and crispiness of traditional bacon plus other valuable attributes that may surprise you.

PERFECT SLICE™ Turkey Bacon is revolutionary in appearance, mouth feel and flavor compared to the turkey bacon that has come before. It helps operators in any segment take advantage of two important trends—the skyrocketing popularity of bacon as a flavor enhancer and the increasing demand for healthier menu options.
Trade Relations $50,000

- Working-chef recipes & photography/editorial support.
- Opportunity to influence and educate other chefs.
- Includes the International Foodservice Editorial Conference.
- Covers outreach to operators and distributors on sustainability communications and RFM.
Trade Relations

**FLAVOR & THE MENU**

**SIGNATURE FLAVOR**

**IT’S ALL GOOD**

Bettering the nutritional profile of a menu item while keeping flavor and craveability intact is the menu-development challenge of the decade. This Smoked Seared Alaska Cod, part of Alaska Seafood’s newest “It’s All Good” recipes, capably takes on the challenge. The recipe utilizes a MyPlate mind-set, from the brown-rice base to the abundant use of produce. Spices and herbs both enhance flavor and distract the palate from lower salt concentrations. “These new Alaska seafood recipes should really help meet an operator’s need to offer healthy menu items without sacrificing flavor,” says Claudia Hogue of the Alaska Seafood Marketing Institute. Alaska’s “It’s All Good” collection highlights creative better-for-you menu ideas like “Start a ‘Wellness Wednesdays’ program to introduce new flavors in healthful dishes.” This recipe is a good place to begin.

**SEASONINGS:** Bold seasonings such as paprika, smoked sea salt and cracked pepper satisfy flavor cravings while standing in for added salt.

**TECHNIQUE:** Flavor-building techniques like chair-cooking green onions and pan-searing fish fillets create layers of healthful flavor and culinary authenticity.

**PLATE MAKEUP:** Consider better-for-you builds that layer nutritious dense grains and plentiful produce to pack a powerful profile.

Photo courtesy of the Alaska Seafood Marketing Institute; www.alaskaseafood.com

www.flavor-trends.com | www.flavor-online.com

Page 11 | FLAVOR & THE MENU
Foodservice FY14 Budget Breakdown

- Program Operations: 17%
- Marketing Operations: 16%
- Operator Promotions: 16%
- Distributor Promotions: 13%
- Trade Shows & Conferences: 8%
- Trade Education: 16%
- Trade Advertising: 12%
- Trade Relations: 2%
Foodservice Program Summary

- FY 2014 incorporates foodservice committee recommendations.
- Synergy with retail and consumer PR programs on key messaging.
- Plan designed to cultivate foodservice segment opportunities.
- ASMI foodservice has the ability to revise and adapt programs to support the industry.
Thank you!