FY22 Operator Partners

- NORDSTROM
- CRABBY MIKE'S
- COMPASS GROUP
- FirstWatch
- Denny's
- sodexo
Results

Total Operator Promotions
Alaska seafood sales volume
Weighted % Change 23 vs 21

+ 7.9%
+ 1.8% Lent/QSR promotions
(70% volume)

^14,000 units
ASMI Operator Dollar Spend

For Every $1 ASMI Spends
The avg. marketing $ chains spend = $26

1:26
ALASKA FLOUNDER FISH TACOS

NEW

2 for $5
2 for $5 Alaska Flounder Fish Tacos: Social Media

Metrics totaled across Twitter, Instagram, and Facebook:

- **Impressions**
  - Twitter: 18,796
  - Instagram: 23,305
  - Facebook: 18,284

- **Reach**
  - Twitter: 35,672
  - Instagram: 39,705
  - Facebook: 47,482

- **Engagements**
  - Twitter: 484
  - Instagram: 477
  - Facebook: 286

- **Engagement rate**
  - Twitter: 2.6%
  - Instagram: 2.3%
  - Facebook: 2.3%
Denny’s

Reel in a great catch

Wild Alaska Salmon

Fried Fish Platter

Featuring Wild Alaska Pollock

Fresh Salads

Cobb Salad
- Bacon, fresh avocado, grape tomatoes, cheddar cheese, hard-boiled egg and potato sticks atop a bed of iceberg mix. Served with choice of dressing. Cat 5.95-6.95

House Salad
- Cucumbers, grape tomatoes, cheddar cheese and croutons atop a bed of iceberg mix. Served with choice of dressing. Cat 3.95-4.95

Salad Add-ons
- Parmesan Chicken
- Grilled Chicken
- Caesar
- Prime Rib
- Fresh Avocado

Showed with peppers and dressing
Long John Silvers

Fish & Shrimp Combo
$6.99

ALASKA SEAFOOD

ALL HANDS ON DECK
Conference
You love to sea it

TRY THE FISH SANDWICH MADE WITH WILD-CAUGHT ALASKA POLLOCK OR THE SEAFOOD & CRAB SANDWICH

Featuring creamy tartar sauce, chopped lettuce and crunchy pickles

MED. COMBO $0.00

SANDWICH $0.00

Limited time only at participating SONIC® Drive-Ins. TM & ©2022 America’s Drive-In Brands Properties LLC.
You love to see it
PREMIUM FISH SANDWICH
Featuring wild-caught, sustainably sourced 100% Alaska pollock, creamy tartar sauce, chopped lettuce and crinkle-cut pickles

MED. COMBO 0.00
SANDWICH 0.00
Distributor Partnerships
Results

Total Distributor Promotions
Alaska seafood sales volume
Weighted % Change 23 vs 21

+ 14.9%
Sysco Toolkit

Alaska Seafood Recipes

Cleaned your menu’s seafood selection with the addition of Pacific Seafood?

- Alaska Seafood with Citrus Avocado Fritters & Fried Chili Magrets
- Miso-Pineapple Glazed Alaska Pollock with Kimchi Slaw
- Miso-Ginger-Almond Alaska Pollock with Ginger Tomato Sauce

58% of consumers are more likely to order a seafood offering when they see the word “Alaska” in the title.

Click here to learn more: https://sysco.com/3786Zgq
We look forward to building upon the value of our partnership through ongoing/additional, engaging content for our customers. We will continue to highlight the impact, quality, and opportunities for success that Alaska Seafood provides. Thank you for your support of our teams, customers & local community.
White Ale Battered Wild Alaskan Pollock

It's Prime Time for Alaska's Best

This week's featured product marries two ingredients from our 50th state – Wild Alaska Pollock and White Alaskan Ale. Studies show that consumption of seafood is gaining traction and the preference is even more prominent during the current season of Lent (the approximately six weeks between Ash Wednesday and Easter when many choose fish as a meat alternative). It's time for White Ale Battered Wild Alaskan Pollock to be swimming off the shelves and into the hearts and stomachs of customers nation-wide.

Wild Alaskan Pollock – The World's Best Whitefish. For years, Alaskan Pollock was an anonymous main ingredient in battered and breaded fish products such as fish sticks, fish fingers, and fish sandwiches. It wasn’t too long ago that Alaskan Pollock was known as “the other white fish,” standing on the sidelines behind cod. With an appealing mild flavor and economic, sustainable sourcing, it is increasingly recognized as “The World’s Best Whitefish” and Alaskan Pollock is being called by its proper name on menus.

Significance of Sustainably. The fact that our Wild Alaskan Pollock is Marine Stewardship Council (MSC) certified should be a source of pride and interest to our customers. Multiple surveys underscore the importance of sustainable seafood for consumers. For example, according to a 2021 poll by the Environmental Defense Fund:

- More than 70% of respondents are likely to eat more seafood if it is sustainably sourced.

- Almost three-quarters (73%) of respondents report they are likely to eat more seafood if it is raised or caught in the United States. Our Wild Alaska Pollock checks both boxes! The MSC is an international nonprofit that, for more than 20 years, has been dedicated to promoting sustainable and responsible harvesting of seafood. The MSC certification signifies the highest level of “assurance that the seafood product is verified to be sustainable/responsible, is harvested legally, and is traceable back to a sustainable source” which means it is good for the environment.
GET HOOKED
On Alaska Seafood Promotion

Welcome to the Get Hooked On Alaska Seafood Promotion!

It is time to Get Hooked on Alaska Seafood, and earn even more cash by seeing from the expansive list of branded items from Bay Wine, Emperor’s Treasure, and Hidden Bay, along with our non-branded products in this promotion. We will feature a wide variety of seafood offerings to enhance operator menus featuring salmon, pollock, halibut, cod, crab, flounder, and haddock.

Alaskan Seafood is globally known for its superior taste and texture. The highly sought-after flavor and color characteristics come from the seafood species feeding on their natural diet of marine vegetables, and the texture comes from annual migrations in the cold North Pacific. Whether grilling, poaching, baking, or sautéing, seafood from Alaska will be a winner on any menu.

Let’s see our customers Get Hooked on Alaska Seafood!
Thanks to the Domestic Team

Megan Rider
Leah Krafft
Sarah Wallace
Tricia Sanguinetti
Mark Jones
# Operator Landscape

Unit counts are powered dynamically by Datassential Firefly and change continuously throughout the year as each segment evolves. Key model assumptions can be found [here](#).

## Overview

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>UNITS</th>
<th>2021 Actual Real Growth</th>
<th>2022 Projected Real Growth</th>
<th>2023 Projected Real Growth</th>
<th>2023 OPERATOR SPEND ($B)</th>
<th>OPERATOR SHARE OF SPEND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,472,824</td>
<td>+11.6%</td>
<td>+5.1%</td>
<td>-0.1%</td>
<td>$301.3</td>
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<tr>
<td>Restaurants</td>
<td>779,763</td>
<td>+7.4%</td>
<td>+3.5%</td>
<td>-1.0%</td>
<td>$177.1</td>
<td>59%</td>
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<tr>
<td>QSR</td>
<td>345,660</td>
<td>+3.8%</td>
<td>+3.1%</td>
<td>-0.8</td>
<td>77.4</td>
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<tr>
<td>Fast Casual</td>
<td>89,140</td>
<td>+8.6%</td>
<td>+1.5%</td>
<td>-1.3</td>
<td>20.7</td>
<td>7</td>
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<td>Midscale</td>
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<td>Casual Dining</td>
<td>206,345</td>
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<td>54.6</td>
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<tr>
<td>Fine Dining</td>
<td>7,619</td>
<td>+19.0%</td>
<td>+11.0%</td>
<td>+0.2</td>
<td>3.2</td>
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<tr>
<td>Food Truck</td>
<td>15,959</td>
<td>+14.8%</td>
<td>+8.2%</td>
<td>+0.4</td>
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<td>&lt;1</td>
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<td>Ghost/Virtual Restaurants</td>
<td>642</td>
<td>+52.8%</td>
<td>+45.0%</td>
<td>+15.0%</td>
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<tr>
<td>Retail Foodservice</td>
<td>268,052</td>
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<td>+0.9%</td>
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<tr>
<td>Supermarkets/Grocers</td>
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<td>+2.8%</td>
<td>+3.4%</td>
<td>+1.2</td>
<td>25.4</td>
<td>8</td>
</tr>
</tbody>
</table>

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Built in collaboration with: Datassential, Kinetic

[ALASKA SEAFOOD ON DECK Conference](#)