



Wild, Natural & Sustainable®

FY26 Accomplishments & FY27 Outlook

Region/Country: Central Europe

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1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

During FY26, a high demand for Alaska seafood reflected in support for the program through trade and HRI partners. The only limiting factor was the tight supply situation that mirrored in increased requests from trade members for raw material. Still, ASMI looks back at a strong twelve months with marketing efforts directly supporting performance of AK species in trade and gastronomy. **Sales support campaigns** carried out in FY26 sum up to a total retail value of \$ 6.3 million coming from an investment of \$ 160,000 spread among 18 partners in the five CEU markets. **Media cooperations had a combined reach of over 12 million readers** with traditional media houses and **2.5 million through social media and influencer campaigns** building a platform for the ASMI message and Alaska story.

Top 3 Accomplishments

1. Activity: Vici Partnership – Love Surimi Campaign

- Objective: ASMI continued its cooperation with the largest European surimi producer Vici in CEU markets with focus on Poland. Mutual goal was to highlight the positive attributes of the product as a quality, versatile, and nutritious food option. Between April and May, a consumer communication campaign was rolled out using generic channels, dedicated landing pages, and collaborations with influential media partners.
 - Results: Vici reported a sales value during the two months of more than US\$ 1.9 million / 385mt.
 - Quantifiable Impact: The Vici communication campaign recorded more than 16 million impressions, and retail sales were up by almost 10%.
 - Why it mattered: It has been an ongoing effort to elevate the image of surimi especially among younger consumers and strengthening the partnership with Vici provides ASMI with the trade backup required to really make a difference.
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2. Activity: Retail Promotion – The Sole Purpose

- Objective: In cooperation with German retail chain Globus, ASMI worked on highlighting their private label and branded rock sole products as special “Offer for the Month” item in fall 2025. Goal was to put the species in spotlight as it is not regularly promoted by retailers themselves.





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- Results: During the weeks of the advertisement, supermarkets recorded a sales uplift of 11% with total retail value of close to US\$ 140,000.
 - Quantifiable Impact: 5.850.000 flyers were sent to shoppers and printed to be handed out in supermarkets, ensuring high visibility of the featured products.
 - Why it mattered: Rock sole or Alaska flatfish in general remains rather unknown among consumers despite it being available in almost all retailers in German-speaking markets. Therefore, origin labelling and educational efforts are needed to spike interest and grow awareness.
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3. Activity: Marketing Program Support Die Räucherei

- Objective: ASMI rolled out a multi-level campaign including in-store advertisement at selected stores of the largest German retailer Edeka, placements in sales catalogues and online shops for e-commerce partners in Austria and Switzerland as well as the push to launch a new AK salmon item with Lufthansa for their business class segment.
 - Results: In scope of the cooperation, marketing efforts generated sales worth US\$ 265,000.
 - Quantifiable Impact: The company was able to connect with 1.2 million potential customers, and a new listing is planned for 2027.
 - Why it mattered: Such collaborations save resources while allowing ASMI to address consumers across different program markets coordinated through one key partner that strongly supports the Alaska message.
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2. PLANS FOR FY27

Strategic Priorities

Continue established partnerships with CEU trade and HRI while further developing the network of supporters of Alaska seafood. Considering the expected shortage of raw material, goal will be to keep core species like salmon and APO in the spotlight, help to strengthen cod in the upscale segment, and find opportunities for underrepresented species like rock sole or POP.

Out-of-Home Advertising (OOH)

- Markets: Germany, Poland, Austria, Switzerland
- Timing: Year-round
- Objectives: Address consumers on multiple levels to increase visibility of AK seafood
- Expected Reach: 10+ million potential customers





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Retail Promotions

- Retailers: Edeka, Rewe, Metro, Kaufland, Piotr I Pawel, Aldi, Hofer
- Campaign: In-store sales support (sampling, POS advertisement, digital promotion etc.)
- Expected Outcomes: Generate sales worth \$ 5 million+ and support new product listings

Digital Marketing

- Platforms: Instagram, Facebook, Eat Smarter, Captain Cook etc.
- Paid Media: Shared posts, reels, stories, product features, recipe developments
- Influencer Partnerships: Foodwerk, Maxpane, Foodboom etc.
- KPIs: Reach of 4+ million users, 12 collaborations, 5 product features

Public Relations

- Major initiatives: Surimi Summer, Everyday is Roe Day Campaign,
- Media targets: Meine Familie & Ich, Falstaff, FischMagazin, Szef Kuchnie (generally all suitable B2C and B2B media platforms)
- KPIs: 40 media placements with media value of \$1.5 million+

Trade Marketing

- Buyer engagement: Trade newsletters and industry summits in Germany and Poland
- Importer support: Support of AK marketing activities across all trade channels and CEU markets
- Promotions: In-store tastings, POS advertisement, sales events, catalogue placements, digital campaigns etc.

Foodservice

- Chef partnerships: Alaska Culinary Roadshow, Wild Dining Booklet
- Restaurant promotions: Frischeparadies Bistro Take-Over
- Training: Chef Culinar Staff Seminars, Freaks to Table Masterclasses

Consumer Education

- Sampling at consumer-focused culinary and cultural events and festivals
- Cooking demonstrations focusing on versatility and convenience of AK seafood
- Sustainability messaging to push knowledge of CSI and better highlight origin for items like sole





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- Nutrition messaging spread in close cooperation with athletes and dieticians

Other Strategic Initiatives

- Continue “Creative Alaska” product development program started in FY26
- Guerilla Marketing “Eye on Alaska” in urban areas of CEU markets
- Experience Alaska – individualized trade mission program with selected CEU partners

3. FY27 EVENTS

Event	Date	Location	ASMI Role in event
Rolling Pin Convention	September 28 th & 29 th , 2026	Dusseldorf, Germany	Trade partnership with shared booth space
Bidfood Expo	October 13 th to 15 th , 2026	Czech Republic	Supporter of in-house exhibition
Fischwirtschaftsgipfel	November 3 rd & 4 th , 2026	Hamburg, Germany	Media cooperation and event partner
HoReCa Krakow	November 4 th to 6 th , 2026	Krakow, Poland	Collaboration with FAS office and U.S. cooperators
Gastia	March 21 st to 23 rd , 2027	St. Gallen, Switzerland	Trade partnership with shared booth space
Chef Culinar Presentation	Spring 2027	Germany, Austria	Product showcasing for internal exhibition



Risks / Challenges

- Market conditions – high demand but limited supply will drive prices up which could lead to challenged competitiveness especially for salmon and down-trading for cheaper species for cod
- Tariffs – pose no threat, after ratification of Turnberry agreement situation is more favorable than before
- Regulatory changes – CATCH system remains an unsolved issue and it is unlikely that a satisfying solution will be reached during the new grace period until fall 2026
- Supply concerns – EU companies are worried to not get sufficient raw materials to fulfill their contracts. Could support farmed salmon while for whitefish it can drive traders towards cheaper alternatives e.g. pangasius or tilapia
- Budget limitations – funding is solid even if it cannot compare to resources of e.g. NORGE
- Consumer trends – lasting resentments against the USA resulting from negative press during the past twelve months damaging the American image among consumers (very limited threat for Alaska)
- Other – potential new sanctions or the general reduction of Russian raw material will improve the position of Alaska producers (especially for APO and cod) but could negatively affect the European processors forcing them to reduce production or change formulations which could also impact Alaska at one point in the future

Additional Notes

The current situation is divided. On the one hand stands a favorable trade environment due to the Turnberry agreement, growing reluctance towards Russian raw material, and high demand for raw materials including salmon, APO, and cod. On the other hand, limited available volumes and the trade barriers that pose the CATCH system make the EU market less attractive for Alaska exporters.

Hopes are up that the bureaucratic issues related to CATCH will be solved in the near future, making the current situation a great time to invest in relations with European partners. For whitefish, it is the opportunity to take market share from Russian competition and permanently strengthen the position of Alaska in Europe. For salmon, reliable supply will keep companies from turning toward farmed salmon and ensure demand for times with strong harvest and large volumes of raw materials that need to find a home.

