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## FY26 Accomplishments & FY27 Outlook

**Region/Country: Hong Kong & Mainland China**

**Prepared by: SMH International Limited**

### 1. TOP ACCOMPLISHMENTS – FY26

#### **Executive Summary**

In FY2026, ASMI Hong Kong and Mainland China focused on strengthening trader/consumer recognition of Alaska seafood through the key brand proposition of “Alaska Origin,” highlighting Alaska’s unique natural environment, wild harvesting heritage, and sustainable fisheries.

Considering the ongoing uncertainty surrounding Sino-U.S. tariff policies and their potential impact on Mainland China market development, ASMI strengthened its focus on Hong Kong as a strategic hub while expanding market opportunities across the Greater Bay Area (GBA). With the regional strategy of “Based in Hong Kong, radiating to the Greater Bay Area,” Hong Kong serves as the key platform for brand building, supported by its status as a free port, strong consumer purchasing power, mature retail and foodservice ecosystem, and close connectivity with surrounding GBA cities.

During the fiscal year, ASMI Hong Kong & Mainland China executed 10 offline retail promotions covering 2,954 promotion days, 6 foodservice promotions covering 939 promotion days, and 7 online promotions. These integrated marketing activities generated over US\$3.25 million in consumer value.

In addition, through continuous trade engagement, including trade networking events and trade shows, ASMI generated 242 qualified trade leads, further expanding its network among importers, distributors, and foodservice partners across Hong Kong and Mainland China.

*Note: Greater Bay Area (GBA): A regional economic zone comprising Hong Kong, Macao, and nine cities in Guangdong Province*

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#### **Top 3 Accomplishments**

##### **1. Activity: Introducing Alaska Pink Salmon as a New Product Offering at Unicorn Store Hong Kong**

**(Promotion Period: September 11–24, 2025)**

- **Objective:** Introduce Alaska pink salmon as a new product offering while expanding the Alaska seafood portfolio beyond core species (black cod and pollock) through an integrated omnichannel retail activation.
- **Results:** Launched a fully integrated campaign across four APITA/UNY store locations and the CU App, supported by comprehensive in-store POSM, on-site tastings, and digital e-banners. A multi-channel media mix—including direct mail, 3 Facebook posts, 2 Instagram KOL collaborations, and





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a full-page Sing Tao Daily advertisement—amplified reach and delivered cohesive "Alaska Origin" messaging across all consumer touchpoints.

- **Quantifiable Impact:** The campaign generated 1.52 million impressions across all media channels and delivered US\$73,920 in sales value (3,360 kg in volume). Critically, Alaska pink salmon secured continued availability at Unicorn Store beyond the promotional period, successfully transitioning from a limited-time trial to a regular stocked item.
- **Why it mattered:** Alaska pink salmon joined Unicorn Store's product lineup through this campaign—demonstrating that species diversification can succeed in Hong Kong's mass-market retail landscape. Critically, the campaign transformed a promotional trial into a permanent category presence, securing long-term retail commitment. This success has laid the groundwork for a replicable market-entry model across the GBA.

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## **2. Activity: Strengthening Alaska Seafood Presence with Leading Hong Kong Retailer Upstairs (Promotion Period: June 4–30, 2026)**

- **Objective:** Introduce premium Alaska seafood (black cod and coho salmon) to Hong Kong mass-market consumers through Upstairs' community-embedded retail network, driving brand awareness and trial purchases.
- **Results:** Executed a four-week cross-promotion across 34 Upstairs locations, featuring trained in-store promoters, peak-hour product education, and standardized POSM highlighting the "Alaska-Origin, USA" label. A full-page advertisement in Ming Pao and an Instagram KOL collaboration amplified consumer reach.
- **Quantifiable Impact:** The campaign generated 1.33 million impressions (1,050,000 from Ming Pao print and 280,000 from Instagram KOL collaboration), delivering US\$385,560 in sales value with a strong ROI of 1,794% and demonstrating strong consumer acceptance while reinforcing ASMI's relationship with a key Hong Kong retailer-importer.
- **Why it mattered:** The Upstairs campaign succeeded through a trusted brand that accelerated consumer adoption, a 34-store footprint that provided deep market coverage, in-store sampling that built confidence through direct product experience, and media amplification that extended brand visibility far beyond the point of sale.

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## **3. Activity: First-Ever Alaska Seafood Bento Promotion with Hong Kong's Well-Known Bento Brand Kuen Fat Kitchen (Promotion Period: May 15–June 14, 2026)**

- **Objective:** Embed premium Alaska seafood into everyday dining habits by targeting the high-traffic, convenience-seeking casual lunch crowd.





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- Results: Developed three customized Chinese-style bento dishes (Peach Salad with Alaska Sablefish, Corn with Pollock, and Sweet & Sour Pollock) across 5 high-traffic locations, backed by localized digital signage and target influencer pushes.
- Quantifiable Impact: With 1.47 million total impressions (419,000 from top-tier Instagram KOLs and 1.05 million from a full-page article in Headline Daily), the campaign generated US\$104,160 in sales value, demonstrating strong consumer acceptance and confirming that premium Alaska wild seafood can successfully capture demand in the value-oriented everyday dining segment.
- Why it mattered: Successfully captured the emerging market segment of value-driven experiential dining, proving that premium wild seafood can capture significant daily market share outside of traditional fine-dining banquets.

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## 2. PLANS FOR FY27

### Strategic Priorities

Building on the foundation laid in FY2026 with our “Hong Kong-first, GBA-radiating” approach, our FY2027 strategy will shift Alaska seafood from a predominantly premium positioning toward broader consumer adoption by expanding beyond traditional high-end dining occasions into more everyday consumption scenarios. The focus will be on building stronger relevance among younger consumers, value-driven households, and lifestyle-oriented segments through deeper market penetration and integrated channel development.

In FY2027, we will continue to build around the core brand platform of “Alaska Origin,” strengthening consumer recognition of Alaska seafood while introducing two key consumer-oriented themes to expand adoption and integrate Alaska seafood into more consumption occasions:

1. “Bring Alaska to Your Table” – Alaska Origin, chosen by chefs, savored by diners.
2. “Bring Alaska to Your Home” – Alaska Origin, trusted for everyday family meals.

Through these two platforms, we will expand Alaska seafood’s relevance across foodservice, retail, and digital channels.

In foodservice, we will maintain our premium positioning while extending into casual and everyday dining formats through diversified menu applications to engage younger and value-conscious consumers. In retail, we will enhance accessibility through supermarkets, fresh markets, and e-commerce platforms, positioning Alaska seafood as a convenient, high-quality choice for modern lifestyles. Supported by integrated digital marketing across platforms such as Douyin, Xiaohongshu, and Instagram, we will strengthen consumer education, encourage trial, and convert brand awareness into purchase. Meanwhile, we will continue strengthening B2B engagement through proactive trade development, including key trader communications, industry outreach, trade seminars, and key industry events.

List the major marketing priorities for FY27.





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## Trade Marketing

- **Daily Communication with Traders:** We will maintain proactive, day-to-day communication with trade partners via phone, email, and instant messaging to share market intelligence, update on seasonal catches and emerging species, and address operational inquiries promptly. This ongoing dialogue ensures importers, distributors, and wholesalers are well-informed and confident in promoting Alaska seafood to their customers.
- **E-Newsletter:** A semi-annual digital newsletter (December and June) will recap recent promotions, introduce new and lesser-known species and provide industry news, sustainability updates, and market trends. Designed in a concise, scannable format, it keeps partners informed and reinforces the value proposition of Alaska seafood to support informed purchasing decisions.
- **Trade Show:** Active participation in flagship regional expos—China Fisheries & Seafood Expo (Qingdao), SIAL South, and Hofex Hong Kong—will remain a cornerstone of our trade outreach. Our booths will feature a diverse species range supported by POS materials, samples, buyer guides, and themed décor to generate qualified trade leads and facilitate direct buyer-supplier conversations. We will conduct systematic follow-ups on leads from these expos to convert inquiries into long-term supply agreements.
- **Trade Seminar:** We will organize a series of trade education seminars and workshops in key cities, including Hong Kong, Guangzhou and Foshan.

## Retail Promotions

- **Campaign Theme:** “Bring Alaska to Your Home” (Alaska Origin — Trusted Seafood for Everyday Family Meals)
- **Offline Retail Partners (Target: Families / Households):** Ocean Three, Unicorn Store (APITA & UNY), SOGO, Shing Hing Lung, Smart Shop, AEON, Walmart, Ole’
- **Online Retail Partners (Target: Young Generation / Gen Z & Millennials):** HKTVmall, FuLinTaoGou, Cookcookland, Ifish, Huangsha Aquatic Online Mall
- **Expected Outcomes:** Through active in-store sampling to drive consumer trial, coupled with custom giveaways to incentivize immediate purchases, we will expand shelf space for core species while simultaneously introducing new varieties to broaden our product portfolio—with the goal of achieving at least 50% sales uplift during the campaign period. This integrated approach will not only deliver strong short-term results but also further cement Alaska seafood as a trusted everyday choice for modern households.





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## Foodservice

- **Chef Partnerships:** Joint recipe development with key restaurant partners—including AMA Group (Italian fine dining), Kuen Fat Kitchen (bento fast-casual), Sheung Yuet Hin & Chiu Yuet (Chinese fine dining), and Wo Shun Kee Tea Restaurant (Hong Kong-style cha chaan teng)—to develop customized Alaska seafood menu items tailored to each venue's cuisine style and consumer profile.
- **Restaurant Promotions:** Full campaign activations with four restaurant partners, scheduled as follows:
  - Hong Kong-Style Tea Restaurant Promotion –Wo Shun Kee Tea Restaurant (August 2026)
  - Bento Dining Promotion – Kuen Fat Kitchen (September 2026)
  - Chinese Fine Dining Promotion – Sheung Yuet Hin & Chiu Yuet (October 2026)
  - Italian Fine Dining Promotion – AMA Group (December 2026)

Each activation will be supported by social media promotion and targeted advertising to drive consumer awareness and trial.

## Digital Marketing

Our digital marketing strategy will integrate with retail and foodservice promotions to strengthen consumer engagement and drive measurable sales outcomes. Rather than focusing solely on brand awareness, digital initiatives will support offline activations by shortening the consumer journey from discovery to purchase and converting online engagement into sales.

Key approaches include:

**Online Advertising:** Deploy targeted digital campaigns across high-traffic platforms such as OpenRice (Hong Kong), AM730, Sina, Sohu, Tencent, Phoenix New Media, and Seafood Guide. Campaign content will highlight Alaska's pristine origin, sustainable fishing heritage, product stories, and lifestyle applications, while driving traffic to retail stores, restaurant partners, and e-commerce platforms.

**Influencer Campaigns:** Collaborate with KOLs and KOCs across Douyin, Xiaohongshu, WeChat, Instagram, and other key social platforms to create authentic content featuring Alaska Origin stories, chef collaborations, recipe demonstrations, and everyday consumption scenarios. These activities will enhance consumer engagement, encourage product trial, and influence purchase decisions.

**Owned Media Management:** Maintain regular updates through the official website and WeChat Official Account, featuring recipes, seasonal promotions, species information, sustainability stories, and campaign highlights to strengthen consumer awareness and brand affinity.





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**KPIs:** Through integrated digital marketing initiatives, we aim to achieve 100 million impressions, maintain a minimum of 3 content updates per owned official platform per month, and drive sustained growth in website traffic with over 8,000 seasonal visits.

#### Other Strategic Initiatives

- **Digital Culinary Solutions (Cooking Inspiration):** We developed and deployed digital recipe cards to provide consumers with accessible, visually appealing cooking inspiration. These digital assets feature easy-to-follow recipes tailored to key Alaska seafood species, helping consumers overcome the "what to cook" barrier and driving product trial and repeat purchase at home.
- **Sustainable & Reusable POS Materials:** We prioritized the creation of durable, reusable in-store promotional materials—including display boards, tent cards, and fridge stickers—designed for extended shelf life across multiple campaign cycles. This approach not only reduces environmental footprint but also improves cost efficiency by minimizing the need for frequent reprinting, ensuring consistent brand messaging over time.
- **Collaborative Partnerships with Sister Associations and FAS:** We actively pursued co-promotion opportunities with other industry associations and the Foreign Agricultural Service (FAS). By pooling resources, co-branding promotional campaigns, and sharing event platforms, we achieved greater cost-effectiveness while significantly expanding our collective reach. These collaborations amplified brand visibility across trade and consumer channels, delivering broader market impact than standalone efforts could achieve.

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### 3. FY27 EVENTS

Throughout FY27, we will execute a comprehensive and integrated promotional program across Hong Kong and Mainland China. We aim to drive consumer trial, expand market penetration, and strengthen supply chain partnerships across the Greater Bay Area and beyond. Each initiative is designed to reinforce Alaska seafood's premium natural, wild, and sustainable brand impression while delivering measurable impact across both consumer and trade touchpoints.

List all confirmed and planned events.

| Event / Promotion                          | Date                | Location  | ASMI Role in event                                                                                                                  |
|--------------------------------------------|---------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------|
| SIAL South 2026                            | September 3–5, 2026 | Guangzhou | Product showcase, trade lead generation, and B2B engagement with regional importers and distributors.                               |
| China Fisheries & Seafood Expo (CFSE) 2026 | October 28–30, 2026 | Qingdao   | Product showcase and sampling, cooking demonstrations, buyer guide distribution, core species promotion, and trade lead generation. |





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| Event / Promotion        | Date                          | Location                                    | ASMI Role in event                                                                                                                                                                                                                                      |
|--------------------------|-------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hofex Hong Kong 2027     | May 10–12, 2027               | Hong Kong                                   | Product showcase, product sampling, and B2B engagement with regional importers and distributors.                                                                                                                                                        |
| Foodservice Promotion    | Through the whole fiscal year | Hong Kong                                   | At least 4 foodservice promotions across Hong Kong featuring joint recipe innovation and menu development with partner restaurants, supported by in-store POSM and influencer promotion to drive consumer trial and restaurant sell-through.            |
| Offline Retail Promotion | Through the whole fiscal year | Hong Kong & Mainland China (Great Bay Area) | At least 8 retail promotions across Hong Kong and mainland China, featuring onsite activities including consumer engagement, product showcase, in-store sampling and tasting sessions, and promoter deployment to drive trial and category penetration. |
| Online Retail Promotion  | Through the whole fiscal year | Hong Kong & Mainland China (Great Bay Area) | At least 5 online promotions across Hong Kong and Mainland China, leveraging digital marketing, e-commerce buyer engagement, and platform co-branding to convert digital traffic into sales.                                                            |
| Trade Seminar            | Through the whole fiscal year | Hong Kong<br>Guangzhou<br>Foshan            | Three trade seminars across Hong Kong and the Greater Bay Area featuring product education, cooking demonstrations, new species introduction, and networking with importers, distributors, and wholesalers to expand procurement opportunities.         |

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## Risks / Challenges

Please identify any anticipated challenges for FY27.

### 1. Competitive Landscape





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- **Hong Kong & Mainland China:** Seafood competition in both markets comes from multiple origins—Norway, Canada, Russia, Chile, Japan, Australia, and increasingly competitive domestic aquaculture. This multi-origin environment reinforces the importance of Alaska's differentiation on quality, sustainability, and traceability.

## 2. Consumer Awareness of Species Beyond Core Products

- While Alaska's core seafood species—including king crab, salmon, black cod and pollock—enjoy strong brand recognition across Hong Kong and Mainland China, awareness of other Alaska species remains limited. This represents a clear opportunity to diversify the portfolio through focused marketing, chef collaborations, and culinary education programs.

## 3. Tariff Environment (Mainland China)

- **Mainland China:** Due to ongoing uncertainties surrounding Sino-U.S. trade policies, tariff levels for U.S. seafood exports remain subject to potential changes, creating additional challenges for market planning and cost management. Meanwhile, competitors from countries such as Russia and ASEAN member states often benefit from more favorable tariff conditions through bilateral or regional trade agreements (e.g., RCEP), providing them with a structural cost advantage.

### Additional Notes:

ASMI Hong Kong & Mainland China advocates an integrated marketing approach where every promotion—whether retail, foodservice, or digital—centers on driving sales growth and expanding market share. Leveraging Hong Kong as a strategic brand showcase, this approach powers deep market penetration across key Greater Bay Area (GBA) hubs. By combining omnichannel retail activations, targeted digital education, and strategic foodservice partnerships, our core objective is to elevate the "Alaska Origin" value—highlighting Alaska's premium, wild, sustainable, and pure seafood. Through continued collaboration with local importers, retailers, and regional trade partners, this unified strategy converts brand equity into tangible sales results, securing Alaska seafood as the preferred choice across both mass-market households and fine-dining establishments throughout the GBA.

