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FY26 Accomplishments & FY27 Outlook

Region/Country: Japan

Prepared by: ASMI Japan

1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

During FY26, the Japanese market faced a complex operating environment. Persistent Japanese Yen depreciation significantly diminished the buying power of Japanese buyers, compounding challenges from global purchasing competition for many of Alaska Seafood species. On the other hand, the market presented new positive dynamics as Japan experienced steady inflation and rising wages, gradually strengthening consumer spending capacity and fostering a greater openness toward value-added products, and valuable products. Navigating these headwinds and opportunities, ASMI Japan maximized program efficiency by focusing on high-impact strategic activities. Not only focusing on moving volume, ASMI Japan invested more resources long-term brand equity, securing unique retail positioning, and driving sustainability alignment with key trade partners. Through these dedicated program operations, we successfully delivered tangible, meaningful results across our key marketing pillars, effectively safeguarding our market presence for future growth.

Top 3 Accomplishments

1. Activity: Sponsorship of Kibun Foods' *The SURIMI* New Product Launch

- Objective: To expand the visibility and utilization of Alaska pollock in Japan by supporting its adoption in Kibun's new signature surimi seafood product and driving nationwide consumer awareness through the product launch.
- Results: Successfully supported the nationwide launch of *The SURIMI* through an integrated marketing campaign spanning television advertising, earned television publicity, and targeted Instagram video advertising. As of June 2026, approximately 1.5 million packs had been sold, generating approximately ¥200 million in retail sales, with total sales projected to reach approximately 3.4 million packs by the end of September 2026.
- Quantifiable Impact: The product is projected to utilize approximately 203 MT of Alaska pollock based on the April–September 2026 sales plan. The nationwide television campaign delivered approximately 3,000 planned GRPs across the three major metropolitan markets, with delivery exceeding plans. The subsequent Instagram campaign generated 2.62 million impressions at a ¥294 CPM, outperforming the ¥400 KPI by 26.5%, while earned television publicity was secured across 12 stations in 8 regional markets.
- Why it mattered: Kibun Foods' adoption of Alaska pollocks for a new signature product, coupled with the prominent use of the Alaska Seafood logo with special dtagline, represents a significant opportunity to strengthen Alaska Seafood's visibility and relevance within Japan's surimi seafood sector. This partnership provides





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a strong platform for building awareness of Alaska pollock among both industry stakeholders and consumers, laying the groundwork for future demand growth.

2. Activity: ASMI Japan's Collaborative Support for FamilyMart's Donation Project

- Objective: By supporting, directing, and amplifying FamilyMart's corporate communications regarding Alaska Seafood's sustainability, ASMI Japan aimed to leverage this mega-retailer's vast national reach and PR power to position Alaska Seafood nationwide as the gold standard of sustainable seafood, moving beyond short-term sales promotions to build long-term brand equity and a strategic partnership.
- Results: FamilyMart positioned the donation of two boats to the Alaska Department of Fish and Game (ADF&G) as a unique corporate social responsibility (CSR) initiative to demonstrate its commitment to sustainable fisheries and marine resource protection engagement. To broadcast this historic initiative nationwide, FamilyMart issued a major press release and hosted a high-profile media event late last week. Throughout the initiative, ASMI played a pivotal supporting and advisory role by organizing the donation ceremony event, and facilitating its communication. Because the press release and media event were executed just last week, finalized quantitative metrics will be reported in a subsequent update. Primary outcomes and deliverables to date include: Press release and media event by FamilyMart, SNS outreach through their own account, and website feature etc.

<https://news.mynavi.jp/article/20260728-4750297/#>

https://www.family.co.jp/company/news_releases/2026/20260728_02.html

- Why it mattered: This activity represents a highly meaningful achievement for ASMI Japan, demonstrating that a major retail partner did not just merchandise Alaska Seafood but deeply resonated with the core values of the origin. By supporting the production of FamilyMart's educational materials and facilitating coordination for their corporate communication, ASMI Japan helped the partner successfully embody their corporate social responsibility goals through the Alaska Seafood brand. While this level of tangible asset contribution is unprecedented across ASMI's regional programs, **ASMI Japan values this as a profound collaborative success that proves how "promoting Alaska Seafood" can simultaneously enhance a corporate's value.**

3. Activity: CSI Forum & Reception (Oct 20, 2025)

- Objective: Promote and raise awareness of CSI (Certified Seafood International) in Japan as a credible, cost-effective certification option that supports Alaska Seafood and key trade partners, while advancing choices in responsible seafood.
- Results: Successfully operated the Certified Seafood Forum and Reception with 129 forum and 130 reception participants. The





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event featured key presentations from global leaders and Japanese partners (JCCU, Maruha Nichiro), alongside an industry panel discussion.

- **Quantifiable Impact:** Engaged approximately 130 key Japanese trade professionals (importers, traders, processors, and retailers). Survey results showed that 84% of respondents gained a clear understanding of CSI, and 97% expressed ongoing interest in future CSI developments.
- **Why it mattered:** CSI certification is a vital component of the value of Alaska Seafood. This activity successfully established the foundation for the CSI program and ASMI to advance CSI promotion in Japan by localizing promotional materials into Japanese and creating strategic touchpoints with key industry stakeholders.

2. PLANS FOR FY27

Strategic Priorities

List the major marketing priorities for FY27.

Out-of-Home Advertising (OOH)

- **Markets:** To promote two new seasonal, limited-time Alaska Black Cod deli SKUs through FamilyMart's nationwide in-store digital signage network.
- **Timing:** The campaign will run in two phases synchronized with the product launches:

Phase 1: Item: Simmered Alaska Black Cod (Timed around "Good Fish Day", November 3-7, to maximize consumer relevance)

Phase 2: Item: Saikyo Miso-marinated Alaska Black Cod (January 2027)

Each campaign will run for several weeks during the products' 2–3-month limited sales period.

- **Objectives:**
 - To drive immediate trial and ensure the successful, rapid sell-out of the two new Alaska Black Cod SKUs within their limited-time launches.
 - To educate consumers on the premium quality and sustainability of Alaska Seafood via targeted in-store digital media.
 - To incentivize store franchise owners to increase procurement and stock placement by prominently featuring the new products in FamilyMart's internal merchant catalogs.
 - Extend consumer awareness and engagement through ASMI Japan's owned media, including its website and social media channels.
- **Expected Reach:**





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- B2C: Reach millions of daily shoppers through FamilyMart's nationwide store network and high-frequency in-store digital signage.
- Digital: Extend reach and engagement through ASMI Japan's website and social media channels.
- B2B: Reach FamilyMart franchise owners, store managers, and buyers through internal procurement and merchant communications.

Retail Promotions

- Expand Retail Partnerships: Strengthen business development efforts to increase the number of retail partners hosting **Alaska Seafood Promotions**, while maintaining strong relationships with key existing accounts such as Ozeki, Costco, and Arcs.
- Acquire New Retail Accounts: Target major chains for new product listings, prioritizing Life, and Lopia, which has expanded overseas operations and an established track record of carrying Alaska Atka Mackerel.
- Strengthen Strategic Relationships: Deepen relationships with both existing and new retailers to secure seasonal promotional events, focusing primarily on high-demand categories such as Atka Mackerel, Mentaiko and Tarako Pollock Roe.

Campaign:

- Costco Continuous Promotions: Following consistent sales growth driven by our year-round monthly promotions, ASMI will continue conducting monthly in-store sampling demonstrations, especially for Mentaiko Pollock Roe and Black cod.

Expected Outcomes:

- New Retail Campaigns: Secure and execute at least 5 new retail accounts to host "Alaska Seafood Promotions."
- Costco Sales Target: Achieve a minimum 10% year-over-year sales growth for the 2 key SKUs (Mentaiko pollock roe and Saikyo Miso-marinated Black Cod).

Digital Marketing

- Platforms: Instagram and YouTube; mass-media platforms such as major Japanese TV streaming services; seafood industry trade media; and specialized platforms targeting HRI professionals and restaurant operators.
- Paid Media:
 - Consumers: Run paid campaigns across social media and major Japanese TV streaming platforms. Create new video content showcasing Alaska Seafood's "Wild, Natural and





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Sustainable” story, with species-specific versions developed for Atka mackerel, Alaska pollock, and other key species. Use the content for social media advertising and restaurant promotions.

- Seafood Trade: Place paid advertising and run content collaborations with seafood industry trade media to reach seafood industry professionals.
- HRI: Partner with HRI-focused and restaurant industry platforms to place sponsored articles and/or advertising targeting foodservice professionals and restaurant operators.
- **Influencer Partnerships:** Continue collaboration with ASMI Japan’s ambassador, *Sakanaya No Mori*, while partnering with new influencers across key segments—including runners/athletes, health-conscious consumers, and active seniors—to strengthen Alaska Seafood branding and expand awareness among target audiences.
- **KPIs:**
Website Traffic: 5× year-on-year growth in traffic to the ASMI Japan website from paid media.

Public Relations

- **Major initiatives:**
 - Professional Chef Serial Feature: Partner with a leading culinary media outlet—reaching culinary professionals (chefs, researchers, and business leaders) alongside food-literate enthusiasts—to launch a serial feature with renowned chefs. The series will introduce innovative culinary applications for Alaska Seafood and share their perspectives on Alaska’s sustainable fisheries management, thereby elevating awareness of the Alaska Seafood brand among foodies and driving menu placement across the foodservice industry.
 - Integrated Sustainability Campaign (Bakery & Media Collaboration): Collaborate with a chef ambassador and/or top-tier bakery to launch an integrated media and event initiative aimed at establishing new seafood dining traditions. The campaign will highlight creative pairings, such as Alaska Seafood with artisanal breads (e.g., Alaska Atka Mackerel sandwiches), driven by the following key activities:
 - Promotion & Content: Specialized recipe development, in-store menu promotions, and digital content distribution.
 - Trade Engagement: An exclusive industry networking event featuring interactive talk sessions, sustainable seafood storytelling, and culinary tastings.
- **Media targets:**





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- Culinary and HRI industry professionals (chefs, menu developers, and foodservice operators)
- Highly food-literate, culturally active consumers and seafood enthusiasts
- KPIs:
 - Achieve 10,000+ PVs per tie-up article and reach a total audience of over 150,000 through digital content and subscriber networks.
 - Develop original recipes and promotional assets to showcase versatile Alaska Seafood applications.
 - Convene key decision-makers and influential culinary professionals from the HRI sector for an exclusive event to directly communicate the value of Alaska Seafood and build long-term industry relationships.

Trade Marketing

■ Buyer engagement: Inbound Mission to Dutch Harbor (Surimi Industry Ambassadors)

Partnering with the All Japan Kamaboko Association (Nikkama), ASMI Japan has executed a strategic inbound trade mission to Dutch Harbor, Alaska (July 28 – August 1, 2026). A delegation of four executive leaders from prominent Japanese surimi manufacturers to visit onshore processing plants and an offshore catcher-processor boats to experience Alaska pollock processing. Upon returning, these industry ambassadors will launch a nationwide educational campaign through June 2027—reaching approximately 500 member companies via industry journals and lectures—to secure long-term demand for Alaska pollock surimi and expand retail logo adoption across Japan.

■ Importer support: Expanding Alaska Atka Mackerel Market Presence

With the strategic goal of expanding the sales and distribution of Alaska Atka Mackerel in the Japanese market, ASMI Japan will invite Yokorei Co., Ltd.—a key importer of the species—as a co-exhibitor at the Japan International Seafood Show in August. Through this joint exhibition, ASMI Japan will provide robust support to facilitate trade procurement and drive menu placement across the foodservice industry.

■ Promotions: Data-Driven Trade Sales & Merchandising Support

ASMI Japan will actively leverage the results of the recently conducted consumer research as a powerful B2B sales tool. These data insights—highlighting the positive impact of the Alaska Seafood logo on consumer purchasing intent and brand perception—will be utilized to present strategic merchandising proposals to importers and trade leads. Furthermore, ASMI Japan will gather specific market feedback to develop new, tailored POS materials and promotional tools that address current retailer needs. General informational packages on consumer insights and ASMI's





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marketing activities will be proactively distributed to key trade partners to facilitate listing expansions.

Foodservice

- Chef partnerships: Partner with chefs and culinary experts to develop new Alaska Seafood recipes, focusing on Atka mackerel, for trade show tastings and use across digital, social, and recipe book content.
- Restaurant promotions: Collaborate with leading restaurant and dining platform in Japan to develop and roll out Alaska Seafood promotions at participating restaurants, with a focus on Atka mackerel, while actively participating in foodservice events organized by ATO.
- Corporate Cafeteria Promotion: Launch limited-time Alaska Seafood collaborations at corporate cafeterias mainly in Tokyo area, featuring promotional menus and POS materials to showcase product quality and encourage consumers to experience the value of Alaska Seafood in their everyday meals.

Consumer Education

- Sampling: Conduct product sampling through retail promotions and consumer-facing events, supported by Alaska Seafood products and educational materials to encourage trial and build awareness.
- Cooking demonstrations: Integrate cooking demonstrations into retail promotions to drive trial and engagement, while partnering with consumer experiential events such as Hobby Show to showcase new Alaska Seafood recipes and inspire new ways to enjoy Alaska Seafood.
- Sustainability messaging: Develop new video advertising focused on Alaska Seafood's sustainability story to expand consumer reach and strengthen awareness of its sustainability credentials.
- Nutrition messaging: Distribute printed nutrition-focused educational materials at consumer events and regularly share nutrition-related content through social media to build consumer understanding of the nutritional benefits of Alaska Seafood.

Other Strategic Initiatives

- Support the market development and overseas expansion of Japanese value-added seafood products made with Alaska-sourced ingredients, while leveraging Japan's growing inbound tourism demand to create opportunities to introduce Alaska Seafood to international visitors.





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3. FY27 EVENTS

List all confirmed and planned events.

Event	Date	Location	ASMI Role in event
Japan Seafood Show	August 19-21	Tokyo	ASMI Japan will co-exhibit with a total of eight organizations, including Certified Seafood International (CSI), Trident Seafoods Corporation, and American Seafoods Company. This joint pavilion will serve as a strategic platform to communicate the premium quality and core values of Alaska Seafood, with a primary focus on proactively engaging and building relationships with buyers from both the retail and foodservice industries.
FABEX Kansai	October 14-16	Osaka	ASMI Japan will exhibit within the official US Pavilion. Mirroring our strategy for the Seafood Show, the primary target for this exhibition is the trade sector. Although the booth will be small in scale, it will serve as a strategic B2B touchpoint to elevate awareness of the Alaska Seafood brand and promote ASMI's marketing activities among industry professionals through targeted distribution of business-oriented materials.
Hoteres Japan 2027	March 16-19, 2027	Tokyo	Exhibiting at HCJ (Hoteres) on a larger scale is a vital strategic move for ASMI to secure new business opportunities for the upcoming fiscal year. While the Seafood Show targets a specific niche, HCJ provides expansive access to key decision-makers across the broader foodservice, trading, and retail sectors. By expanding its booth size and actively recruiting co-exhibitors, ASMI will create a high-impact promotional pavilion that maximizes brand visibility. This proactive initiative allows ASMI to launch high-profile marketing campaigns, capture valuable leads,





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Event

Date

Location

ASMI Role in event

and effectively drive long-term market growth.

Risks / Challenges

Please identify any anticipated challenges for FY27.

- Market conditions: A key uncertainty lies in how consumer purchasing behavior will adapt to persistent inflation. However, as ongoing wage increases gain momentum, if higher prices across the broader seafood category become generally accepted by the market, procurement and trade demand for Alaska Seafood have the potential to recover.
- Tariffs: Japanese buyers of Alaska Seafood continue to express frustration that tariffs on Alaskan seafood products remain at parity with those levied on Russian seafood, creating ongoing trade frictions and market disadvantages.
- Supply concerns: Japanese buyers face ongoing supply risks as the weak Yen and the expanding demands from other markets reduces their global purchasing power, causing them to be outbid by international competitors for Alaska Seafood supply.
- Consumer trends: How to introduce and send Alaska Seafood to the ongoing growing demand for raw materials for easy-to-prepare food products.

Additional Notes

- ASMI Japan sincerely appreciates the industry and HQ team for their extensive supports and collaboration in executing FamilyMart's donation/communication project and Dutch Harbor projects!
- As we continue to drive trade demand and expand market access in Japan, we also welcome referrals from HQ to ASMI Japan of U.S. industry members and suppliers seeking to reactivate the Japanese market. By connecting these suppliers with our local trade office, we can facilitate introductions to key Japanese buyers and help create new procurement opportunities.

