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FY26 Accomplishments & FY27 Outlook

Region/Country: MENAWA

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1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

FY26 marked a successful launch year for Alaska Seafood in the MENAWA region, establishing a strong foundation across the HRI, trade, and seafood processing sectors. Comprehensive chef education, species-specific training, and distributor engagement significantly strengthened awareness of Alaska Seafood's Wild, Natural, and Sustainable brand equity. The establishment of a regional sample bank enabled extensive product trials, culinary innovation, and the development of nine regionally relevant recipes, while retail market research identified strong opportunities for value-added products and facilitated strategic engagement with regional processors and manufacturers. The launch of dedicated Instagram and Facebook platforms further amplified Alaska Seafood's regional presence, extending the reach of educational content, recipes, and promotional activities to a wider audience across the MENAWA region.

Top 3 Accomplishments

1. Activity: Sealing the Alaska Salmon Canning Opportunity in Morocco.

Objective:

Position Morocco as a value-added processing hub for Wild Alaska canned salmon, leveraging its established seafood canning industry to expand market access and diversify Alaska's global processing network.

Results:

Developed a strategic processing initiative with formal industry support through an MOU signed between ASMI, Morocco's seafood processing industry (FENIP), and the Ministry of Marine Fisheries, in the presence of USDA/FAS Morocco.

Quantifiable Impact:

Identified a significant commercial advantage through Morocco's favourable U.S. baseline tariffs (approximately 10% versus 30% for comparable products processed in China), while creating access to established buyers in Europe and the U.S., as well as 52 African countries.

Why it Mattered:

The initiative creates a new value-added opportunity for Alaska seafood industry in expanding export opportunities, and positioning affordable, protein-rich, single-serve canned salmon to meet growing demand in both mature and emerging markets.





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2. Activity: ASMI MENAWA – 1st Chefs' Training Program, Dubai, UAE

Objective:

Increase awareness and adoption of Wild Alaska Seafood among the UAE's culinary community by educating chefs on Alaska Seafood's **Wild, Natural, and Sustainable** attributes, species characteristics, and best culinary applications.

Results:

In partnership with the Emirates Culinary Guild (ECG), ASMI MENAWA successfully delivered its first Regional Chefs' Training Program in Dubai, combining classroom education with hands-on culinary demonstrations featuring Wild Alaska coho salmon and sablefish.

Quantifiable Results:

- Trained **12 professional chefs** from leading hotels, restaurants, and catering companies
- Delivered species-specific education, sustainability messaging, and practical training on filleting, grilling, broiling, and menu applications.
- Concluded with an interactive culinary challenge showcasing chefs' application of Alaska Seafood across diverse international cuisines.

Why it Mattered:

The program strengthened chef confidence in preparing and promoting Wild Alaska seafood, creating influential culinary ambassadors who can drive menu adoption and educate consumers across the MENAWA region.

3. Activity: ASMI MENAWA – 1st Recipes Development Initiative, Dubai, UAE

Objective:

Demonstrate how Wild Alaska Seafood can be authentically integrated into MENAWA cuisines by developing culturally relevant recipes that showcase its versatility, premium quality, and Wild, Natural, and Sustainable attributes.

Results:

Organized a 1.5-day recipe development program in Dubai with three renowned chefs representing Arabic, Moroccan, and School friendly cuisines. The initiative produced professional culinary content featuring Wild Alaska sablefish, coho salmon, and pollock, supported by high-quality photography and multilingual recipe videos.





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Quantifiable Impact:

- Developed 9 regionally inspired recipes using three Alaska seafood species.
- Engaged 3 expert chefs representing Arabic, Moroccan, and the Executive Chef of Schools' Catering company, managing 8 Kitchens and 60+ schools.
- Produced a digital content library with professional photos and videos presented in English, Arabic, and Moroccan Darija for use across training, trade events, and social media.

Why it Mattered:

The initiative created a lasting portfolio of culturally relevant culinary assets that demonstrates the versatility of Wild Alaska Seafood across institutional, hospitality, and foodservice sectors, while strengthening chef engagement and supporting long-term market development throughout the MENAWA region.

2. PLANS FOR FY27

Strategic Priorities:

FY27 will build on the strong foundation established in FY26 by continuing to educate the HRI sector through technical training and recipe development, while accelerating the commercial adoption of Wild Alaska Seafood. Priority initiatives include targeted trade matchmaking to connect Alaska suppliers with qualified buyers, conducting Wild Alaska salmon canning training and pilot trials with 3–5 Moroccan processors, launching the school nutrition program through school catering company, and supporting local re-processing and retail distribution of value-added Alaska seafood products. Consumer awareness will be strengthened through integrated social media campaigns, retail promotions, and chef advocacy, while continued engagement with trade partners will expand distribution, generate market excitement, and drive long-term demand across the MENAWA region.

Retail Promotions

- Retailers: Waitrose, Spinneys, and Carrefour are the most likely retail chains who would carry value-added Alaska seafood products manufactured locally using Alaska seafood sourced from Alaska suppliers and sold under the processors' private-label brands.
- Campaign: “Ask for Alaska” seasonal promotion coinciding with winter, Christmas, Easter and back to school promotions.
- Expected Outcomes: Increased consumer awareness, month on month growth in retail sales, and stronger consumer engagement through integrated social media campaigns.





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Digital Marketing

- Platforms: Instagram, Facebook and Foodverse.
- 30% of campaign communications will be adapted into Darija language for Moroccan consumers and in Arabic for the wider Middle East audience, while English-language campaigns will run in parallel across the region.
- Influencer Partnerships: We will evaluate country centric, barter basis influencer partnerships.
- KPIs: 100,000 reach, 3,500 interactions, 4% functional links to clicks (call to action) to be introduced and improve website ranking with blogs writing on MENAWA website.

Public Relations

- Major initiatives: Introduce Alaska Seafood, its Equity and canning initiative during Halieutis Conference in Morocco in January 2027.
- Media targets: Coverage in local media in Darija.
- KPIs: Secure the participation of two additional processors in Wild Alaska salmon canning, leading to increased sourcing from the Alaska seafood industry. (In addition to the ones identified by ASMI and FENIP already).
- Education about Wild Alaska seafood, sustainability and nutrition in schools in UAE.

Trade Servicing

- Generate qualified trade leads and facilitate targeted buyer–supplier matchmaking.
- Importer support: Share market research reports and promotional funding
- Promotions: In-store promoters to engage with consumers and participate in offers. (e.g. Meal for 2 at a Seafood restaurant that serves Alaska seafood).

Foodservice

- Chef partnerships: Chefs education, culinary competition sponsorship in partnership with Emirates Culinary Guild.
- Restaurant promotions: Menu preparation and promotion on Instagram to win a meal for two.
- Training: Product education, recipe trials for chefs.





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Consumer Education

- Recipe cards and point of sale education during in-store promotion
- Consumer interviews and / or testimony campaign upon trying out a recipe
- Wild, Natural and Sustainable and Nutritious, message to school students and their parents

Other Strategic Initiatives

- Understand the new markets of Oman and Kuwait

3. FY27 EVENTS

Event	Date	Location	ASMI Role in Event
Wild Alaska salmon canning training in Morocco	October 2026	Morocco - Casablanca or Dakhla or Agadir	Organizing the training and the samples of pink salmon
HALIEUTIS 2027	January 27–31, 2027	Morocco - AGADIR	Participation in conference to promote Morocco as a reprocessing hub for Alaska seafood.
Retail Promotions - Ask for Alaska	November 2026 and January 2027	UAE - Abu Dhabi & Dubai	Article with a Recipe in Spinneys Magazine, Education for walk in consumers, Ask for Alaska give aways (book markers / fridge magnets) and retail promotion.
Gulfood 2027	March 15-19, 2027	UAE - Dubai	Strategic planning and trade networking
Schools Program roll out	To be confirmed	United Arab Emirates	Collaborate with the schools' executive chef to finalize Wild Alaska pollock recipes tailored for school menus. Support the launch through a "Learn, Watch & Win" student engagement campaign that promotes sustainability, nutritional benefits, and great taste of Wild Alaska seafood. To ensure successful implementation, we need a local importer capable of supplying Wild Alaska pollock consistently to the school catering program.





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Risks / Challenges

Please identify any anticipated challenges for FY27.

- Supply chain disruptions due to geo-political issues
- Increased cost of transportation
- Absence of an importer buying Wild Alaska salmon or pollock

Additional Notes

The MENAWA region remains an emerging market for Wild Alaska Seafood, with the UAE and Saudi Arabia representing its most mature and commercially advanced markets. Both countries have vibrant foodservice sectors driven by affluent consumers, a large expatriate population, and strong international tourism, creating sustained demand for premium, high-quality seafood and a broad variety of species. This positions Wild Alaska salmon, sablefish, pollock, and other Alaska species as an attractive offering for hotels, restaurants, and premium retailers.

However, the relatively small resident populations and seasonal fluctuations in demand mean that importers are often unable to commit to full-container volumes of a single species. Instead, they typically prefer mixed containers—or even partial-container shipments—combining products such as Wild Alaska salmon, sablefish, and pollock to optimize inventory, reduce risk, and meet diverse customer requirements.

This presents a commercial challenge for Alaska seafood suppliers, many of whom are structured to ship full-container loads of individual species. Addressing this gap will require close collaboration between ASMI and the Alaska seafood industry to develop practical supply-chain solutions that facilitate mixed-species shipments, improve market accessibility, and enable importers to expand the availability and distribution of Wild Alaska Seafood across the MENAWA region.

