



Wild, Natural & Sustainable®

FY26 Accomplishments & FY27 Outlook

Region/Country: Northern Europe

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1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

During the year, ASMI NEU delivered a series of integrated consumer and trade initiatives that strengthened awareness of Alaska seafood while creating commercial opportunities in the UK market.

The **First Catch, First Flight** campaign celebrated the launch of Alaska Airlines' inaugural Seattle–London Heathrow route alongside the opening of Alaska's Copper River salmon season through PR, influencer activity, retail promotion and trade engagement, generating extensive media coverage, strong social engagement and expanded retail distribution.

The **Back-to-School** campaign successfully positioned Alaska sockeye salmon as a convenient, healthy meal solution for busy families, combining retail promotions, recipe development, influencer partnerships and paid social activity to achieve over 1.6 million social impressions, significant consumer engagement and strong sales growth at Ocado.

Complementing these consumer-facing activities, ASMI partnered with the **Wild Alaska Sole Association (WASA)** on a trade visit to Grimsby to reintroduce Alaska flatfish species to key UK industry stakeholders, leading to the launch of a new Alaska yellowfin sole product with Regal Fish and discussions with Sainsbury's on future promotions.

Collectively, these initiatives increased consumer awareness, strengthened trade relationships, supported product diversification and demonstrated the value of integrated marketing in driving both brand recognition and commercial growth for Alaska seafood in the Northern Europe Market.

Top 3 Accomplishments

1. Activity: First Catch, First Flight Campaign

- **Objective:** Collaborate with Alaska Air Cargo to promote the launch of the inaugural Alaska Airlines flight between Seattle and London Heathrow whilst simultaneously celebrating the start of Alaska's salmon season (Copper River opener).
- **Results:** Four key activations that included an integrated PR and influencer campaign built around the arrival of an Alaska fisherman on the inaugural flight, a supper club-style event for media, influencers and key trade guests in London, an in-store promotion with Whole Foods Market and content creation maximizing Cordova fisherman Thea Thomas' visit to London.



- **Quantifiable Impact:** Published coverage reached nearly 300,000 and social media campaign had 268,159 impressions + 87,469 engagements across 10 Facebook & Instagram posts. 24 supper club attendees. 2 influencer collaborations creating recipe reels reaching 155k people with 6,415 engagements + 1,770 saves.

200 samples of Alaska king salmon distributed at Whole Foods Market, collaborative post received 87 likes, 5,599 views, reached 3,982 accounts and was saved by seven. Product performed so well that Whole Foods have expanded distribution to additional stores in London.

- **Why it mattered:** Showcased the importance of Alaska's salmon fishery to the State, economically and culturally, while highlighting the important trade ties between Alaska and the UK. Introduced a new route-to-market for Alaska seafood and a new-to-market product (king salmon).

2. Activity: Back to School

- **Objective:** Position Alaska sockeye salmon as the perfect solution for September and 'Back-to-School'. Promote September/Back-to-School as a new eating occasion for Alaska seafood.
- **Results:** Four-week campaign to promote Alaska sockeye salmon across online retail supported by a targeted social media campaign. Led by a retail promotion with Ocado, sales were supported through sockeye salmon recipe development, an influencer campaign, and a paid social campaign on @alaskaseafooduk throughout the month, alongside organic posts.
- **Quantifiable Impact:** 24 new pieces of content developed which achieved a reach of +743% and clicks at +860%, 3 x macro influencer collaborations, reaching over 61K people, with 188K engagements and over 84K video views, 1.6M impressions across social, as well as 5.2K clicks to Ocado, 190K engagements and a reach of over 1.1M.

Ocado saw +300% sales on salmon search, +36% new customers added to the category and an 114% YoY volume growth.

- **Why it mattered:** Created a new 'Back-to-School' occasion for consumers to think Alaska seafood. Outstanding return on investment for sockeye salmon sales, introducing new customers to the salmon category.

3. Activity: Trade visit to Grimsby in partnership with WASA

- **Objective:** To introduce the Wild Alaska Sole Association (WASA) as a new organization supporting promotion of Alaska flatfish species in the UK market.





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- Results: Introduced Pat Shanahan/WASA to key players and partners in the UK seafood industry, advancing ASMI and WASA's collaboration in the UK and providing a new resource for flatfish to trade partners.
 - Quantifiable Impact: New yellowfin sole product launch with Regal Fish. Samples provided to Hilton Seafoods; products under discussion. Joint ASMI-WASA conversations with Sainsbury's for yellowfin sole promotion.
 - Why it mattered: Introducing underutilized and lesser-known species to the UK. Provided new product offerings for partners looking to grow and diversify their product range. Closer collaboration between ASMI and WASA.
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2. PLANS FOR FY27

Strategic Priorities

List the major marketing priorities for FY27.

Out-of-Home Advertising (OOH)

- Markets: Secondary growth markets like Liverpool, Manchester, Birmingham, Rotterdam, Dublin, and Glasgow
- Timing: Key marketing moments like New Year (January), Easter, Summer Eating and the Salmon Season Opener
- Objectives: To increase brand awareness and motivate consumers to choose Alaska seafood, ASMI must create big, bold campaigns to shout loud and proud about Alaska, ensuring our producers receive a larger share of market value.
- Expected Reach: 2 million+ OOH impressions; access to a new and diversified customer base, combined with a social media campaign reaching 2 million impressions. 5% increase in consumer awareness. 10% uplift in retail sales with affiliated retail promotions (if timed with in-store or online promotion).

Retail Promotions

- Retailers: Ocado, Tesco, ASDA, Sainsbury's, Waitrose, Whole Foods, Costco, Albert Heijn, Jumbo, Bilka and Føtex
- Campaign: Back-to-School, Christmas, Healthy Eating (January), Easter, Summer, supporting new product launches
- Expected Outcomes: Average promotional sales uplift of 25% and increased stocking of Alaska seafood products at major retailers. Targeting new retail partners, new product lines and multi-species promotions, where possible.





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Digital Marketing

- Platforms: Instagram, Facebook, TikTok, Citrus, Retail E-Commerce sites
- Paid Media: Influencer brand and recipe content, online advertorials, digital advertising banners and collaborative posts with retailers
- Influencer Partnerships: We have signed a one-year Alaska Seafood Ambassadorship with @andrejcooksfish who has 740k engaged followers on Instagram.

Ongoing influencer partnership program to support all other ASMI NEU activations, amplifying retail promotions and other key marketing moments

- KPIs: Grow Facebook followers to 8,000 and Instagram followers to 6,000. Work with 15 new influencers to create short-form video content through collaborative posts, leveraging an influencer's own audience to expand our reach.

Public Relations

- Major initiatives: On-going outreach with trade, general, and consumer media with targeted engagement around key promotional moments. Strategic use of paid ad placements to support ASMI initiatives.

ASMI NEU's always-on social media strategy supports our public relations strategy.

- Media targets:

Trade – The Grocer, Intrafish, The Caterer, Chef Publishing, Grocery Trader, Wholesale Manager

General – The Times, BBC, The Guardian

Consumer – Olive, BBC Good Food, Women's Fitness, Women's Health, Men's Health, Foodism

- KPIs: Alaska Seafood paid and earned coverage across 5 consumer lifestyle publications (print or online). Generate press coverage with an ad value of \$1,000,000.

Trade Marketing

- Buyer engagement: Seafood Expo Global, regular calls or office visits with importers, distributors, retailers, semi-annual trip to Grimsby, Urk Seafood Partnership, regular visits to non-UK markets including the Netherlands, Sweden, Denmark and Ireland
- Importer support: ASMI NEU provides ongoing support to importers through outreach, buyer matchmaking, educational materials, digital assets, event sponsorship and support and promotional activities
- Promotions: Educational events, buyer sampling events, in-store and online retail, foodservice promotions, trade advertising, trade missions to Alaska and trade shows



- KPIs: 7 trade leads generated from non-UK markets, 1-2 trade promotions in non-UK markets, maintaining an updated trade database across all NEU markets, annual trade survey across all markets to gain real-time sales data and identify potential promotional partners, attendance at 5-6 seafood trade shows or targeted industry events/year, and 2 advertisements or advertorials in trade targeted publications

Foodservice

- Chef partnerships: Culinary Retreat, sponsorship of targeted awards categories with Staff Canteen and The Caterer

Trade Dining Event with Great British Chefs, connecting suppliers with buyers in the market (TBC)
- Restaurant promotions: Luke French at Restaurant Joro and Harrods restaurant king salmon launch event (TBC)
- Training: Institutional Sector Chef Training, Alaska Seafood Masters with Salon Culinaire, Alaska Seafood tasting days and menu development days with Chefs Forum

Consumer Education

- ASMI will continue to work with a mix of consumer social media and relevant platforms to educate, inspire, convert and measure. Consumer education crosses social, digital, radio, print and experiential or Out of Home.
- Sampling: Summer Festival Sampling Programme with Fish 4 Ever (canned salmon)
- Cooking Demonstrations: Fish in School Heroes Programme, Alaska Seafood Ambassadorship with Andrejcooksfish, Alaska seafood tasting days with Chefs Forum
- Sustainability Messaging: Sustainability messaging is woven throughout ASMI NEU's social media content. This is enhanced through third-party cosigns from ASMI Ambassador Andrejcooksfish, Jamie Oliver X Bart Van Olphen (promotional video), and newly produced video content featuring Cordova fisherman Thea Thomas.
- Nutrition Messaging: Newly produced content featuring brain doctor Dr. Faye Begeti and nutritionist Rob Hobson will be used across ASMI NEU platforms.

January Healthy Eating Campaign – led by an online promotion with Ocado and supported by complimentary social media content and recipe development.

Healthcare Chefs Knowledge Book & Back to School Magazine advertorials

- KPIs: 3 million consumer impressions. Creation of new digital assets. Leverage the following of third-party endorsers and content creators to expand reach. Execute two live events to extend the reach of ASMI messaging with a focus on sustainability and nutrition.





Other Strategic Initiatives

- ASMI NEU is expanding our geographic footprint to include Iceland and Norway. A feasibility study will be conducted of both markets to identify and assess possible new commercial opportunities for Alaska seafood at retail, foodservice, and in the fish feed sector.
- ASMI NEU will support retailer ASDA's Tickled Pink campaign in September/October with 10% of proceeds going to support Breast Cancer research. ASMI will amplify the moment by running concurrent promotion of Alaska pink salmon and featuring women's health content on socials.
- New Product Launches – ASMI NEU trade partners continue to expand their Alaska seafood offerings with new-to-market launches for pink salmon, king salmon, yellowfin sole, and more. Retailers like Ocado are hungry to grow their Alaska seafood portfolio as well. Support for new product launches remains as a top priority across categories.

3. FY27 EVENTS

List all confirmed and planned events.

Event	Date	Location	ASMI Role in event
Urk Seafood Party	July 1 2026	Urk, the Netherlands	Sponsor & provided food from the ASMI food truck
Staff Canteen Awards	November 16 2026	London, UK	Category sponsor for 'Social Media Influencer'
Sustainable Foods Conference	January 28-29 2027	London, UK	Exhibitor & joining the conference
Alaska Seafood Trade Mission to Urk	TBC	Urk, the Netherlands	ASMI will facilitate and sponsor
Seafood Expo Global	April 21-23 2027	Barcelona, Spain	Exhibitor & meetings with key industry partners

Risks / Challenges

Please identify any anticipated challenges for FY27.

- EU Catch requirements burden both U.S. exporters and EU importers and have already caused shipments to be held up at European ports.
- EU Commission introduced new sanctions on Russia, including seafood, but seafood sanctions have been dropped in the final adopted version.





- The conflict in Iran has caused uncertainty around fuel pricing and caused fear of shortages.
- The ongoing conflict in Ukraine has had a profound impact on Europe, triggering an energy crisis caused by the rapid decoupling from Russian energy.
- Throughout 2025, U.S. President Trump utilized the threat of tariffs to address overall trade concerns with the EU, and to a lesser extent, the UK. To counter this, the EU threatened counter-tariffs. A U.S. – EU Trade Agreement has been reached but tension and uncertainty remain.
- Cumulatively, U.S. foreign policy is causing concern in Europe and anecdotally, we have seen some impact to business. While there is not an unwillingness to do business with the U.S., there is frustration and some hesitancy.
- Seafood inflation is surging in mid-2026 with yearly inflation for fish and seafood reaching 6.4% in June. Price inflation for wild salmon tracks even higher – at 8.2% year-over-year. Still, seafood demand and consumption remain strong, with increasing interest in wild and Pacific species to combat the loss of Atlantic stocks and bad publicity around farmed salmon.
- UK and EU buyers of Alaska seafood have expressed concerns over supply as Alaska processors consolidate and with the strength of the U.S. domestic market.
- Online is the fastest growing channel in retail in the UK, with 6.8% year-over-year growth, more than three times the total market growth and nearly double the growth of discounters. Online retail offers advanced consumer data tracking and more targeted tools for reaching new audiences.
- For consumer trends, convenience is key as busy consumers seek affordable, convenient options without sacrificing quality and variety. Food & beverage store openings in the UK are led by cafes, takeaway shops, and QSR. As workers return to offices, foodservice operators are capitalizing on this with healthy to-go options.
- Consumers are increasingly health conscious, and younger consumers especially tend toward flexitarian dietary preferences. Fiber and protein are hot topics as consumers look to optimize their health through food.

Additional Notes

With new members of the IMC, increased consolidation on both sides of the pond, and changing market dynamics, we are eager to touch base with IMC members about their current customers and channels in our region. Our aim is to ensure our databases are up-to-date and make ourselves known and available to any Alaska seafood customers in the market.

