



Wild, Natural & Sustainable®

FY26 Accomplishments & FY27 Outlook

Region/Country: Western Europe

Prepared by: mk² gmbh

1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

WEU markets were affected by the political and regulatory challenges occurring in the past months as well as the general shortage of raw material for various species (both from Alaska as well as other origins). Still, demand for AK seafood remained high and the drop in availability of Atlantic cod even supported regaining market share for Pacific cod. Assistance through the ASMI program in terms of providing sales support, helping with lead generation, and sharing knowledge and information was highly appreciated. **Collaborations with trade and HRI partners** over the twelve months of FY26 **resulted in sales of Alaska seafood worth US\$ 7,695 million coming from an investment of US\$ 284,000. Media and social media cooperations had a combined reach of over 4 million potential shoppers** supporting the continuous image building of the Alaska origin.

Top 3 Accomplishments

1. Activity: Know Your Fish Campaign

- Objective: The “Know Your Fish” project in cooperation with Fish Tales kicked off in May 2026 introducing the fishermen producing the salmon used for the brand, showing how it is caught, and how their life in Coffeepoint Alaska looks like. Idea was to give consumers the chance to really look behind the scenes, providing full transparency and traceability.
 - Results: The promotion included 150,000 smoked salmon units with a retail value of close to \$ 810,000 and an additional 25,000 cans worth \$ 140,000 sold in 1,750 stores.
 - Quantifiable Impact: Aside from the sales aspect, part of the campaign was also a wide-scale communication strategy through social media reaching over 1.2 million consumers counting more than 10,000 interactions in scope of a competition.
 - Why it mattered: The Alaska origin is one of the most important arguments when promoting AK seafood as it sets us apart from competition and helps consumers understand what they are paying for. This campaign allowed ASMI to lift the origin recognition to a new level.
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2. Activity: Sysco Alaska Sales Competition

- Objective: ASMI worked with the seafood trader and manufacturer Sysco to run an Alaska competition involving their sales teams in France. That included two weeks of Alaska education classes for the staff and advertisements in catalogues and online.
 - Results: Sysco reported a sales increase of 41% during the promotion leading to sales of 136mt of Alaska pollock products with a value close to US\$ 1.5 million.
 - Quantifiable Impact: The campaign showed direct impact on the sales performance of the Sysco teams, providing an additional motivator for the staff. Through the catalogue and online placements, it also had a reach of more than 700,000 professionals in the region.
 - Why it mattered: Especially with such large traders that carry huge assortments, it is important to make them recognize the quality of Alaska seafood for them to put more focus on promoting it. The campaign provided this motivator and combined with the Trade Mission in FY27 will build a lasting bond with the company.
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3. Activity: Yellowfin Sole Promotion

- Objective: Cooperating with Cité Marine, ASMI worked with WASA to implement two promotion periods during 2026. Starting in spring, popular influencer @hervécuisine developed two recipe videos featuring the product. These were then linked via a QR code to the YFS packs and branded cases in supermarkets as well as media ads in consumer magazines.
 - Results: Cité Marine confirmed 13,000 labelled packs with 800g each equaling 10mt with a retail value of US\$ 206,960 in the first weeks of the promotion.
 - Quantifiable Impact: Media placements had a combined reach of slightly over 3.5 million readers and retailer Leclerc, as partner of the promotion, reported a sales increase of 31%.
 - Why it mattered: After long discussions it was the first larger collaboration with Cité Marine who is a market leader for Yellowfin in France. This is meant to be the start of the long-term relation with the company and has also supported the close cooperation between ASMI and WASA aiming to support growth for Alaska flatfish.
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2. PLANS FOR FY27

Strategic Priorities

Build up on established partnerships with companies like Sysco and Cité Marine to roll out larger Alaska promotion campaign and benefit from their standing in the region.





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Continue to push the Alaska story through media collaborations and in-person marketing to increase awareness and knowledge of the Alaska origin.

Out-of-Home Advertising (OOH)

- Markets: France and Belgium
- Timing: Year-round
- Objectives: Work with communication platforms and B2C events to spread the Alaska message.
- Expected Reach: A minimum of 3 million consumers

Retail Promotions

- Retailers: Auchan, Carrefour, Leclerc, Picard, Maximo etc.
- Campaign: POS promotions as well as e-commerce campaigns throughout the year
- Expected Outcomes: Support retail sales worth US\$ 4.5 million+

Digital Marketing

- Platforms: Facebook, Instagram & partners like Jow
- Paid Media: Recipe collaborations, video productions, shared posts, content creation etc.
- Influencer Partnerships: Hervecuisine, Sandrine Rubens, Elena Bogdan etc.
- KPIs: Run 8+ partnerships, reach 3+ million consumers

Public Relations

- Major initiatives: The Flatfish Story, Surimi Support Campaign
- Media targets: PDM, Linnaires, Points de Vente, Marmiton etc.
- KPIs: 12 ad placements with a media value of \$1 million+

Trade Marketing

- Buyer engagement: Smaller trader shows as well as regular trade mailings
- Importer support: Mutual development of marketing projects and lead assistance
- Promotions: Online marketing, POS promotions, media programs, public advertisements, in-house exhibitions of retailers, seasonal sales weeks etc.





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Foodservice

- Chef partnerships: Masterclasses with the French chef association
- Restaurant promotions: Alaska weeks in restaurant chains, AK menu at MCF members
- Training: Tutorials for MCF members, show cooking sessions at HRI shows

Consumer Education

- Participation at B2C-focused culinary events in WEU markets
- Consumer media cooperation to educate about Alaska
- Cooking school program to organize consumer classes around AK seafood
- Recipe development for families and young shoppers

Other Strategic Initiatives

- Further develop the “Know Your Fish” campaign to increase impact
- Communication approach around Jamie Oliver feature with Fish Tales
- Launch Alaska – support program for companies planning to introduce new AK items

3. FY27 EVENTS

Event	Date	Location	ASMI Role in event
Rest’Hotel	October 4 th & 5 th , 2026	Rouen, France	ASMI information booth for local HRI companies
HoReCa Expo	November 15 th to 17 th , 2026	Gent, Belgium	ASMI information booth to test show for the first time
Journées Francophones de Nutrition	November 4 th to 6 th , 2026	Lille, France	Congress partner for seafood and masterclass for nutritionists



Event	Date	Location	ASMI Role in event
SIRHA	January 21 st to 25 th , 2027	Lyon, France	Booth space potentially shared with other U.S. cooperators
Snack Show	March 24 th & 25 th , 2027	Paris, France	Walk the show to assess potential and meet with WEU producers

Risks / Challenges

- Market conditions – due to empty inventories, there is a high need for raw materials especially for salmon and cod resulting in a strong position for suppliers
- Tariffs – situation for Alaska seafood has improved in scope of the USA-EU trade agreement with additional free quotas allowed reducing past challenges
- Regulatory changes – as for all of Europe, the CATCH system is the most pressing issue and needs to be revised by EU authorities to allow smooth trade flow
- Supply concerns – as mentioned, raw material is short and demand is up. We know of WEU companies that already did not get the volumes needed in FY26 and looking at harvest results, this could also be the case in FY27
- Budget limitations – additional resources that ASMI acquired such as RAPP and AFTPP allow the program to support a wide range of partners
- Consumer trends – seafood remains in demand and ASMI will focus on supporting lesser-known species to build a market, however higher pricing can become a challenge
- Other – last years have shown that the global situation is highly volatile and international developments can impact the WEU region and Alaska business in France and Belgium

Additional Notes

As mentioned, raw material supply is a pressing concern for many WEU companies and if availability allows, supporting these partners now should result in a favorable business relation with Alaska producers for years to come. Looking at species beyond salmon, APO, YFS, and cod could also be beneficial as demand might open opportunities to introduce new items.

