

INTERNATIONAL MARKETING PROGRAM

PRESENTED BY: NICOLE ALBA



DISCOVER OUR GLOBAL TEAM

ASMI International monitors trends across the globe. Through targeted marketing efforts, ASMI has made strides in e-commerce in markets like China, Japan, and the U.K., resulting in millions of dollars of Alaska seafood products sold online. Emerging markets offer an opportunity for ASMI to increase the overall value of the Alaska Seafood resource by growing worldwide demand. Each of ASMI's overseas markets differ, but in all markets the Alaska brand is known for quality, purity, sustainability, and great taste.



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CONTENTS

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- *RAPP ACCOMPLISHMENTS*
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- *PROGRAM HIGHLIGHTS*



FUNDING: GRANT AWARDS

- MAP FY26 - **\$4,583,826**
- RAPP TII - **\$8,500,000**
- “America First Trade Promotion Program” -
coming soon!



RAPP FUNDING: KEY ACCOMPLISHMENTS THUS FAR



Continued program growth in Southeast Asia and LATAM, continuing work with the reprocessing sector, and building **consumer markets in Thailand, Singapore, and Brazil.**



Increased program budget in UK and Japan programs to continue **diversifying marketing efforts** and target audiences.

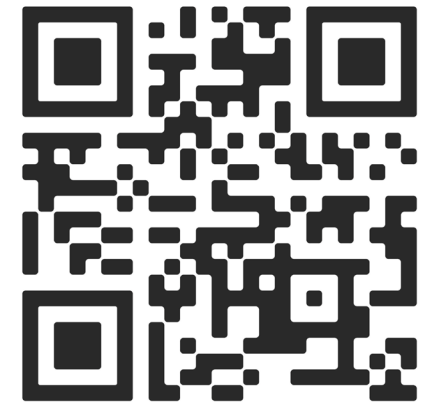


Started a trade program and opened office in the **(MENAWA) region,** covering the markets of Algeria, Egypt, **Morocco, Qatar, Saudi Arabia, UAE,** and Tunisia.



Conducted a **Key Export Factors Assessment in India** to bring exporters one step closer to the Indian market.

Complete study downloaded here:



CONNECTING WITH THE YOUNGER AUDIENCE

*Highlights of activities targeting
the younger generation*



Chartwells Leadership + Foodbuy Supplier Conference

- ASMI NEU attended **Chartwells' Annual Leadership Conference**, engaging with **170 attendees**, including Chartwells leadership, regional managers, and nutrition experts **from schools and universities nationwide**.
- Foodbuy introduced a new 60g battered **Alaska pollock product**, now available to **1,600 primary schools** within the Chartwells group.
- **Foodbuy has decided to switch the majority of its whitefish lines to Alaska-sourced pollock.**
- ASMI promoted wild Alaska seafood's sustainability and quality, held productive discussions, and **explored future marketing collaborations to increase school menu listings.**



Fish In Schools Program - UK

- ASMI NEU collaborated with the Food Teachers Centre through the **Fish in Schools Hero Programme**, bringing **canned Alaska salmon** to **300 schools nationwide**.
- Alaska canned salmon** was provided for Food Technology lessons in January, aligning with **Wild Alaska Salmon Month**.
- Two **recipe videos with Culinary retreat alum, Chef Aaron Middleton**, were developed; shorter versions were shared **on social media to highlight the sustainability, nutrition, and versatility of Alaska seafood**.
- ASMI NEU attended Fishmongers' Hall industry breakfast and awards, joining discussions on **expanding the Fish in Schools program**.

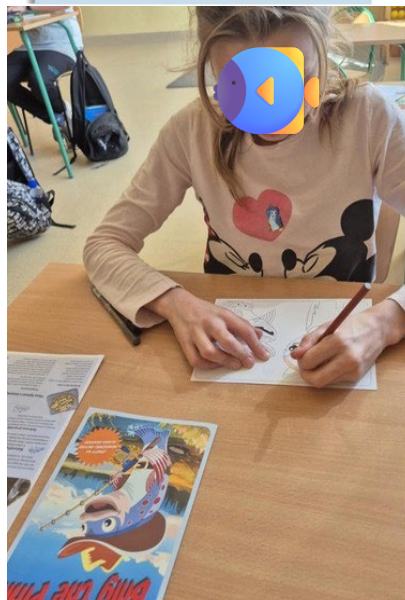
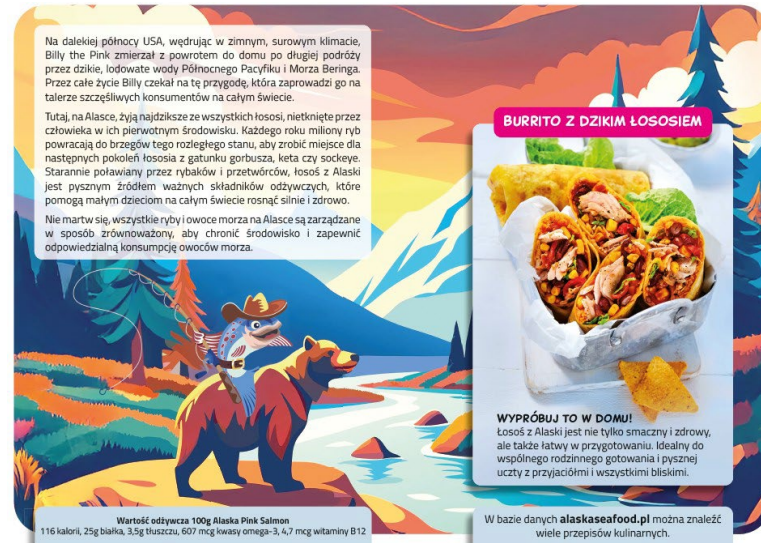


Great work 🙌👏🥳
 Join us 📄 <https://foodteacherscentre.co.uk/fish-heroes/> Food Teachers Centre-UK -Public Pages
 Fishmongers Company



Polish School Catering Promotion

- ASMI CEU partnered with Polish school districts and seafood trader Contimax to promote **Alaska pink salmon to children aged 8–12**.
- Developed child-friendly Alaska story materials to excite and inspire, as well as parent information sheets, and sponsored branded crayons and coloring sheets to engage kids.
- The campaign was featured in national media, raising awareness of Alaska seafood in a growing school catering market.
- **12,000 children reached, serving 2.4 MT of Alaska salmon** with a gastro value of US \$45,000.



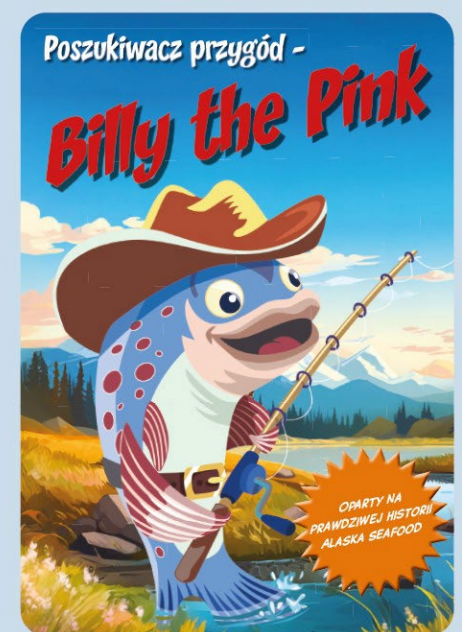
Alaska Seafood Marketing Institute
Alaska Seafood Marketing Institute edukuje zainteresowanych odbiorców na całym świecie na temat korzyści płynących z owoców morza z Alaski i zasad zrównoważonego rybołówstwa w najbardziej wysuniętym na północ stanie USA.



Dowiedz się więcej o Alasce na stronie alaskaseafood.eu



SKONTAKTUJ SIĘ Z NAMI:
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Tel: 0228-94 37 87-0 | alaskaseafood@alaskaseafood.org



Little Chef Club by Allaz Thailand

- ASMI SEAsia supported Allaz, a leading distributor in Thailand, which hosted the second annual “Little Chef Club.”
- Families learned about the health benefits of Alaska seafood and **participated in hands-on cooking** activities.
- **Targeted parents and children**, teaching simple, healthy meal preparation at home.
- **Strengthened brand trust** and fostered a community around healthy eating, integrating **Allaz’s Alaska Seafood products** into families’ lifestyles.



Gen Z Media Event in Japan

- Media outlet, ViVi, showcased Alaska Seafood in three **kawaii-style onigiri** (sockeye salmon, sablefish, cod roe) by Oni & Co. as a **healthy, convenient, trendy, and sustainable snack**.
- Promotion included SNS, co-branded items, leaflets, **Instagram Live, on-site engagement, and collaboration with the event mascot** to enhance logo visibility.
- **Reached ~500 attendees**, gained +300 Instagram followers, 100+ posts/stories mentioning Alaska Seafood, and **50,000+ views on Instagram Reel & Live**.
- Oni & Co. continues **selling the three Alaska seafood rice balls**; **online & print coverage expected with 77,000+ print circulation and 15.9M online article views**.



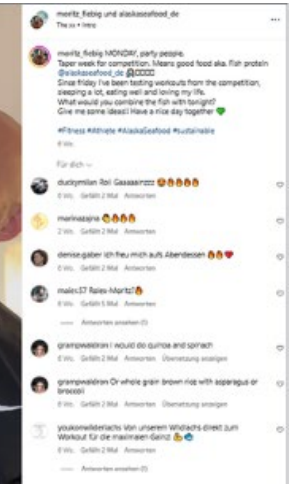
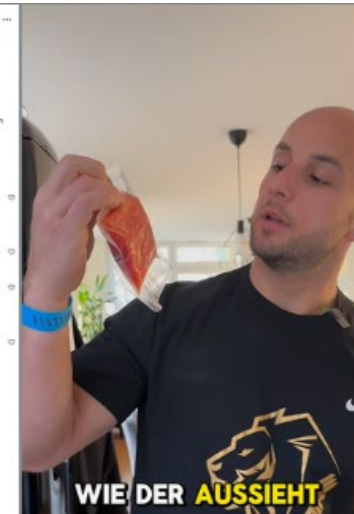
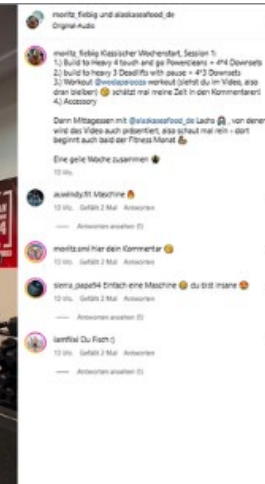
MARKETING HEALTH

Highlights of activities messaging health claims as key attribute



CrossFit Influencer Partnership + Fitness Campaign

- Continued collaboration with Moritz Fiebig, CrossFit athlete and brand ambassador.
- Launched “Cooking with Moritz,” showcasing Alaska seafood and combining fitness and culinary inspiration.
- Videos highlighted competition prep and Alaska seafood’s role in an active lifestyle, appealing to performance-driven, health-conscious audiences.
- Developed a sports brochure based on collaboration with athletes like Moritz, as well as dietitians and nutritionists, intended for sports enthusiasts and fitness-oriented audiences.
- Reels achieved 191,108 views and 4,949 interactions, boosting brand visibility and engagement.



Fozzy Group Omnichannel Promotion

- ASMI EEU partnered with Fozzy Group to promote Alaska seafood as a **healthy choice for families in Ukraine**, highlighting **omega-3s and high protein**.
- The Omnichannel promotion **leveraged retailer media, recipe articles, KOL videos, and in-store storytelling** to drive awareness and consumption.
- Achieved **8.3M media impressions, 1.21M content views**, and **796K reach** across articles, recipes, and KOL videos.
- Supported in-store conversion with +177% promo sales, **moving 27,741 kg across 15 SKUs nationwide**.

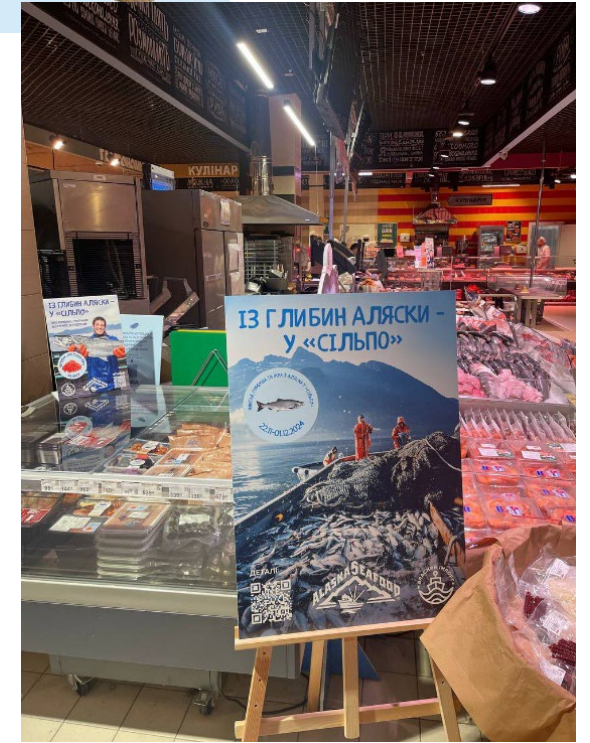




ЦЕЙ МИНТАЙ З АЛЯСКИ, А ВИ ЗВІДКИ?

КОЛІР М'ЯСА: БІЛОСНІЖНИЙ
ТЕКСТУРА: НІЖНА
СМАК: М'ЯКИЙ

КАЛОРІЇ (ККАЛ)	82
БІЛОК (г)	20
ЖИР (г)	0,05
ОМЕГА-3 (мг)	331
ЗАЛІЗО (мг)	0,4

*на 100 г



Alaska Seafood Retreat x Wilderness Reserve

- ASMI NEU hosted a **two-day influencer retreat** at Wilderness Reserve, Suffolk, to **celebrate Wild Alaska Seafood Month in the UK**.
- Immersed influencers **in the essence of Alaska**, highlighting the sustainability, **healthiness**, quality, and variety of Alaska seafood.
- Curated experiences such as nature walks, a fire feast, wild swimming, **and wellness sessions** to inspire creativity and authentic content creation.
- Influencer **content reached an audience of 2.4 million**, driving a **2,000%+ increase** in ASMI NEU's social media and website traffic.



JFN France Partnership

- ASMI WEU attended the **JFN Congress in France**, a 3-day event **with 2,700 health professionals**, including dietitians, nutritionists, and health experts.
- Key focus was promoting the wild attribute of Alaska seafood and **highlighting the nutritional benefits** of Alaska seafood **to influence health opinion leaders**.
- Maintained an information booth, **served smoked Alaska salmon samples**, and **distributed educational materials** about Alaska seafood.
- Shared information with **nine French health associations** and **sent samples and nutrition info to 14 dietitian offices**; **Alaska Seafood logo featured on event giveaway bags**.



'OUT OF HOME' CONSUMER MARKETING

*Highlights of consumer PR initiatives that
lean into the Alaska story*



Tinned Fish Pop Up in the Netherlands

- ASMI NEU supported the launch of “**Tins & Fins,**” a **temporary pop-up store in central Amsterdam** created by Bart Van Olphen (Fish Tales) to **promote canned Alaska salmon.**
- The store **featured rebranded, youth-focused packaging** and coincided with the launch of Bart’s new canned fish recipe book.
- Generated 7,550 visits, **sold 4,057 tins,** and achieved **€29,326.96 in revenue.**
- **Strong consumer, influencer, and media interest** has inspired plans to **expand pop-ups across Europe.**



Vici X Bus Advertisements

- ASMI NEU & CEU supported **Viciunai's** protein-rich **wild Alaska pollock surimi** snack products.
- Launched a **bus advertising** campaign in London, Manchester, Birmingham, and Poland, featuring **high-visibility placements in busy commuter areas**.
- Campaign raised consumer awareness of the product's **convenience, nutrition, and quality** through a **multi-channel campaign**.
- Achieved **strong brand exposure** and engagement with health-conscious, time-pressed commuters, **reinforcing Alaska Seafood** and Vici brand messaging.



ASMI x Blue Moon Hayama

- ASMI Japan teamed up with **Blue Moon Hayama**, a **sustainable beach house** in Kanagawa, to promote Alaska Seafood's brand and sustainability commitment to **20,000+ summer visitors**.
- Alaska Pollock Fish Burger** supplied — approx. **1,200 servings** sold.
- Over 50 participants** joined raffles and giveaways, while ASMI staff promoted Alaska Seafood's natural and sustainable qualities.
- Two **Instagram giveaway campaigns** reached **290,000+ users**, generated **7,400+ interactions**, and added 1,121 new followers to ASMI Japan's account.
- Significantly enhanced Alaska Seafood's visibility** and consumer engagement, aligning with Blue Moon's eco-friendly and community-driven image.



TECHNICAL EDUCATION

*Highlights of activities focusing on
educating the trade*



Urk, NL Trade Mission

- From June 28 – July 3, **four major Urk seafood processors visited Seattle, WA, and Kodiak, AK to strengthen trade ties and grow Alaska seafood sales in Europe.**
- Delegates **participated in business meetings, CSI program briefings, industry lunch, processing plant tours, dock visits, and hands-on fishing excursions to understand Alaska’s seafood products** and responsible fisheries management.
- **Gained knowledge on sustainability, certification, and opportunities for Alaska’s major commercial species;** discussions underway for future collaboration, including an outbound **trade mission** and promotions.



'Chef Culinar' Sales Staff Program & Competition

- ASMI CEU supported **Chefs Culinar**, a leading **German foodservice supplier**, in developing an education program for their seafood sales staff.
- Program titled **"How to make seafood dishes a money maker,"** and included product explanations, recipe cost calculations, and business concepts.
- Sales staff ran an **Alaska seafood challenge with customers**; finalists were a wild Alaska salmon ceviche and a new Alaska Fish & Chips concept, with guests voting for their favorite.
- Generated **\$830,000 in AK product orders** over three months with an ASMI investment of just **\$29,000, strengthening the Alaska seafood portfolio in German foodservice.**



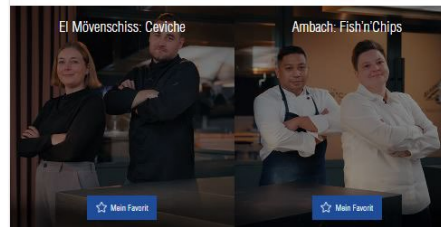
Leinen los für die Alaska Seafood-Challenge!

Frischer Wind auf der Speisekarte! Fisch ist für viele Betriebe eine Herausforderung – aber auch eine echte Umsatzchance. Bei der Alaska Seafood-Challenge treten zwei Teams an und zeigen, wie man Fischgerichte kreativ auf den Teller zaubert – und dabei den **Umsatz steigert!** Mit an Bord: unsere CHEFS VALUE Expertinnen Jenny und Hans, die ihr **exklusives Know-how** teilen. Lassen Sie sich von den **Kalkulations- und Verkaufstipps** inspirieren und sichern Sie sich mit etwas Glück sogar noch eine **Reise nach Alaska** – die Heimat unserer hochwertigen Seafood-Produkte!

Sehen Sie sich jetzt die Alaska Seafood Challenge an



Butter bei die Fische: Jetzt abstimmen und an Alaska-Gewinnspiel teilnehmen



Ihre Stimme entscheidet – wer hat das Experten-Coaching am besten umgesetzt? Beide Betriebe haben alles gegeben, um **Experten Tipps zu Kalkulation, Storytelling und kreativen Rezepten** in die Praxis umzusetzen. Jetzt sind Sie gefragt: Stimmen Sie ab, welcher Betrieb Ihrer Meinung nach das Gelernte am überzeugendsten auf den Teller gebracht hat – und belohnen Sie den Einsatz! Das Beste daran: Mit Ihrer Stimme sichern Sie sich die Chance auf eine spektakuläre **7-tägige Reise zu den Polerlichtern in Alaska für zwei Personen.**

Ihr Name* Ihre E-Mail-Adresse*

Ihre Adresse PLZ, Wohnort*

Ihr **Betrieb/Unternehmen/Arbeitgeber*** in der Gastronomie oder Gemeinschaftsverpflegung

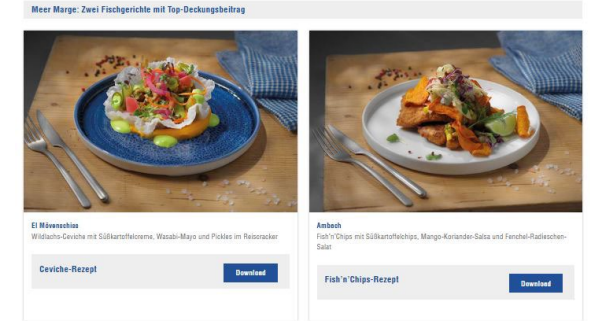
Ihre Wahl: Bitte klicken Sie oben eine der beiden Möglichkeiten an.

Ich stimme den **Teilnahmebedingungen** zu.*

Ich stimme den **Datenschutzbedingungen** zu.*

Ich möchte der **Chefs Culinar Gastro-Newsletter** erhalten.

* = Pflichtfeld



Warum Sie die Challenge nicht verpassen sollten

- Mehr Profit durch cleveren Kalkulation**
Erstellen Sie zwei kreative Rezepten, die Fischgerichte wirtschaftlich planen, Kosten optimieren und dabei maximale Deckungsbeiträge erzielen.
- Verkaufen mit starken Geschichten**
Nutzen Sie mit geschichtlicher Storytelling Ihre Gäste zu begeistern und Fischgerichte zum Umsatztreiber zu machen.
- Kreative Ideen für Ihre Speisekarte**
Erfinden Sie zwei kreative Rezepten, die Fischgerichte zu unverwehbareren Fliegern machen – und Ihre Karte vor der Konkurrenz abheben.
- Exklusives Wissen, das Sie verdienen!**
Lernen Sie mit geschichtlicher Storytelling Ihre Gäste zu begeistern und Fischgerichte zum Umsatztreiber zu machen. CHEFS VALUE Experten Jenny und Hans.



Machen auch Sie klar Schiff bei Zahlen und Co.

Nutzen Sie unsere **V TOOLS**! Im Video haben Sie gesehen, wie erfolgreiches Kalkulieren und Optimieren Ihre Speisekarte profitabler macht. Jetzt sind Sie am Zug! Nutzen Sie die Chance, das Wissen aus der Alaska Seafood-Challenge in Ihrem Betrieb umzusetzen – mit unseren **V TOOLS!** Das Beste: Unsere Tools stehen Ihnen als Kunde kostenfrei zur Verfügung – von der Kalkulation Ihrer Gerichte bis zur geschickten Optimierung Ihrer Deckungsbeiträge.

[Hier geht's zu den V TOOLS >](#)



Beispiel: Der Deckungsbeitrag-Optimierer
Mit diesem Tool können Sie eine **Renner-Planer-Analyse** Ihrer Speisekarte durchführen und erhalten klare Handlungsempfehlungen. Testen Sie selbst, wie Sie Ihre Gerichte geschickter steuern und damit Ihre wirtschaftlichen Ergebnisse verbessern können.

[Mehr Infos >](#)



Alaska Seafood Challenge – Next Generation of Chefs

- ASMI LATAM partnered with a Peruvian culinary school to engage 34 culinary students in the first edition of the Alaska seafood challenge.
- Phase 1: a master class on April 30 (led by Culinary retreat alum) presented Alaska pink salmon's nutritional benefits, quality, and versatility.
- Phase 2: nine semifinalists recreated their Alaska seafood dishes live before a jury (Chefs chang, ernesto noriega, and cecilia alfaro).
- Winners received Alaska seafood-branded prizes, and the U.S. Embassy in Peru's recap video—shared with @pescadosdealaska.Latam—became one of its top-performing posts, reinforcing Alaska seafood's visibility among the next generation of chefs.



ALASKA SEAFOOD CHALLENGE
PON A PRUEBA TU CREATIVIDAD!

¿Estudias Gastronomía, Arte Culinario u Hotelería y Turismo en la Universidad San Ignacio de Loyola y vas desde el tercer ciclo en adelante?
Entonces esta experiencia es para ti!

Participa en una exclusiva Master Class con el reconocido Chef Daniel Chang, Chef Ejecutivo del Hotel Hilton Garden Inn Lima Miraflores, y descubre el sabor único de los pescados de Alaska.

• Pero eso no es todo...
• ¡Lanzamos el Alaska Seafood Challenge!
Graba un video con tu mejor receta usando productos de Alaska y compite por premios increíbles que te ayudarán a llevar tu pasión al siguiente nivel.
• Reconocimiento, sorpresas y mucho más te esperan.
• ¿Estás listo para brillar en la cocina?
• Los cupos son limitados, ¡así que apórate!

¡Inscríbete ahora y vive una experiencia inolvidable!

30th abril 05:00 pm **INSCRIBIRSE**

Campus I - Fernando Belaunde Terry
Edificio F, Aula 403

ALASKA SEAFOOD 365 USDA



Educating the Processing Sector: Peru and Southeast Asia

- **Focus on capacity building through technical trainings on Alaska seafood processing, sustainability, certification (CSI), and food safety standards** to strengthen collaboration with high-potential processors.
- **Technical trainings scheduled** in Southeast Asia, including Malaysia, Thailand, Vietnam, and Indonesia
- **Peru Reprocessing Initiative:** advanced efforts to position Peru as a regional hub for Alaska seafood reprocessing and education, partnering with local industry to establish alternative centers outside China.
- **Developed expert-led training** on quality control, processing methods, technical standards for Alaska's key species.



GONE DIGITAL

Highlights of digital activities that move the needle for Alaska Seafood



Influencer Store-to-Table Social Media Campaigns

- Influencer store-to-table social media campaign showcased Alaska seafood from purchase to cooking at home, making the product tangible and relatable.
- Twelve collaborations in 2024–25 generated **600,000+ impressions** and **1,200+ clicks** to EasyFish’s “Where to Buy” section.
- Reposting and **cross-channel promotion** drove **strong audience growth** and consistent engagement.

LINKING DIGITAL TO SALES

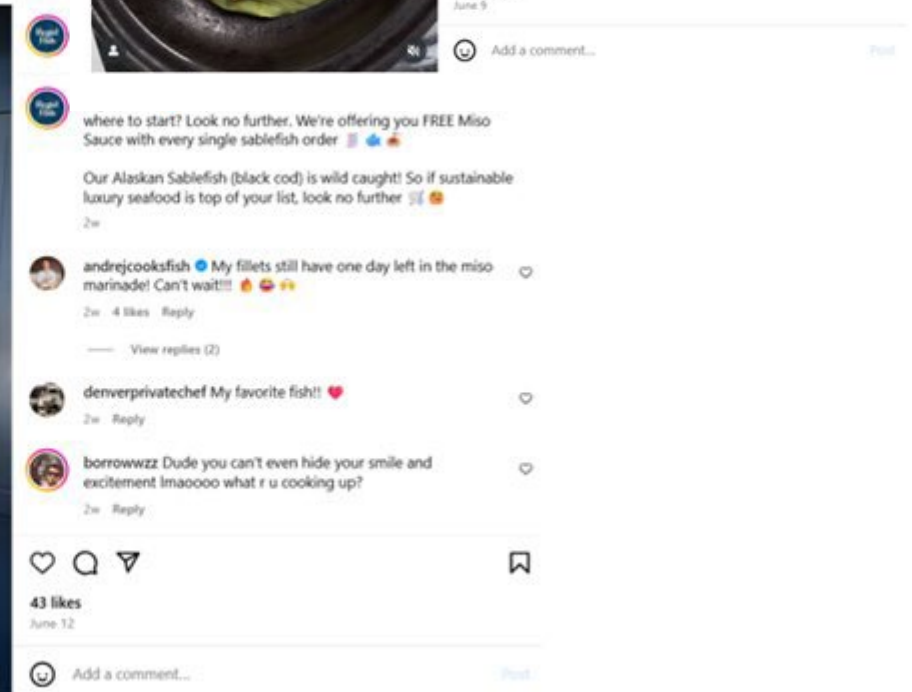
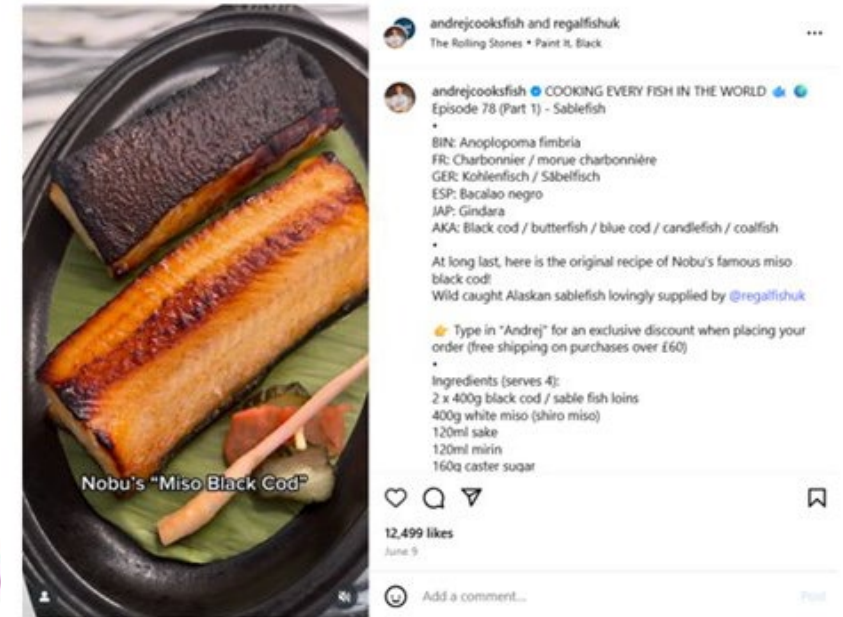
The image displays three social media posts from the EasyFish campaign, each featuring an influencer in a grocery store. The first post, for Salmon Roe, shows a woman looking at a phone and a close-up of a hand holding a red-lidded jar of salmon roe. The second post, for Salmon, shows a man holding a large fish. The third post, for Alaska Pollock, shows a woman at a seafood counter. Each post includes text in Ukrainian and the EasyFish logo. Performance metrics are shown in blue boxes at the bottom of each post.

Product	Total reach	Total impressions
SALMON ROE	27,141	34,635
SALMON	53,308	70,548
ALASKA POLLOCK	24,913	32,124



Alaska Sablefish x Regal Fish Campaign

- **Regal Fish** launched a **multi-channel campaign to promote Alaska sablefish** on their website.
- Campaign included an **influencer partnership** with @andrejcooksfish (632K followers), **email marketing**, and **Meta advertising** featuring campaign videos.
- Alaska **sablefish** was featured as **the website's hero image** for a month, supported by **social media content and cross-promotion** between Regal Fish and Alaska Seafood.



Convenience Store: In-Store Digital Signage

- Promoted **Alaska Seafood** as “**Good Fish**” in Japan, aligned with **Fisheries Agency’s Good Fish Day** (Nov 3–7, 2025).
- Nationwide **campaign at approx. 10,071 FamilyMart stores**, running Nov 4–17, targeting evening shoppers (5 pm–10 pm).
- All **seven Alaska Seafood logo-branded items**, including miso-marinated Alaska Greenland halibut, grilled Alaska Atka mackerel, and pollock surimi sticks.
- In-store **digital signage monitors showcased products** and Alaska Seafood branding to **maximize consumer awareness**.



Expected Results:
 Ad impressions: ~14.2 million
 Estimated annual sales (Mar 2025–Feb 2026):
 ~JPY 2.8 billion
 Total Alaska seafood packs: ~14 million



Upcoming Events

- January 2026: **Gulfood Tradeshow, Dubai, UAE**
- April 2026: **Trade Mission to Latvia & Lithuania**
- April 2026: **Seafood Expo Global, Barcelona, Spain**
- June 2026: **Sysco France, Dutch Harbor & Seward, Alaska**
- July 2026: **Family Mart Japan, Bristol Bay, Alaska**



Upcoming: Trade Mission to The Baltics

- Please join us for a pre-SEG trade mission to **Lithuania & Latvia**
- Week before Seafood Expo Global: **April 11 – 19, 2025**
- Market briefing with FAS, factory visits, Klaipeda port visit, business meetings in Vilnius.
- Contact Megan Belair or Anastasia Talalay to **reserve your spot!**



Thank You!

Nicole Alba

Questions?
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