



Wild, Natural & Sustainable®

**DATE:** October 27, 2021  
**TO:** ASMI Board of Directors  
**FROM:** Hannah Lindoff, Senior Director of Global Marketing & Strategy  
**RE:** International Program Report

---

The international program recently held a four – part series of “deep dive” meetings between the overseas marketing representatives (OMRs) and the International Marketing Committee (IMC). The meetings allowed the committee to engage with the OMRs, respond to questions and approve the international program’s strategy for the \$1 million addition of MAP rollover and ARPA funds. Members of the IMC served diligently and are much appreciated for their significant contribution to the international program.

October 5-7, ASMI international saw the return of major trade shows, with the successful execution of the CONXEMAR show in Vigo, Spain. Ten Alaska seafood companies joined ASMI as co-exhibitors at the show this year. The general consensus was that although visitors were down in numbers, the quality of the visitors was good. Without all companies reporting back, initial numbers show over \$4.5 million in on-site sales and more than \$13 million in projected 12-month sales. We expect final numbers to be significantly higher.

The ASMI international program was pleased to welcome Abi Spofford as our new International Coordinator-Asia. Abi brings a wealth of market knowledge to the program, having spent her high-school and some college years in China. Kara Hollatz, the International Coordinator- Europe will lead coordination on Seafood Expo Global in Barcelona, Spain April 2022, and is available to assist with any questions. Nicole Alba continues to work with the EEU and S. America programs and lead grant compliance for both ATP and MAP, but you will note, she now has a new last name! The assistant international marketing coordinator position is currently vacant and the international program plans to let it remain so for a few more months until we see travel pick up again. The unused position funding will be re-allocated to help efforts around Alaska Seafood Month in Europe in Jan. 2022.

ASMI International continues to spend a great deal of time with trade advocacy. Lindoff and Ex. Dir. Woodrow continue to meet weekly with a group of industry members to discuss trade and policy advocacy and work on joint letters. Lindoff attended a round table with Dept. Secretary of Commerce Don Graves and presented to the Alaska Export Committee at their September meeting. Additionally, Lindoff has worked with Dir. Rider to reach out to industry members in the US and overseas to help craft strategic direction for ASMI’s ARPA funds.

Lindoff continues to serve as the ex-officio for the Certified Seafood Collaborative (CSC) and, with Sustainability and Certification advisor Susan Marks and Jeff Regnart, organized consumer research to help illustrate the increased purchased intent provided by the Alaska RFM logo. This research has been completed overseas and is underway in the US market.

## CHINA

### MARKET UPDATE

---

In April, China released two revised rulings that are expected to introduce significant new barriers to food and agricultural exports for all trading partners. The first revision concerns “Regulations on the Registration and Administration of Overseas Producers of Imported Food” (Decree 248), which will require all overseas food manufacturers, processors, and storage facilities to register with the General Administration of Customs of China (GACC). The measure covers all food products but does not apply to food additives or food-related products such as packaging materials. Depending on the product category, food producers must either register through the competent regulatory authority of their country, or through a private agent.

The second revision concerns the “Administrative Measures on Import and Export Food Safety” (Decree 249), which covers a broad range of requirements on food exports to China, including overseas facilities registration, record filing by importers and exporters, quarantine and inspection, and product labeling. Both Decree 248 and Decree 249 will come into January 1, 2022.

Given the remaining 6 months to comply, this would be insufficient for industry and foreign competent authorities to meet the new requirements. As of the end of June, many details are lacking, including specific requirements. Therefore, it has been difficult to assess the implications for trade, as well as additional financial and administrative costs. China has provided limited feedback, promising to publish implementing rules on Decree 248 as early as June.

Sam's Club, a Walmart-owned membership warehouse club, will open its flagship outlet in China in September 2021. It will be the third Sam's Club location in Shanghai. With a size of 70,000 square meters, it will be the largest single-floored Sam's outlet in China. Sam's Club currently runs 26 outlets in China, and is looking to have 40 to 45 clubs open or in construction by the end of 2022. The company so far serves more than 2.8 million members in China.

This intensifies competition in the retail space among Hema X, Costco, and Sam's Club, specifically for the warehouse/membership store, targeting middle class families. These stores carry a broad selection of premium quality goods with larger quantity options, highlighting a growing consumption trend of less-frequent buying but in greater quantities, placing an emphasis on food storage/refrigeration. Traditionally in the past, more frequent trips were made, buying in smaller quantities, and using only what was needed. Both the pace of life and technology are reshaping consumer retail habits.

More than 3,000 salmon were recently collected and processed from “Shenlan 1,” (Deep Blue 1) China's largest offshore salmon farm, aiming to deliver fish to consumers within 12 hours. The large-scale salmon project was launched in 2019 and located in the Yellow China Sea to cater to the growing seafood demands at Chinese markets.

The project cost USD \$642 million dollars with a cultivation area of 30 square kilometers and construction has already begun on "Shenlan 2," another submersible salmon cage. Deep Blue 2 will be 80 meters tall, compared with the 35 meters from Deep Blue 1, and will be able to accommodate 1 million fish versus its predecessor's 300,000. When greater supplies of domestic salmon hit the market, prices are likely to fall, and will affect prices of imported salmon as well.

### ACTIVITY UPDATE

---

#### CONSUMER PUBLIC RELATIONS

##### *Press Coverage*

The second round of press coverage was completed during the February to May 2021 period and was comprised of 100 articles worth \$685,800 USD. Based on the Chinese diet and consumer habits, five different themes, seafood with New Year's Flavor, Alaska sea cucumber, Alaska herring roe, Alaska rockfish, and March 8 Women's Day were featured across 81

online media, 10 paper media and 9 print magazines. Together the platforms covered major domestic portals, and popular media topics like food, news, e-commerce, healthy living, female lifestyle, fashion trends, and more.

### Social Media Advertising

Due to the popularity of short videos and growth in social/digital media advertising, ASMI China created five 30-second recipe videos, starring pollock, sole, Pacific Ocean perch, pollock roe and herring roe in an Asian-style dish. Shots of the raw product, cooking process, and final dish are captured along with the ASMI logo.



In addition to being shown at menu promotions, ASMI China shared the videos through Douyin (China's version of Tik Tok) on April 7-27, and then utilized the platform's proprietary algorithm enhancement tool called "Dou Plus" to feature the videos to even more users. To maintain marketing momentum, five foodie-KOLs were also tapped to share one of the five videos on their Weibo pages, which strengthened the consumer message.

Through both ASMI China Posts on the TikTok platform and KOL posts a total of 11.3 million views were achieved.



### RETAIL MERCHANDISE

#### In-store Promotion at CookCookLand in Hong Kong (4 stores) April 1-May 31 2021

With the COVID situation showing signs of stability, ASMI China held a retail promotion with Cookcook Land at four store locations. The promotion featured sockeye salmon and Pacific Ocean perch, and was held from April 1 - May 31. Different POS materials decorated the stores and included posters and pull-up banners, helping to draw attention to the event and raise brand awareness. Additionally, promoters were hired to engage with shoppers and provide samples, while a KOL, HKpigfood, posted on Instagram. A banner with the ASMI logo was also featured on the retailer's website.



#### In-store Promotion at Spar in Zhuhai (5 stores) April 1-30 2021

Part of ASMI China's overall marketing strategy has included the exploration of new markets, an endeavor that was assisted by ATP funding in the past. Building on this efforts, a retail promotion was held in Zhuhai, a city in which a trade gathering was held in December 2020. Having brought awareness to traders, the next step was working with local retailer Spar to



bring Alaska seafood to the consumer sector. Five stores participated in the promotion, which featured pollock and black cod. Hired promoters engaged with shoppers and also provided samples. POS materials helped enhance brand visibility. ASMI China seek to continue to continue holding promotions in new locations to drive awareness and sales. Two retail promotions were held covering 394 promotional days with 16,670 kgs of seafood sold.

## TRADE SHOWS

### *HOFEX 2020*

Due to the coronavirus, the originally scheduled HOFEX trade show for the 20-21 fiscal year, May 12 - 14, 2021, was rescheduled for September 7-9, 2021, falling into the 21-22 fiscal year.

## TRADE PUBLIC RELATIONS

### *Trade Gathering in Beijing May 18<sup>th</sup> 2021*

ASMI China held a trade gathering in Beijing at the St. Regis May 18, 2021. There were about 50 attendees, including importers, wholesalers, retailers, and online platforms who attended the event. A presentation was given about ASMI and the range of Alaska seafood, showcasing the diversity and quality. Product samples were featured so guests could see them up close and take pictures. Additionally, Executive Chef Fong of the hotel's Chinese restaurant, "Black Pearl rated," conducted two cooking demonstrations. The event concluded with a multi-course tasting meal which included crispy pollock roll, flatfish with broth and Chinese mushrooms, braised sea cucumber, deep tried thronthead, imperial-style black cod, and sweet and sour pollock.





ONLINE PROMOTION

Online Promotion with DayDayCook April 12<sup>th</sup>-May 12<sup>th</sup> 2021

As the coronavirus spread across the world, the digital world became very critical. Many things moved into the online world, including education, socializing, and even consumption. Given the growth in eCommerce, ASMI China collaborated with DayDayCook, a multimedia food platform for a menu promotion which featured Coho salmon and cod in 3 different ingredient meal packs. Lasting from April 12 - May 12, 2021, these seafood packs helped make meal preparation a breeze. To drive even more awareness, an array of digital and social media tools were leveraged, including a banner for the DayDayCook website, as well as posts on Facebook and Instagram.



Online Promotion with Caiguanjia June 3-13<sup>th</sup> 2021

ASMI China joined hands with Caiguanjia, an ecommerce platform from well-known dairy giant Guangming for an online promotion June 3 - 13, 2021. Four products were featured, cod, black cod, rock sole, and sea cucumber, providing price point and taste options. A banner ad was featured on their website, with advertisements also on both Caiguanjia's App and mini app to attract shoppers. Two KOLs were also tapped to make posts, driving more awareness and traffic for the event.



## Website Update

ASMI China has concluded the upgrade of its website, a trader-focused site for professionals. More digital assets, including high resolution images, recipes, videos, and species information have been added, providing a modern image, with up-to-date information for the trade community. The website is operational and will undergo normal monthly maintenance moving forward. Similarly, the WeChat mini app we serve as the consumer-focused portal.

From May to June 2021, there were a total of 671 visits to the new site. This traffic activity was generated through word-of-mouth mentions and not yet a major focus of promotions as various issues and updates were being made. In past 1 to 2 years, with the exception of online video campaigns with short video platforms which significantly boosted monthly traffic, the old website averaged approximately 300 visits a month. The revamped look provides a modern feel while the content upgrade should prove immensely useful to the trade community.

ASMI China will bring the website into focus for the 2021-2022 marketing year, especially focusing on trader and chef focused events, including trade gatherings and chef training seminars. This will allow ASMI China to showcase some of the newer resources including updated fact sheets, recipes, and videos.

## WeChat Update

ASMI China made 12 weekly posts during the fourth quarter of FY 20/21. The posts covered general interest topics such as health, different recipes, and Chinese culture, appealing to a broad segment of China's audience.



## FOODSERVICE PROMOTIONS

### Menu Promotion at Jack and Mike, Nationwide (10 stores) March 27<sup>th</sup>-April 27<sup>th</sup> 2021

As the coronavirus stabilized a great deal throughout the mainland, ASMI China was eager to capture some of the increased traffic flows from people looking to spend more time outdoors. ASMI China joined hands with Jack and Mike Restaurant to launch a nationwide menu promotion with 10 locations. A big step in re-building awareness for Alaska seafood.

The menu promotion was held March 27 - April 27, 2021 and featured cod and rock sole. Different POS materials like posters, flyers and table mats were created to decorate the restaurant and increase the visibility of the Alaska Seafood brand. TVs were also placed in some of the restaurants to feature Alaska seafood short recipe videos to. To target the online space, each of the 10 stores will also be listed on food delivery app Meituan, so consumers from the 10 cities will have a delivery option as well. Finally, a KOL added a Weibo post to share her experience.



### *Menu Promotion at Leos Pizza (5 stores), March 30<sup>th</sup>-April 30<sup>th</sup> 2021*



Seeking to give Alaska seafood plenty of visibility during the spring, ASMI China collaborated with Leos Pizza, a popular pizza chain with younger generations for a menu promotion. Five stores in Beijing participated in the promotion which feature pollock and cod, in special dishes from March 30 - April 30, 2021. The stores were decorated with POS materials, creating a lively atmosphere and reinforcing brand awareness. The stores also featured the 30-second videos of pollock, rockfish, sole, pollock/herring roe to drive more awareness of additional Alaska species. To bring the promotion online, an online banner was featured on the Meituan delivery app for 3 of the stores. Additionally, a KOL made post as well.

### *Menu Promotion at Chapter 3 in Hong Kong (3 stores), June 1<sup>st</sup>-30<sup>th</sup> 2021*

With restaurants and eateries trending back up due to declining new cases of coronavirus, ASMI China was able to revisit a menu promotion with Chapter 3 Restaurant, June 1- 30, 2021, which featured Pacific Ocean Perch and Spot prawns.

Three store locations will participate from the Chapter 3 portfolio, including steak bar, tapas bar, and tapas bar/restaurant. Special POS materials including menu, posters, and tent cards were created to enhance the atmosphere and boost awareness of Alaska seafood. Three KOLs were tapped to increase exposure in the consumer sector.



## **CHEF COMPETITION**

### *Chef Competition in Beijing, June 9<sup>th</sup> 2021*

A chef competition is an exciting and effective model for increasing awareness of Alaska seafood.

ASMI China partnered with Yum Gather Cuisine Fashion to hold a chef competition in Beijing June 9, 2021 at a local chef training school. Chefs from thirty famous area restaurants including both independently-owned and chains, participated in the event.

Sixty chefs, divided into teams of two, participated in the competition which featured Pacific Ocean perch, pollock and sole. A panel of 3 master chefs judged two dishes from each team and prizes and trophies were awarded to the first, second, and third place teams, while remaining participants received certificates.

To raise awareness in the consumer space, 50 pieces of press coverage for both online and offline platforms, as well as a full page feature in the magazine Chinese Cuisine were published in July.





## JAPAN

### MARKET UPDATE

---

According to the Ministry of Finance's trade statistics, the volume of seafood imported into Japan in May 2021 was 177,551 tons, an decrease of 2.4% from the same month of the previous year, and the amount of that was 120.2 billion JPY, an increase of 9.8% from the same month the previous year.

The total volume of imported frozen salmon between Jan - May was 106,125 tons (vs 98,874 tons YoY). The Jan-May import volume total of frozen farmed Chilean coho salmon increased sharply again with 67,575 tons (vs 56,788 in 2020), while that of wild sockeye salmon import from US and Russia decreased sharply to 3,212 tons (vs 9,590 tons in 2020)

The total import volume of frozen pollock surimi between Jan – May was 26,860 tons (vs 33,716 tons YoY), while Itoyori surimi from tropical Asian countries import increased from 6,720 tons to 10,813 tons (between Jan-May).

The import volume of frozen black cod increased Jan-May YoY (from 1,711 tons to 2,528 tons), and that of frozen rockfish from US also increased Jan-May YoY (from 1,405 tons to 2,000 tons).

The Jan-May import volume of frozen herring for herring roe products from US increased to 2,030 tons (vs 424 tons YoY), while that of pollock roe from US decreases to 6,872 tons (vs 12,232 tons YoY).

Seafood sales in Japanese supermarket stores have been strong. In the monthly sales statistics issued by the National Supermarket Association of Japan, which represents 1,250 retail companies and their 10,000 supermarket stores, May 2021 seafood sales decreased by 0.4% vs May 2020, but increased by 10.8% vs May 2019.

The monthly total household expenditure survey of May also showed a decrease by 5.0% vs 2020, as a rebound from the sharp increase in 2020. The expenditure for salted seafood category, many Alaska seafood items belonging to, showed a sharp decrease by 9% YoY and that of surimi seafood also showed a decrease by 3% YoY, while those for salted seafood and surimi seafood increased vs 2019 YoY. The expenditure for frozen prepared food increased by 15% YoY.

The expenditure for dining out increased by 40% YoY as foodservice outlets were closed in May 2020.

### ACTIVITY UPDATE

---

#### CONSUMER PUBLIC RELATIONS

##### *Media Tie-In with Macaroni March 16<sup>th</sup>-April 26<sup>th</sup> 2021*

Considering the impact of COVID-19 on our daily lives, ASMI Japan aimed to introduce Alaska seafood recipes and their health benefits through an online media, Macaroni, to reach out to consumer targets. Macaroni has 1.3 million followers on Instagram and .64 million on Facebook. Followers are 90% female with an average age range between 30-40. 60% of followers are marries and 51% have children.

The media tie in is titled *Rich in nutrients that women are looking for! Many delicious recipes with Alaska seafood*. The topics included characteristics of Alaska seafood and healthy seafood recipes. Macaroni also did an Instagram story post of the tie-in.

レシピその1・ホッケのアクアパッツァ



栄養満点！アラスカ産シーフードを使った料理



## Seafood University Campaign March-June 2021

To provide a holistic learning experience for consumer on Alaska's seafood including sustainability, ASMI Japan developed a dedicated page called "seafood University" within the consumer website. To raise attention and interest to it, ASMI Japan conducted a quiz campaign to lead consumer to the website by motivating them with some prize of Alaska seafood. A total of 2,420 people participated.

## Consumer Survey for Herring Roe

Due to the herring roe supply crisis in 2019 and 2020, Japanese Kazunoko herring roe industry and retailers have been searching for the answer how Kazunoko herring roe should be re-positioned and what kind of Kazunoko herring roe products are expected from the current consumers. To support the new Kazunoko herring roe product development efforts by the industry and the retailer, including AEON (<https://www.aeonretail.jp/>), ASMI Japan conducted a consumer survey specifically for Kazunoko herring roe products.

The key findings of the survey were:

- 51.7% of all respondents answered that they liked Kazunoko herring roe

- 54.0% of all respondents answered that they additionally purchased Kazunoko herring roe

- Slightly more female respondents eat Kazunoko herring roe than male respondents

When asked what you considered when buying kazunoko herring roe, 71.6% answered "price," the highest. 42.8% for "salted or seasoning", 36.8% for "origin"

- 85.4% of all respondents answered that they wanted to eat and slightly want to eat "Alaska origin kazunoko herring roe"

## Kanikama Promotion Video Production & Distribution

Considering the impact of COVID-19 on in-store promotions, which prevents ASMI Japan from conducting sampling promotion, ASMI Japan are to try a new digital measure as alternative to it. ASMI Japan chose a recipe platform, Cookpad (<https://cookpad.com/>), who places their TV monitors (Store TV) at over 5,500 retail stores nationwide, for Kanikama crab Leg surimi promotion. ASMI Japan produced a cooking video with Cookpad by using a Kanikama crab Leg surimi product that was made of 100% Alaska pollock surimi. The cooking video was aired on Cookpad's Store TV monitors that were equipped at over 150 stores of Mandai (<http://www.mandai-net.co.jp/>), one of the largest retail chains in Osaka region from Jun 28 for a week. As this is the first time for ASMI Japan to utilize Cookpad, we obtained special deal by lowering the minimum amount of order from JPY 5M to JPY 1M. The recipe was also introduced in the Cookpad website.



## Media tie-in with Kurashinista

To mitigate consumer's bias for Herring roe as a food for New Year's Day and to introduce various new ways of enjoying Herring roe other than in New Year season, ASMI Japan conducted a media tie-in with an online media, Kurashinista, targeting females in their 20s through 40s with high interest in cooking, food and health related topics.

Title of the tie-in is Not only for the New Year! Enjoy the crunchy texture! Herring roe from Alaska that we want to eat throughout a year. The topics included herring roe recipes for everyday consumption.



## CONSUMER PROMOTIONS

### SNS Fan Campaign

ASMI Japan called for candidates on Instagram who wanted to be an Alaska seafood Fan and introduce their recipes and experience with selected Alaska seafood items. ASMI Japan selected 7 fans who posted minimum 2 posts with 2 to 3 selected items every month from March through May. The fan needs to be those with a certain number of followers (preferably 5,000+) and with interest in food and cooking. ASMI Japan utilized their posts as a part of SNS contents during the period. As a result ASMI Japan received a higher engagement rate for these posts and increased the number of followers by 12%.

### Promotion Activity with Sunkist

ASMI Japan decided to conduct a tie-in with Sunkist based on the suggestion from the headquarters from both parties. After having discussed the feasible collaboration with Sunkist's communication agency, Edelman Japan, we have decided to conduct a SNS collaboration.

ASMI Japan arranged 5 influencers to post a recipe with Alaska seafood (atka mackerel or Kanikama crab Leg surimi) and a Sunkist product, while Sunkist arranged posts for 2 recipes with Alaska seafood (atka mackerel and Kanikama crab Leg surimi) and Sunkist products.



### Atka mackerel Promotion Material Production

To raise interest and consumption of atka mackerel among those who are not familiar with atka mackerel or not fond of it, ASMI Japan developed a promotional material by leveraging the influence of a KOL, a culinary expert, Mr. Kentetsu Koh. This activity is composed with this job jacket and JJ33 from JAXT1 budget.

[https://www.youtube.com/watch?v=prGSLRECV\\_I](https://www.youtube.com/watch?v=prGSLRECV_I)



### SNS Quiz Campaign 2

As the 2<sup>nd</sup> SNS (Instagram) Quiz campaign, following the first one with sockeye salmon in fall 2020 (JJ06) which gained over 1,200 participants, ASMI Japan conducted a quiz campaign to raise more recognition and interest in Alaska seafood among the target audience.

This time, ASMI Japan set it as more fast paced way to provide a new type of stimulation with the audience: 1 quiz per day that requires the answer in 24 hours. The winner could know if they win by the end of the day. That way, we considered that the audience can find something new and get motivated to participate in it. One quiz per day, for three consecutive days (total 3 chances). The results were less than anticipated. The no. of participants and no. of followers did not rise as expected. This implies that most of the participants are already the loyal follower to ASMI Japan account. Also, deadline for the answer in 24 hours were to short for people to see the posts. We need to consider new measure to boost the number of participant next time.



## WEBSITE UPDATES

ASMI Japan managed and updated the consumer website (<https://japanese.wildalaskaseafood.com/>) on monthly basis while working closely with the external contractor. The updated parts for Q4 are as below:

1. News page <https://japanese.wildalaskaseafood.com/news/>
  - April 6: Announcement on the opening the Alaska seafood University
  - April 9: Announcement on the recipes using Sunkist citrus on Instagram
  - April 26: Announcement on the Onigiri Rice Ball Promotion
  - April 30: Introduction of the Costco Promotion
  - May 13: Report of consumer survey on Alaska seafood
  - May 18: Introduction of a tie-in with an online media, Kurashinisuta
  - May 26: Introduction of sustainable summer gifts with Alaska seafood by Sogo Seibu
  - June 1: Announcement on the closing of Alaska seafood University quiz campaign
  - June 3: Announcement on the answers of Alaska seafood University quiz
  - June 10: Introduction a tie-in with a print/online media, Croissant
  - June 24: Introduction of participation in a workshop at Tokyo seafood Market
  - June 28: Announcement on an in-store/online recipe campaign with Cookpad



アラスカ産シーフードとサンキスト®のシトラスをつかったレシピをInstagramで公開中

コラボレシピは「#シトラスランチ」で検索 アラスカシーフードマーケティング協会…

2021.04.09

## Content Updates

ASMI Japan maintains ASMI Japanese website by updating it with the latest information and resources on Alaska seafood for the second half of FY20/21. Target audience for the website includes seafood, retail and foodservice industries as well as media and general consumers.

## Update & New Content Creation

ASMI Japan also updated the website to include more up-to-date and detailed information on the following three key areas which will be updated on the Trade Facing Website:

### About Alaska seafood page

- Updated List of Species adding information for groundfish, flatfish and herring and ensure Japanese terms for species reflect those stipulated in Branding Identity Style and Guidelines

Updated Species:

### Sustainability page

- Strengthened and expanded on base contents as sustainability has become a key part of the value of Alaska seafood in the Japanese seafood industry as well as the RFM pages. Added a downloadable Japanese PDF version of RFM brochure.

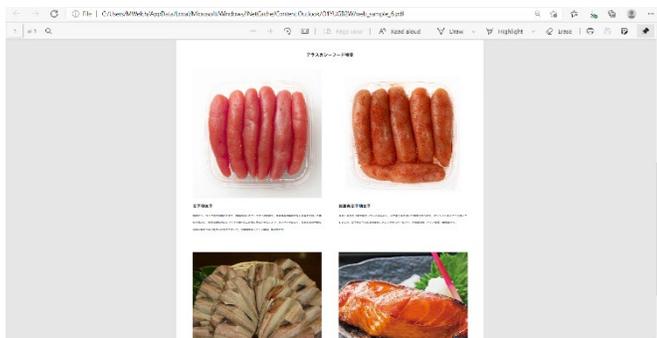
## RETAIL MERCHANDISING

### Collaboration with Costco

ASMI Japan collaborated with Costco Japan to conduct an Alaska seafood campaign in March 2021 for the purpose of increasing the consumption of Alaska seafood. Especially targeting Alaska pollock spicy roe (mentaiko), as well as raising the awareness of wild, natural and sustainable Alaska seafood among Costco members. The collaboration undertook the two promotion concepts below:

Advertorial on Costco members' magazines, "Costco Connection" to educate the members about the wild and sustainable nature of Alaska pollock spicy roe (mentaiko).

Advertisement on Costco's on-line shop, creating the Alaska seafood hero banner, which connects to Alaska seafood's landing page to inform what is Alaska seafood including its great attributes. The landing page shows mentaiko pollock roe and other Alaska seafood items in Costco. Mail magazines will be also distributed to the members to let them know the campaign. Also, Costco Japan placed a special column "About Alaska seafood" on their mail magazine of 9<sup>th</sup> April 2021.



### Summer Gift Catalogue Promotion at Sogo Seibu Department Store

ASMI Japan placed an Alaska seafood advertorial in the 2021 summer gift (Ochugen) catalogue of Sogo Seibu department store to promote Alaska seafood items that were listed in the catalogue as gift items. The catalogue was issued in June and featured products were available for approximately two months in summer 2021 at 6 Seibu Department Stores and 4 Sogo Department stores, and also their online store. Sogo Seibu published and distributed 430,000 copies of the summer gift catalogue, which were delivered directly to consumers' homes for them to order items by mail / online. The products catalogue was also available on their e-commerce "E-Department Store Ochugen" site for easy access online.

There are two traditional gift-giving seasons in Japan. "Ochugen" gifts are given in summer and "Oseibo" gifts are given in winter. These two kinds of gifts usually consist of premium quality foods and beverages. The gift markets have been shrinking due to several factors including population decline, changes in cultures and public morals. However, there is still a stable demand for premium quality seafood as special gifts. These are the important markets for higher grade raw materials of Alaska seafood items. ASMI Japan would like to re-develop the gift markets to gain new opportunities for Alaska seafood items and to add special value to the products made with Alaska seafood, namely Alaska smoked salmon, salted sockeye salmon, mentiako pollock roe and marinated black cod.



### Atka mackerel Promotional Material Production

To raise interest and consumption of atka mackerel among those who are not familiar with atka mackerel or not fond of it, ASMI Japan developed a promotional material by leveraging the influence of a KOL, a culinary expert, Mr. Kentetsu Koh. This activity is composed with this job jacket and JJ34 from JAXC2 budget.



### Atka mackerel Promotion with AEON Top Value

To support the sale of an AEON's private brand "Top Value" product, "Alaska origin (salted/semi-dried) atka mackerel fillet", ASMI Japan conducted a tie-in for a recipe video production with one of the top Italian chefs in Japan, Chef Hidaka of Ristrante Aqua Pazza (<https://acqua-pazza.jp/>). The video is uploaded to Top Value's Channel ([https://www.youtube.com/channel/UCec-ggxFRs\\_tWVnb6BgcwHQ](https://www.youtube.com/channel/UCec-ggxFRs_tWVnb6BgcwHQ)). AEON Top Value utilized it for promotional activity in June 2021.



### Seafood University Reapplication

To provide a holistic learning experience for consumers on Alaska's seafood including sustainability, ASMI Japan developed a dedicated page called "seafood University" within the consumer website.

### Lunch Box Promotion at Mother Lucy

ASMI Japan supported the tie-up promotion "Alaska seafood lunch box promotion" at restaurant "Mother Lucy", which is a well-renowned American Diner/Restaurant in Yokohama, Kanagawa prefecture at 3 of their outlets. The tie-up promotion "Alaska seafood lunch box promotion" started on June 1st for 2 weeks, offering seven recipes using Alaska origin atka mackerel, rock fish and Pacific cod at each outlet: The chef of each outlet developed special recipes for the fair. The specific recipes were Rock Fish and Chips, Alaska seafood Delight (rockfish, Pacific cod and atka mackerel), Pacific cod fishcakes and Pacific cod and chips.



### Onigiri Rice Ball Tie-in

To promote Alaska seafood in traditional Japanese food, ASMI Japan explored the potential in Onigiri rice balls by conducting a tie-in promotion with Onigiri Japan the one-and-only non-profit organization for Onigiri rice ball, to obtain endorsement for the potential of Alaska seafood for Onigiri rice ball.

The strategy was to gain more recognition and interest in Alaska seafood and generate/expand a business opportunity to collaborate with major CVS, retailer, foodservice chain, or others.



### TRADE PR & ADVERTISEMENT

#### Trade Ad in Suisan Keizai Daily News\_April

ASMI Japan placed advertisements on major seafood industry publications in Suisan Keizai Daily News. Suisan Keizai Daily News released a special salmon and Trout edition on April 28th 2021 in line with new season approaching.

Contents: - Introduced wild sockeye salmon featuring Alaska sockeye salmon and overview of ASMI. Talked about supply and distribution in the salmon and trout market in Japan relating to salting, freezing and processing.

ASMI Japan covered advertisement costs, ad production costs and 17.65% commission for this project.



**Trade Ads for mentiako pollock roe issue in Suisan Times**

ASMI Japan Team placed an advertisement in major seafood industry publication "Suisan Times".

Suisan Times issued a "mentiako (spicy pollock roe) Trend 2021" as a special feature in June 2021 to provide detailed market information on mentiako pollock roe, its trends and its production and sales towards the summer gift giving season called Ochugen.



ASMI Japan placed an advertisement in major seafood industry publication - Suisan Keizai Shimbun.

Suisan Keizai Shimbun issued a special edition for Kamaboko products (surimi final products) in June 2021. ASMI Japan placed advertisement in their publication's special issue, and the media spent independent article spaces promoting wild, natural and sustainable Alaska seafood, featuring Alaska pollock surimi (Kamaboko), in addition, introduced recent Kamaboko trends in the Japanese market. The circulation: Suisan Keizai Shimbun is 59,000 copies



**Consumer Survey for Alaska Origin**

ASMI Japan conducted a consumer survey to develop a claim that could convince the trade target the advantage of emphasizing "Alaska" as on the package. Also to see if the consumer targets implant a positive image for Alaska seafood that can drive their desire of purchase upon visit to a retailer. Some of the key findings indicated that approximately 80% of consumers answered that they wanted to purchase Alaska seafood when they see the Alaska seafood logo or a label that indicates Alaska origin. After the consumer survey branding was created that utilized the findings.



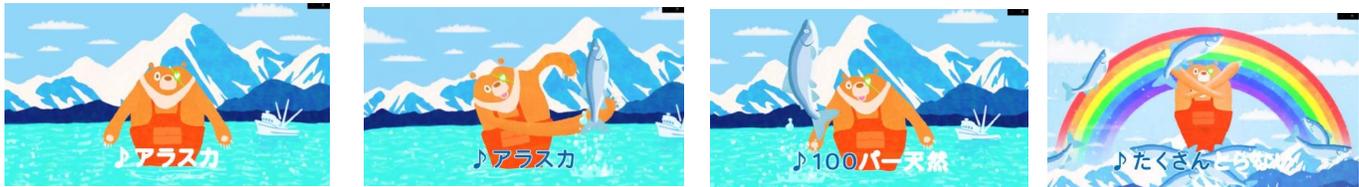
**Media Tie-in with Croissant**

ASMI Japan conducted a media tie-in with a print/online media, Croissant, whose main readers are mostly higher income with high interest in health and food. The main purpose is to educate them on the characteristics of Alaska origin pollock roe including the health benefits from omega 3 and others to tackle the bias for fish roes. ASMI Japan also aimed to utilize an influential culinary expert with solid background of nutrition.



### Video Asset, Sustain-a-Billy

ASMI Japan developed a video asset that can be utilized for a wide variety of consumer audience. The main theme is Alaska seafood's sustainability. To reach out to wider consumer target effectively, considering utilizing it for SNS as well, ASMI Japan decided to go with a friendly bear character with an original music that leaves a strong impression among consumer target.



Translation: "Alaska", "Alaska", "100% Wild", "no catching too many"

### ATO Collaboration, Alaska Seafood Seminar for Culinary Professionals

ASMI Japan collaborated with ATO Tokyo for their "US Food Explosion" B2B food service virtual event introducing Alaska sourced seafood to the Japanese culinary professionals including recipe developers, culinary influencers and key Japanese media. The virtual event consisted of two main elements, one was the video shooting, and the other was a seminar/luncheon in the cooking studio.



## WESTERN EU (FRANCE, BELGIUM)

### MARKET UPDATE

Compared to the first quarter of the year, a lot has changed for the better in the past three months. It seems that the situation in the WEU markets is finally improving and a new form of normality is in sight. Industry and trade partners report that expectations for the second half of 2021 are positive and a recovery of most sectors is projected for 2022. However, market segments that were the hardest hit, like the HRI industry, will take longer to come back to pre-pandemic states. Nevertheless, it seems as if program plans for the new marketing year can be made without larger constraints thus opening up new opportunities for activities in France and Belgium.

Even if markets are slowly returning to normal, the pandemic has changed consumer behavior, buying patterns and the way people inform themselves about food. While most Europeans are loyal to brick & mortar stores and e-commerce sales are expected to slightly drop again, virtual shopping assistance in the form of applications, online ordering and click and collect services or diet planning platforms are here to stay. Therefore, it will be important to incorporate these in new marketing plans while at the same time reviving more traditional promotional efforts like in-store campaigns and sampling demonstrations. Building the bridge between online and offline events will become even more important than it already was in past years.

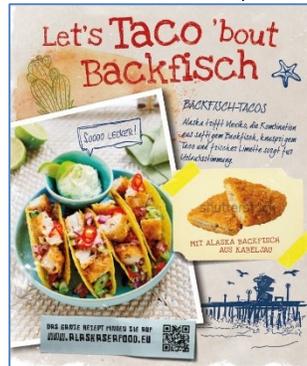
The eased pandemic restrictions allow larger events to happen again meaning a comeback of trade shows and congresses. After close to eighteen months of postponed exhibitions and cancellations, it is expected that the first events of the year will be very busy. ASMI will put a stronger focus on being present at WEU shows in the upcoming marketing year to re-connect with the industry, trade and HRI. Kicking off with SIRHA in September, options like the HoReCa or Chef in Belgium will follow.

ACTIVITY UPDATE

CONSUMER PUBLIC RELATIONS

Press Mailing

Based on new recipes produced in the first quarter of the year, ASMI worked on developing a new press mailing introducing the Alaska elevated convenience ideas to journalists and influencers in the region. The layout follows the optic of a scrapbook with handwriting and notepads to create the appearance of a shopping list / family cookbook. As all dishes are designed to be quick and easy, not requiring in-depth cooking skills and using ingredients easily available and often present in any kitchen, the layout reflects this concept that products and recipes suit everyday cuisine.

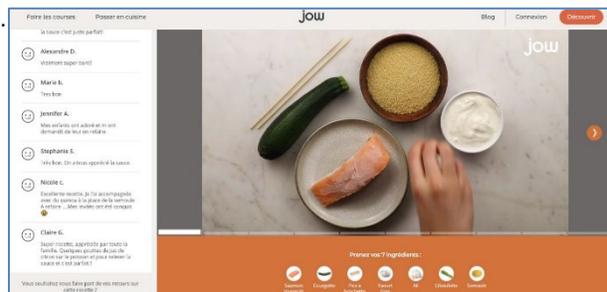
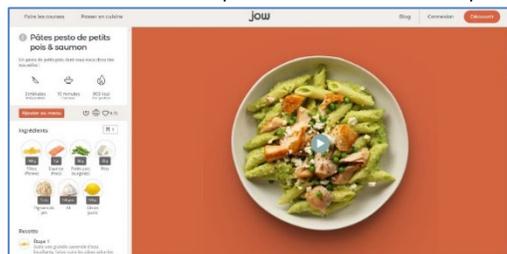


Health focused Influencer Campaigns

Influencer campaigns took place in the last quarter of the marketing year, cooperating with young, female bloggers in France to develop healthy and light recipes for the summer months. Addressing fitness topics and a balanced diet, the goal was to introduce Alaska to active consumers following the channels to learn about “good for you” foods and recipes.

Partnership with Jow

Partnering with the popular French food and recipe database Jow, ASMI published product information and dishes on the page, in their app and their regular newsletters. Especially in times of Covid-19, such online platforms registered increasing user numbers as customers were searching for inspiration for home-cooking. General interest in food and learning more about the products available in stores also contributed to this upswing. ASMI focused on the sustainable origin, the culinary diversity and the natural character of Alaska seafood. The feature aimed to convince potential consumers that Alaska is the best choice for responsible fish consumption.



ASMI connected with close to 70,000 potential consumers through cooperation with influencers during the fourth quarter. Articles placed with Jow reached of 1.4 million with an estimate of 5,000 seafood products sold reported by the market research team of the website who regularly follows up with their users.

## TRADE PUBLIC RELATIONS AND ADVERTISING

### *New Design for Ads Placed in PdM and Le Monde du Surgele*

Trade media publications were placed in the past quarter of the marketing year. The new ad design was very well received with positive feedback from the specialized seafood and frozen food media PdM and Le Monde du Surgele. ASMI was also included in the latest species guide for the French market that is launched once per year as a reference for industry and retailers.

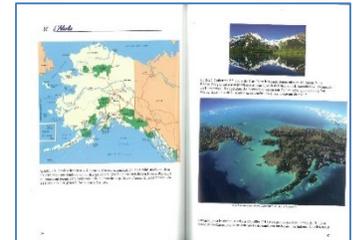


### *Cooperation with Long-Term Partners*

ASMI proceeds to focus on cooperation with long-term partners like the top publications PdM and Intrafish for the seafood sector, Points de Vente for the retail market, LSA, Neo Restauration and Le Monde du Surgelé for the HRI industry. All of them are established magazines covering the key market segments for Alaska seafood addressing the target audience that is important for seafood sales in WEU.

### *Salmon Information Guide*

In addition, ASMI supported the production of the salmon information guide of the independent journalist Pascal Demay who prominently featured Alaska and ASMI, explaining about the unique characteristics of the origin and its five salmon species. The book is meant for trade, chefs, as well as, consumers.



### *Results*

During the fourth quarter ASMI reached an audience of 249,000 readers through media placements. ASMI printed 15,000 issues of the salmon information guide.

## TRADE SHOWS

### *SIRHA*

From September 23<sup>rd</sup> to 27<sup>th</sup>, SIRHA opened its doors in Lyon. As the second largest food exhibition in France and one of the leading HRI events in Europe, it was a perfect platform to restart trade show season after almost two years of cancelled and postponed events. ASMI shared a booth with Food Export Northeast Seafood creating a large open space with live cooking station and meeting areas for both programs. Prior to the show, invitations were sent to more than 350 contacts in the region announcing that Alaska seafood will be present at the show.

Working with Atelier des Chefs, the idea was to showcase culinary versatility and highlight particular species to visitors. The main focus was on flatfish and rockfish. For both species, it was difficult sourcing samples as availability in WEU is very limited. However, through a newly developed product newsletter introducing both species, ASMI raised awareness and informed HRI representatives about the fish. While feedback was positive, the main concern was quality and how to get single frozen filets into the market.



SIRHA went well and ASMI was able to establish several new contacts within the French HRI industry. More than 2,700 sample plates of seafood were served and over 8,000 brochures and flyers handed out.

**RETAIL MERCHANDISING**

*In-Store Campaign with Delpierre and Labeyrie*

The second in-store campaign with Delpierre and Labeyrie was finalized in late June. Due to a second lockdown, the campaign was split again and some dates had to be postponed. Luckily, these could be implemented before the end of the marketing year. Visitor flow in supermarkets is still a bit lower than in regular times due to limitations by the law and reluctance of some shoppers. However, promoters reported that the majority of customers were happy to have the chance to be back in stores again.

*Partnership with Cosmos Foods*

Partnering with Cosmos Foods, the ASMI logo was featured in the latest Maximo home deliv catalogue advertising Alaska pollock loins. The promotion was picked up by their sales for of 350 promoters who handed out leaflets by directly approaching consumers as well as on their website and through their online ordering system.



*Marés Seafood Collaboration*

Collaborating with Marés Seafood, Alaska pollock was advertised on their website and websnop as well as the webpage of the large French supermarket chain Intermarché with 1,000 stores in the market. The logo and a short text were added to the packaging that highlighted the origin and the sustainable nature of the product.



Due to a lack in supply, the canned salmon promotion in Belgium was postponed but is planned to be rolled out in fall 2021 after new harvest comes in.

**FOODSERVICE PROMOTIONS**

*Partnership with Atelier des Chefs*

Originally, ASMI planned a cooperation with the large HRI school and research facility Ecole Ducasse, an organization that is also involved in restaurants and hotel businesses in France. Due to a change in staff including the executive chef and head of culinary education programs, the collaboration did not work out. Looking for an alternative solution, ASMI came back to a former partner who delivered good results in 2019. Atelier des Chefs runs cooking schools in the whole country and has a strong network of chefs and professional clients. The idea is to produce classes focusing on different Alaska species and products addressing young chefs. These will also be available as video files on their channels and for ASMI to use.

*HRI Advertising*

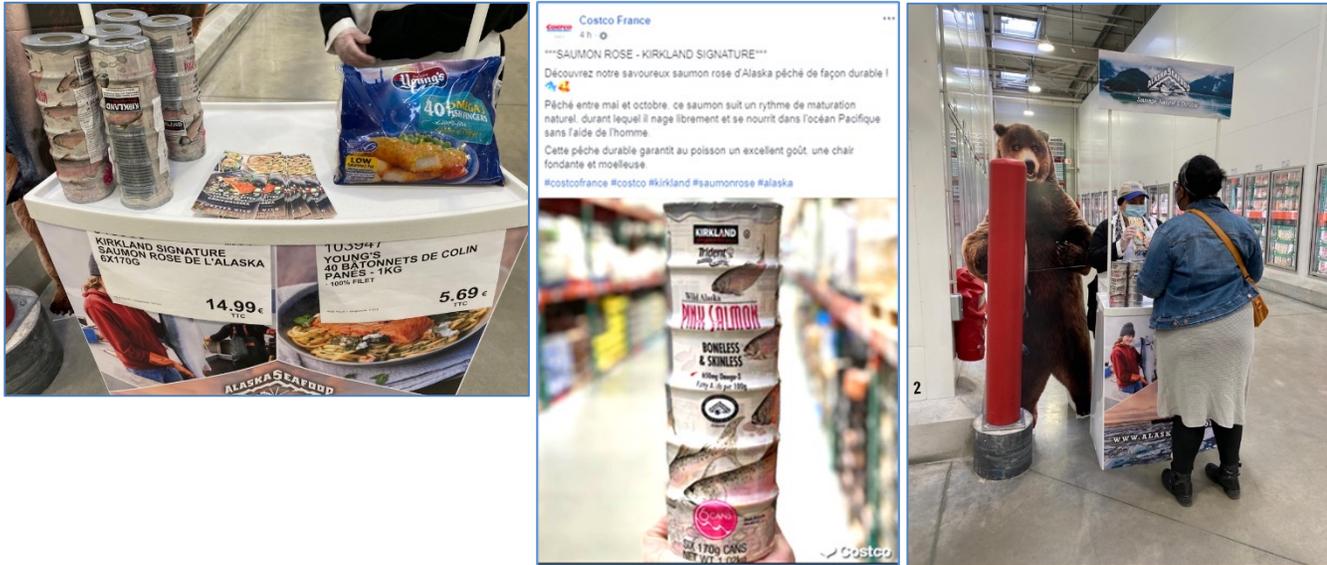
Working with the publishing house Infopro that runs several magazines and online platforms for the HRI sector, ASMI advertised Alaska seafood to chefs, restaurant owners and gastronomists in WEU markets.

## Western EU

### *Talking Demonstrations with Costco and Metro Catalogue Placement*

With the wholesaler Costco, small talking demonstrations took place over the past months and new media advertisements were used to promote Alaska wild salmon and pollock.

There was also a promotion implemented with Metro for a catalogue placement. Targeting gastro contacts and HRI professionals, ASMI highlighted pollock from Alaska. Results are yet to be reported.



## CENTRAL EU (GERMANY, AUSTRIA, SWITZERLAND, CZECH REPUBLIC, AND POLAND)

### MARKET UPDATE

With the last quarter of the 20/21 marketing year coming to an end, it seems that CEU markets are also slowly returning to normal. Looking at the traditional school holiday months in Europe, most countries have eased lockdown regulations and allowed a controlled re-opening of retail, tourism and gastronomy. Forecasts fuel hopes for a “normal” fall including free traveling and trade shows and other larger industry events back in their regular format. That includes the largest food trade show on the continent ANUGA which will be an important meeting point for the industry after months of limited contact. For the ASMI program, changing market situation means more options in its actions especially for the HRI program but also for all in-person promotion events that were cancelled or postponed in the past year.

While the situation improves, it shows which trends and habits will last and where consumers, trade and HRI are returning to pre-pandemic behavior. This will strongly influence program planning for the upcoming marketing year and future projects in general. It can already be observed that customer reluctance to visit supermarkets and more frequent in-store shopping is decreasing the importance of online shops and e-commerce. However, past months contributed heavily to strong usage of digital services and virtual platforms for an improved shopping experience. This is expected to continue making such tools and channels highly valuable for ASMI. Independent webshops founded by companies in the region will remain additional sales channels, allowing wider-spread sales promotion campaigns.

The goal for the new marketing year is to pick up loose ends with trade and HRI and re-build strong bonds established in years prior to Covid. HRI gatherings, congresses and trade shows will be a core element as after months of “virtual only” meetings, industry is eager to re-connect personally and being at the first events of the new normality will be crucial.

ACTIVITY UPDATE

CONSUMER PUBLIC RELATIONS

*Cooperation with BBQPit*

Kicking off BBQ season in spring, ASMI started a new cooperation with popular grilling blog BBQPit. The channel is dedicated to exploring everything around out-door cooking, putting focus on meat, seafood and vegetables. Compared to other blogs, it is a bit “rough around the edges” addressing a different target group of mostly men between the age of 20 and 35. For Alaska seafood, collaboration opened up possibilities of reaching new audiences than with previous influencer campaigns. Establishing Alaska products as ideal choices for BBQ season was a program goal for quite a while as it is a highly valuable market that opened up to products that go beyond steak and bratwurst in past years. Among other recipes, the chef blogger is showcasing how to smoke a whole wild salmon (H&G) or how to make Pacific cod sausages for the grill.



*Online Competition and Promotion with Friedrichs*

The online competition that included a promotion in Friedrichs online shop ended in June. Feedback was very positive and direct integration of the raffle into Alaska seafood sales channels added a new dimension to the campaign. All Alaska products in the webshop were linked to the competition and ASMI channels, so when shopping for wild salmon, consumers were able to take part with the chance to win prizes such as seafood cookbooks or outdoor gadgets.



In order to renew our promotion materials for the new marketing year, production of rolls ups, advertisement columns and aprons has been started using the new ad designs for salmon and whitefish created in 2021.

*Results*

ASMI reached around 140,000 unique users with the BBQ promotion. Recorded more than 30,000 clicks on competition related pages and AK products registered sales increase of 18% compared to previous weeks. Friedrichs reported sales of close to USD 260,000 in times of the competition.

TRADE PUBLIC RELATIONS AND ADVERTISING

*FischMagazin & Gault& Millaut*

In the April issue of FischMagazin, the leading seafood industry magazine in German speaking markets, published the Alaska title story. It was the first time that an origin portrait was featured on the cover page and as a lead article of a whole issue. This is a big achievement for ASMI and Alaska as it is the most prominent way to present the origin and tell the Alaska story to key trade members and KOLs of the industry. Feedback received was highly positive with program

partners such as Friedrichs or Wechsler placing their own advertisements next to the ten-page article. Additionally, ASMI was featured in the Gault& Millaut magazine focusing on premium gastronomy and professional chefs.

A new trade news-bulletin about Pacific Ocean Perch and flatfish has been developed. As two of the most important new species in focus for Alaska fisheries in Europe, goal is to deliver easy digestible and focused information introducing the fish as alternatives to existing products in the market, explaining why choosing Alaska is best.

**Results**

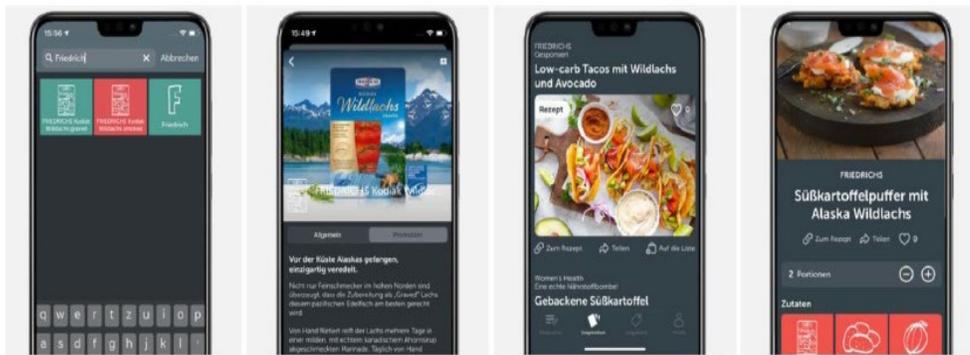
ASMI reached more than 12,500 professionals from the seafood industry through the origin feature. ASMI sent trade newsletters to 110 selected trade and HRI members in the region.



**RETAIL MERCHANDISING**

*Friedrichs, ChefKoch and EatSmarter Collaboration*

Working with the large salmon smoker Friedrichs, ASMI rolled out a shopping app promotion as well as an online advertisement campaign in leading recipe databases and food platforms ChefKoch and EatSmarter. Smoked wild salmon was presented as a center piece of the plate, ideal for any occasion no matter if as a starter, snack or a main course. While Friedrich products were in focus, ASMI was linked to provide interested consumers with more information on the origin and characteristics of wild salmon and what makes the product unique and superior. By combining the shopping app and online platform advertisement, channels that profited the most from the pandemic were included in one project using the moment to create the largest possible impact.



## Central EU

### *Pickenpack Partnership*

Partnering with Pickenpack, a top producer of convenience seafood for trade and HRI, ASMI supported the development of new materials for retail. Due to the special circumstances of the past months, HRI business has been breaking away while retail demand constantly increased. Therefore, the company decided to strengthen efforts in retail and opened a new business. Additionally, a media promotion was launched in Germany including ads in trade and consumer press to introduce products and push listings and sales.

### *Continued Partnership with Vici*

Surimi giant Vici continued their partnership with Alaska, using food and lifestyle influencers to improve perception and increase usage of the product. The goal was to address quality, health and culinary versatility of surimi and why it is better than its image in Germany.

### *ASMI Supports Seafood Start-Up Cedar Brothers*

ASMI provided assistance to seafood start-up Cedar Brothers with their new packaging and marketing materials introducing wild salmon jerky to the German market. Retail feedback was promising and several traders expressed interest in listing the brand in 2021 or 2022.

### *Radio Spot*

With in-store demonstration not possible, ASMI explored ways to approach consumers at the point of sale. To do so, a radio spot was produced that was screened in 1,100 supermarkets.

The clip was played several times per hour to generate impact and influence buying decisions of shoppers in-stores. The concept of the spot was to outline key words Alaska, seafood and sustainability, connecting them in customer's minds. It ended with a call to action to find Alaska products in supermarkets. While in-person surveys were not possible, ASMI relied on feedback from store managers to evaluate the project and it seemed to be very well received.

### *Results*

The Bring! promotion with Friedrichs generated almost 11,000 actual purchases of the product with a retail value of close to USD 115,000. The ChefKoch and EatSmarter media ads recorded close to 2.1 million impressions. Pickenpack had a media reach of more than 250,000 with their campaign while the radio feature in the supermarkets had estimated reach of around 30 million potential consumers. 12,000 kg of keta salmon packages were sold through Grutto for a total retail value of USD 780,000 (price of € 99,99 per 2kg pack).



## FOODSERVICE PROMOTIONS

### *Chef Sample Box with Heiko Antoniewicz*

With gastronomies and most catering enterprises closed, new ways to reach chefs and promote Alaska seafood were needed. ASMI works with its long-time partner and popular TV chef Heiko Antoniewicz to create a chef sample box. This package includes three to four Alaska seafood species each prepared in a different way like dried and salted cod, smoked black cod, or cured salmon. Combined with information material about the species and an USB drive with video tutorials from Heiko preparing and cooking each fish will give chefs inspiration how to incorporate Alaska into their menus. The box was sent out in June and July to contacts in Germany, Austria and Switzerland.

### *Renewed Collaboration with Die Räucherei*

Renewing collaboration with Die Räucherei, ASMI ran a brochure and online shop promotion with the Swiss wholesaler Prodega, advertising Sitka coho salmon. The trader offered several product forms and packaging sizes and pushed the sustainable origin of the fish, labeling it under their highly selective origine brand. Especially in Switzerland, this premium range is in demand and works well with professionals and consumers.

### *Results*

ASMI sent boxes to 40 selected chefs in the region and generate wholesale value of an estimated USD 340,000 through Prodega advertisement campaign.



## TRADE SHOWS

### *Koch des Jahres*

After a lot of back and forth due to Covid-19 regulations, the decision was made that the “Koch des Jahres” finals would take place at the Kamea Grand hotel in Bonn as in-person events. While some of the actual events are postponed to early July, the campaign has already started in May. ASMI is represented as a sponsor with its logo visible on all communication materials as well as the chef jackets of the contestant. Additionally, Volker Beuchert, head chef of Kriberg Catering and former attendee of the Culinary Retreat, will showcase Alaska seafood at the finals. Serving sample plates at a designated Alaska cooking station, guests were able to experience Alaska seafood and learn about the origin and its products.



### **NORTHERN EU (U.K., IRELAND, THE NETHERLANDS, FINLAND, DENMARK, SWEDEN)**

#### **MARKET UPDATE**

---

April to June 2021 has seen plenty of changes across Northern Europe as the vaccination program is rolled out and economies begin to re-open. Whilst the rise of the so-called Delta variant has caused concern across the region and a sharp increase in Coronavirus cases, hospitalizations and deaths resulting from the rise have remained relatively low. Against this backdrop, countries are operating at nearly pre-pandemic levels, with restrictions being lifted almost completely.

Brexit took place six months ago and the UK is starting to understand what life is like as an independent country. The UK is experiencing several difficulties with supply chains, in that drivers are in short supply, leading to risk of disruption to food supplies into retail and foodservice. Additionally, recruitment is proving a challenge given that many lower paid positions were occupied by EU nationals who have now returned to their native countries.

In foodservice, government support measures such as the furlough scheme and business rates relief are due to come to an end in the UK, so we expect that many bars and restaurants are operating on a cliff edge. We may see several closures over the coming months as life returns to 'normal.'

In retail, the re-opening of indoor hospitality in certain parts of the country took some spending away from the grocers and into the nation's cafés and restaurants. Supermarket sales fell by -1.6% in the 12 weeks to the 13th of June 2021 (Kantar) as we continue to annualize on an outstanding year of grocery performance in 2020. Sales in the past 12 weeks, however, were still £3.3bn higher than in 2019 before the pandemic hit. This clearly shows there is still a long way to go until the market returns to normality.

The popularity of online sales during the past year has been one reason why Aldi and Lidl have been slow to make market share gains since the start of the pandemic. However, as shoppers revert to more typical habits, the two are finding success. Aldi was the fastest growing retailer over the past 12 weeks with sales up by +6.6%. This has been driven by older shoppers who are now returning to visit physical stores due to the vaccination roll out in the UK.

Online sales accounted for the same proportion of the market in the UK, 13.4% – in the four weeks until the 13th of June, as they did in May. This plateau, and the fact that year-on-year sales were up by just 0.2%, suggests the appetite for large online shops is approaching a new baseline. In Ireland however, online sales continue to grow apace because the channel is relatively new to Ireland, so it remains in a growth phase.

Recent concerns regarding inflation in grocery retail have yet to materialize where prices paid fell by -1.9%. This has partly been driven through an increase in the number of in-store promotions.

These trends are borne out across the whole region; in April 2021, the Dutch retail sector recorded 9.6% year-on-year turnover growth. Furthermore, online retail turnover increased by 18.6%. In Denmark, Salling Group reported record profits whilst CostCo has announced plans to open its first warehouse in Scandinavia (Sweden), and Morrison's announced its sale to American private equity firm, Fortress.

#### **ACTIVITY UPDATE**

---

##### **CONSUMER PUBLIC RELATIONS**

###### *Fish in Schools Hero Programme*

To support events, tradeshow and influencer activity, ASMI NEU has allocated budget for product supply. This includes the buying and shipment of product (all species) into storage for ease of use as well as the purchasing of additional product from supermarkets.

## Eastern Europe

During the fourth quarter, product was sent to members of the Fish in Schools Hero Programme to be used in Food Tech classrooms. Additionally, ASMI NEU sent £40 worth of Alaska seafood product to the 10 winners of the Fish in Schools Hero Seafood University Competition.

### *Daily Telegraph Consumer-Focused Digital Campaign*

In order to highlight the sustainability credentials of the Alaska seafood industry following the Netflix Seaspiracy documentary, ASMI NEU ran a consumer-focused digital campaign with the national publication Daily Telegraph. The campaign highlighted the world class responsible fisheries management programs of the Alaskan seafood industry.

Telegraph reaches 40% of UK shoppers with an average spend of £85 per shopper. The campaign targeted readers age 35 plus and included online takeovers of:

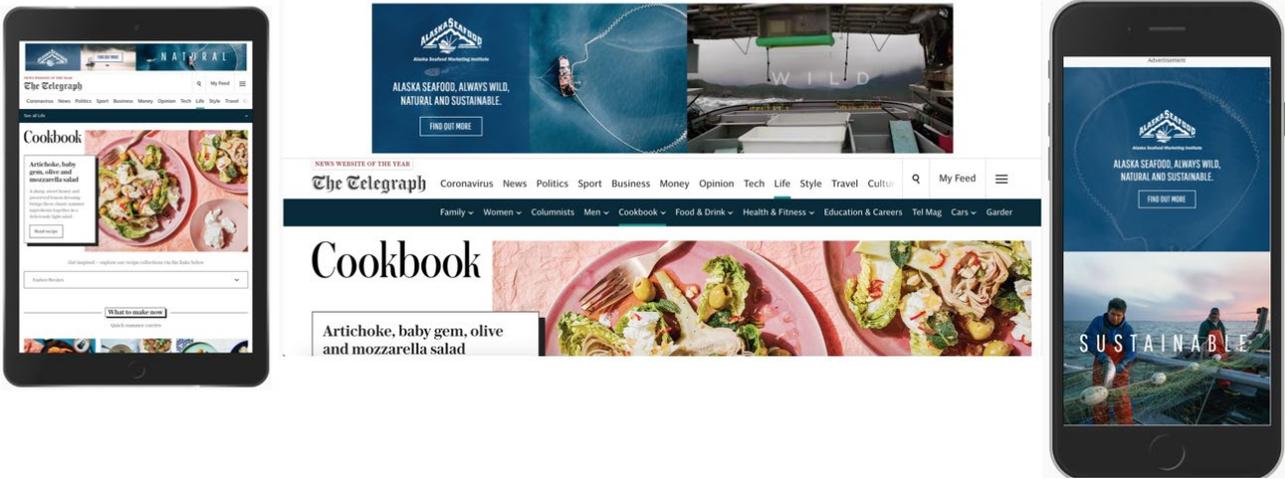
- The food and drink section
- Cookbook takeover
- Environment takeover
- Series of banner ads targeting ABC1 adults

Ad server impressions: 1,197,059

Ad server clicks: 675

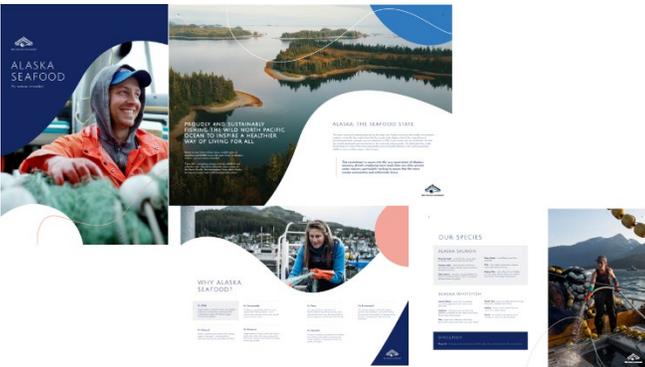
Ad server CTR: 0.06%

- Out of the takeovers, they were all fairly even in terms of CTR but the Environment channel takeover was slightly ahead followed by the Cookbook channel, the readers of these channels are clearly the most engaged with the content and the ads.
- Looking at the attention metrics on this, the in-view rate is over the 63% benchmark and came in higher at around 77%.
- Additionally, the attention quality on this campaign was over the benchmark of 38% vs benchmark of 31%. Meaning that 38% of the users who hovered over the ad went on to interact further (either continuing to watch or clicking through), again showing high engagement with the creative.
- On the attention metrics there was a very high scroll rate of 87%, above the benchmark 73%, showing again that the readers were engaged with the content on the pages that the impressions were served on, as they scrolled down the page to read more.
- The Skylights and Full Width banners were the highest performing formats and is in line with the CTR's for these formats. Furthermore, on these two formats there was a higher interaction rate than the benchmark, meaning that when these ads were viewed, the users remained active within them which demonstrates strong levels of engagement.



## CONSUMER ADVERTISING

As part of the ASMI NEU rebrand earlier in the year, an informational brochure was made. This includes information about Alaska, the species, the fishing practices and so on. In Q4, with restrictions lifting and events resuming, ASMI decided to print hard copies of this brochure to distribute at any upcoming activities.



Collaborating with the Content Gym, ASMI NEU have started to develop a search engine optimization strategy during this quarter. This project will continue over the course of this year as improving website traffic is a complex process, which will take time to develop.

In addition to the consumer campaign, ASMI NEU ran a trade campaign following the Seaspiricy documentary and to coincide with World Ocean's Day. The campaign included editorial content, banner ads and comment pieces surrounding sustainability in the Alaska fishing industry.

## Eastern Europe

### *Promotional Articles*

#### **The Grocer**

<https://www.thegrocer.co.uk/promotional-features/how-alaska-is-setting-the-standard-on-sustainable-fishing/657301.article>

#### **The Caterer**

Digital ads placed on the website 7th – 30th June:  
30,000 ad impressions served  
16 clicks  
CTR = 0.05%

#### **Bespoke email 9th June**

Sent: 13,974  
Opened: 1,941  
Open rate: 13.89%  
Clicks: 19  
CTR: 0.14%  
The average CTR on bespoke emails is 0.05% so this performed extremely well!

#### **Friday Wrap banner 18th June**

Sent: 19,828  
Opened: 3,281  
Open rate: 16.55%  
Clicks: 14  
CTR: 0.43%  
The average CTR on e-letter banners emails is 0.05% so this performed extremely well with 0.43%

**Promoted article:** <https://www.thecaterer.com/products/food-drink/sponsored-alaska-seafood-sustainability>

Page views = 99

Average time on page - 1 minute 51 seconds

#### **Tweet Analytics**

Impressions: 1,499

Engagements: 17

**Big Hospitality:** <https://www.bighospitality.co.uk/Article/2021/06/07/Restaurant-sustainability-trends>

#### **Website & Mobile**

Views: 2,625

Clicks: 4

CTR: 0.15%

#### **Newsletter**

Unique Impressions: 38,081

Unique clicks: 40

CTR: 0.11%



## THE CATERER

Alaska Seafood leads the way in sustainability



## BigHospitality

World Oceans Day: five sustainable fishing initiatives working around the globe

It's World Oceans Day: A day to reflect on the importance of our seas while "uniting the world's population on a project for the sustainable management of the world's oceans," says the UN.

Fishing is a key contributor to biodiversity loss in our oceans, but all is not lost. Around the world, positive steps are underway to make this industry - vital to so many livelihoods - more sustainable.

Here we look at five cases where sustainability has been put at the heart of fishing.

## The Grocer



3. Tightening up fish sourcing policies

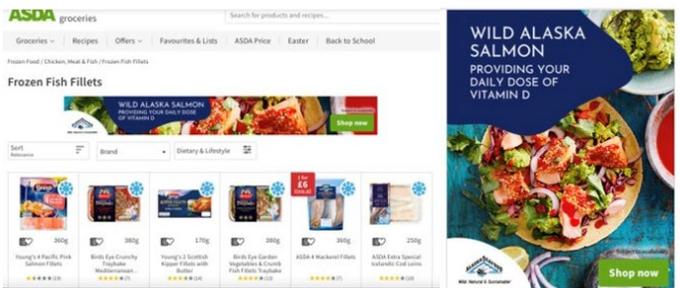
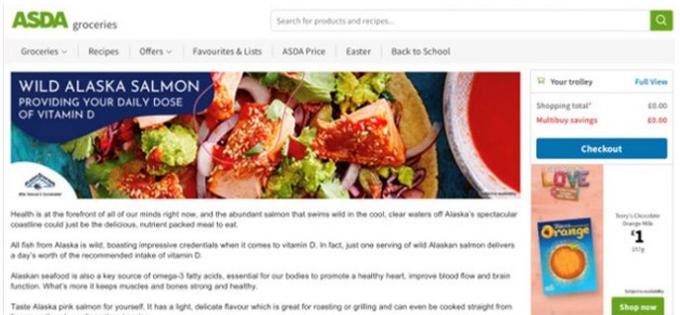
Following the controversial Netflix documentary Seaspire, the fishing industry has never been under more scrutiny. Restaurants are feeling the heat too and they're now being asked to justify their fish sourcing policies. Customers increasingly want to know exactly where the fish on their plates is from and how it has been caught. "Consumers and buyers are paying greater attention to the stories behind the seafood industry long before the protein hits their plate. They're asking many questions about how and where their seafood was caught, if it farmed or wild, what steps are taken to prevent overfishing or to protect the marine and local environment," says Sarah Johnson from Alaska Seafood Marketing Institute, the body responsible for promoting wild-caught Alaskan seafood. Restaurants should look for sources of seafood that are both transparent and managed by scientists. "In Alaska, sustainability is built into the constitution, so we're legally required to protect the marine environment and the livelihoods of generations of fishing families," Johnson continues. "You are inspired by the growing curiosity. We have launched a 'Seafood University' for chefs to answer these and many more questions, from species information to understanding the full situation of the fish. We're eager to help the many chefs our industry takes to ensure that the seafood from our waters is healthy not only for your body but for the environment and Alaska communities as well."

## RETAIL MERCHANDISING

ASMI conducted a quarterly review of the Alaska seafood offering in the UK retail market. This includes coverage of all counter, chilled, ambient and frozen products that can be attributed to the Alaska origin. The review features the major retailers, smaller players such as Budgens and Wholefoods, as well as online retailers and the wholesalers, Costco and Booker. Products highlighted are either new to store, a continued promotion, more expensive than previously or less expensive.

### ASDA Alaska Pink Salmon Fillet Campaign

To promote their (frozen) wild Alaska pink salmon fillets, ASMI NEU ran a retail campaign with the UK supermarket ASDA. Vitamin D has become a popular talking point amongst UK consumers as consuming high levels of the vitamin has been linked to a lower chance of catching Coronavirus. The campaign positioned wild salmon alongside the Vitamin D story and consisted of banners on the ASDA website which drove traffic to an ASMI branded page.



### Fish Tales Partnership

ASMI NEU partnered with Fish Tales for two promotional campaigns in the Albert Heijn supermarket chain located in The Netherlands. Albert Heijn has 959 stores in The Netherlands.

### Partnership with Albert Heijn and Pairing with Asparagus

In April, Albert Heijn had a nationwide marketing campaign about asparagus as the asparagus season began. The ASMI activity paired asparagus with sockeye salmon fillets and took place in 400 Albert Heijn supermarkets. The campaign ran from 5<sup>th</sup> - 12<sup>th</sup> April.

## Eastern Europe

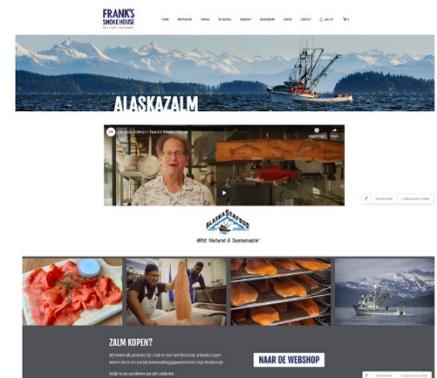
In May, ASMI NEU ran a retail campaign to promote canned pink salmon. The campaign ran from May 17<sup>th</sup> – 30<sup>th</sup> and included a shelf wobblers (located in front of the product), an aisle poster (located at the end of each aisle) and a recipe card located at the store entrance.



### Collaboration with Grutto

Tales seafood boxes containing Alaska salmon which were distributed to customers in the Netherlands. Each box contained hot smoked Yukon keta salmon, cold smoked sockeye salmon and a fresh (frozen) plain fillet of keta salmon.

The promotional activity included a leaflet in every box which provided information about Alaska seafood, a recipe card with information on how to use the products, a QR code bringing a video relating to the Alaska fishing community and a social media promotion plan including advertising. There were 40,000 boxes sold. Grutto currently sell more than €20million in total, including beef pork and chicken. They think that seafood could make up 25% of total sales in the future.



### Partnership with Frank's Smoke House

Partnering with the importer, wholesaler, producer, retailer and food service business Frank's Smoke House, ASMI NEU have created a multi-faceted online campaign. This ensured that when searching online for salmon or salmon related products they are led to Frank's Smokehouse listing and then brought to a dedicated Alaska salmon page, which is incorporated in Frank's website. The campaign will continue into FY22.

**Dedicated landing page:** <https://www.smokehouse.nl/alaskazalm/>

### Packing Redesign Project with Vici Surimi Royale

ASMI NEU invested in the packaging redesign costs of the Vici Surimi Royale product which now includes the Alaska Seafood logo on the front of the pack. Vici's Surimi Royale is available to buy in both UK retailers Ocado and Sainsbury's. Vici will also run an influencer campaign next fiscal year to promote the new-look packaging to consumers.



## Eastern Europe

### FOODSERVICE ADVERTISING/PUBLIC RELATIONS

#### *Collaboration with Seafood Connection to Promote Kibbeling*

Kibbeling is a well-known Dutch product. ASMI NEU worked with Seafood Connection on a campaign to promote Alaska Pollock Kibbeling in the Netherlands. The campaign will run until the end of Q4.

#### *The Chef's Forum and Food for Life*

ASMI NEU partnered with The Chef's Forum - a leading chef's organization. The partnership included several different activations including a VIP Chef Menu Development Day, which involved well-known chefs creating a dish of their choice using either Alaska king crab, black cod, sockeye salmon, pollock, yellowfin sole or keta caviar. The partnership with the Chef's Forum will continue into next fiscal year and the activity will include a Seafood Chef of the Year Competition, a Seafood Restaurant guide and college visits to promote Seafood U.



The Food For Life programme is about making good food the easy choice for everyone – making healthy, tasty and sustainable meals the norm for all to enjoy, reconnecting people with where their food comes from, teaching them how it's grown and cooked, and championing the importance of well-sourced ingredients.

#### *Raising Awareness of Alaska Seafood with Young's Foodservice*

ASMI worked with Young's Foodservice to raise awareness of Alaska product to school caterers and in turn increase the number of schools that are using wild Alaska seafood on their menus. Young's distributed emails which included recipe inspiration and featured Alaska Pollock, Salmon Pieces and Fish Fingers.

#### *Food Teachers Centre and Fish in School Hero programme*

In order to promote the preparation, cooking and consumption of sustainable fish and seafood with the next generation ASMI NEU worked with the Food Teachers Centre and Fish in School Hero programme.

The partnership will continue into FY22.

- ASMI created 2 x 10-minute videos with chef Dhruv Baker to be promoted to teachers for them to teach in their classes

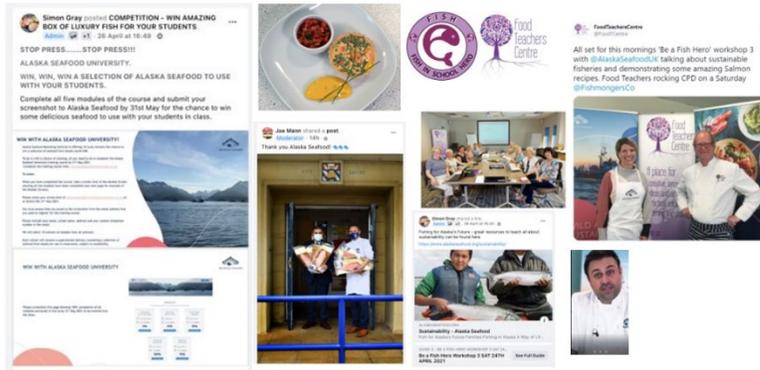
#### Videos:

<https://www.dropbox.com/sh/mf1ttz7z655ybfz/AABUM184xyETfygryJdSWuK2a?dl=0>



- ASMI will also provide 10,000 pink salmon portions for students to cook with in their practical classes (postponed until September due to Coronavirus)
- ASMI carried out a teacher's workshop to educate the teachers on Alaska seafood benefits
- launched Seafood U to the teachers for them for use as a blended learning tool for their students. Gave 10 teachers the opportunity to win £40 worth of wild Alaska seafood from Ocado

# Eastern Europe

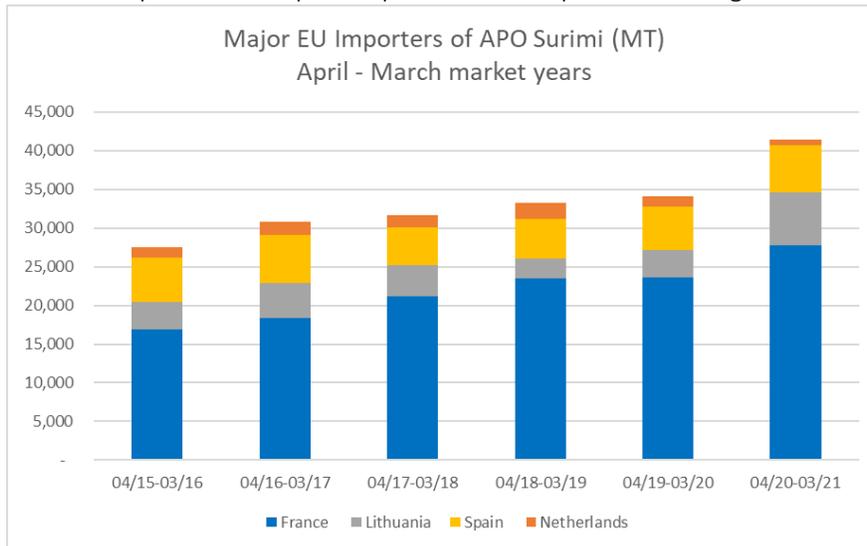


## SOUTHERN EU (SPAIN, PORTUGAL, ITALY)

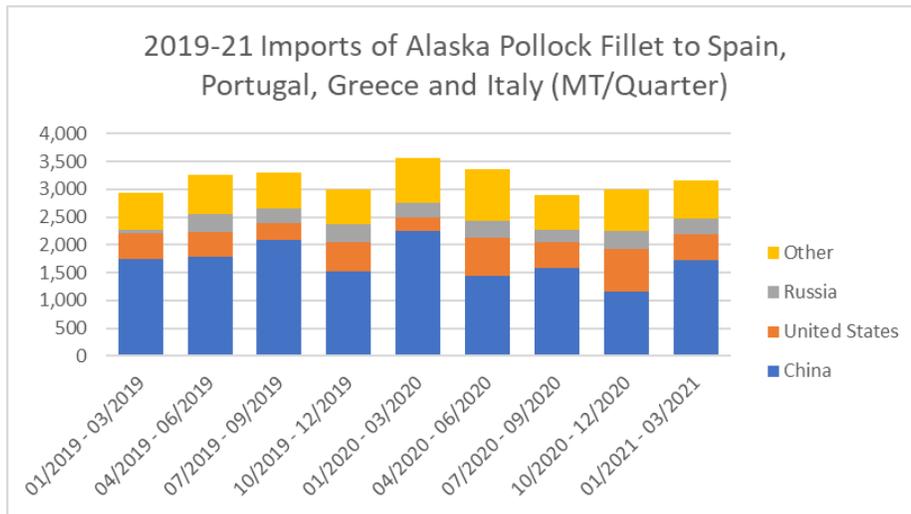
### MARKET UPDATE

In this report we are able to analyze the first full year of SEU imports since the beginning of the Covid-19 pandemic.

SEU Market for Alaska Pollock Surimi: Demand for surimi products has strengthened over the past year. Spain is the only SEU country with significant surimi production. Spain imports of Alaska pollock surimi grew 9% in the year since April 2020.

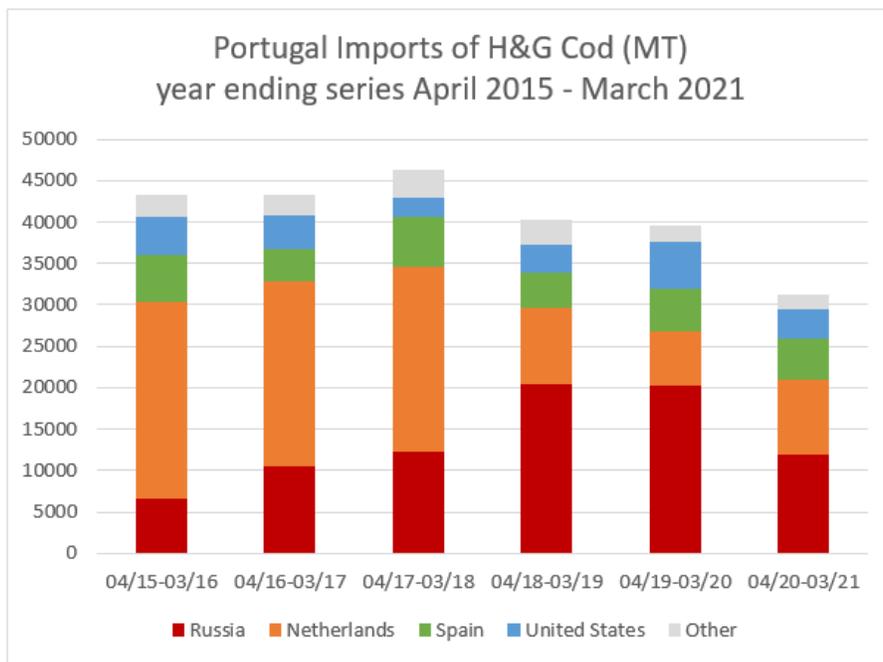


Source: Trade Data Monitor



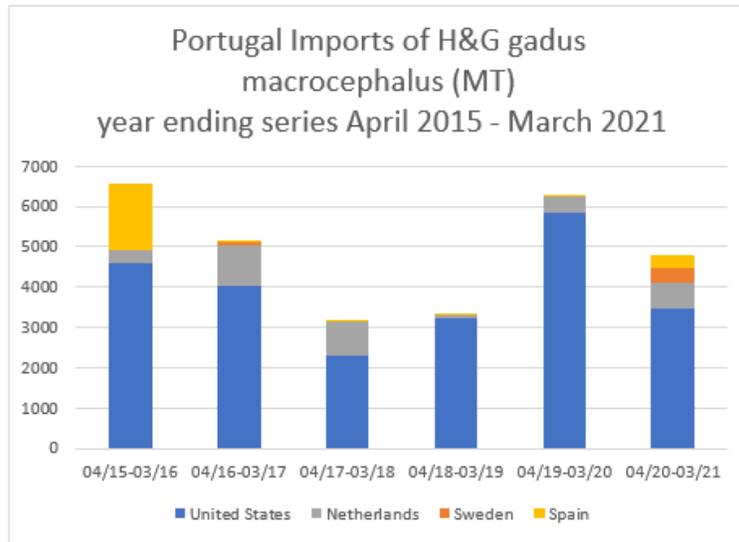
Source: Trade Data Monitor

Portugal is the predominant SEU importer of frozen H&G cod, almost all of which is salted and sold in the domestic market, or exported to Brazil, France, Italy, and other markets. Imports (below) from the Netherlands are mostly Norwegian *gadus morhua*.

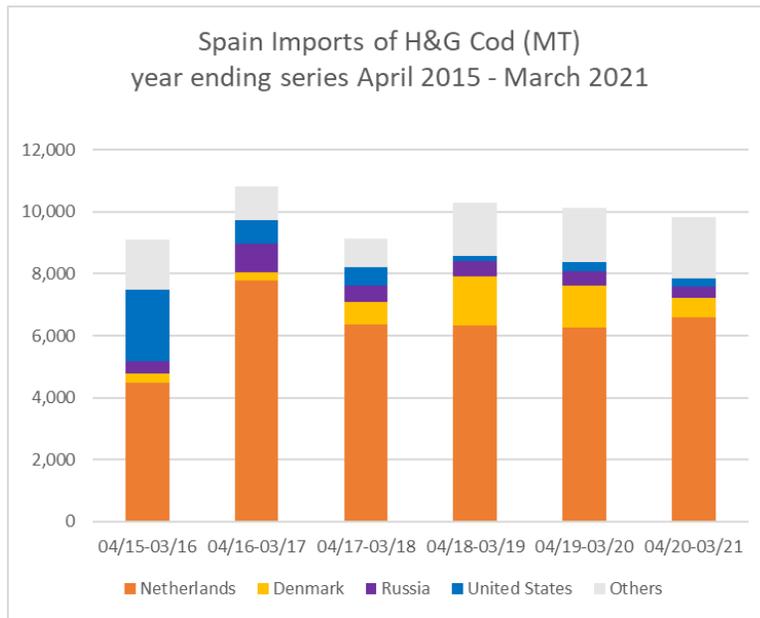


Source: Trade Data Monitor

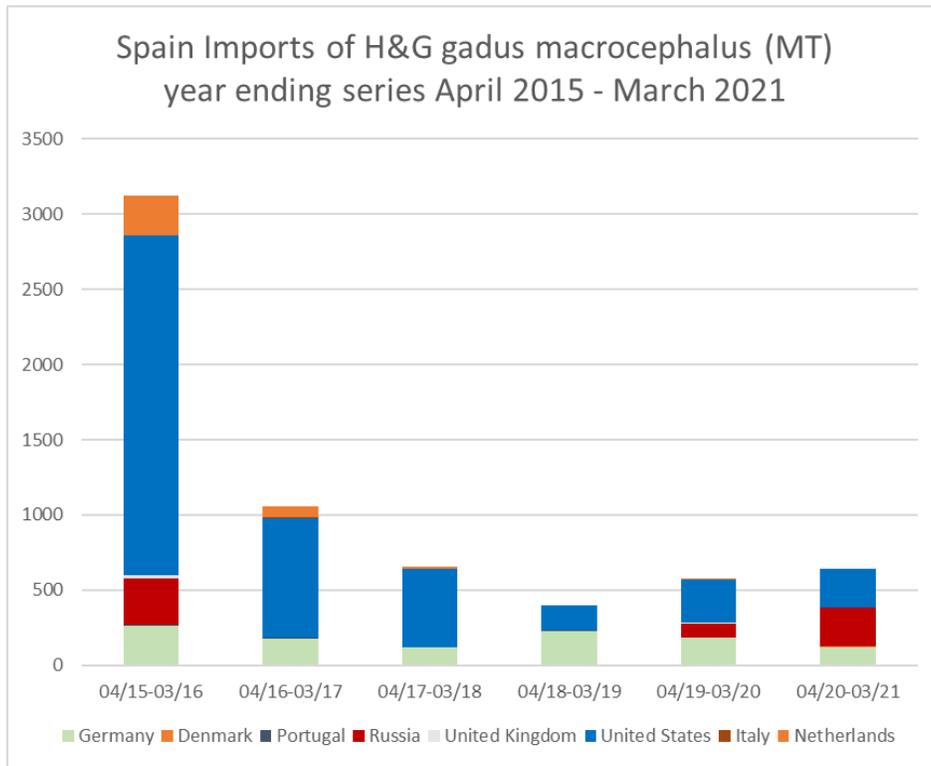
Alaska cod continues to dominate the Portuguese market for macrocephalus.



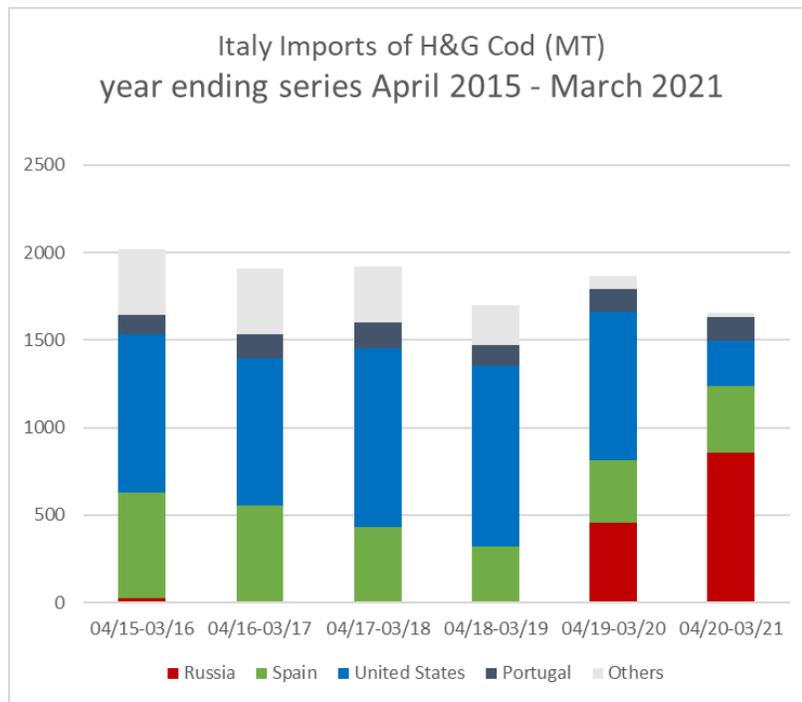
Source: Trade Data Monitor



Source: Trade Data Monitor



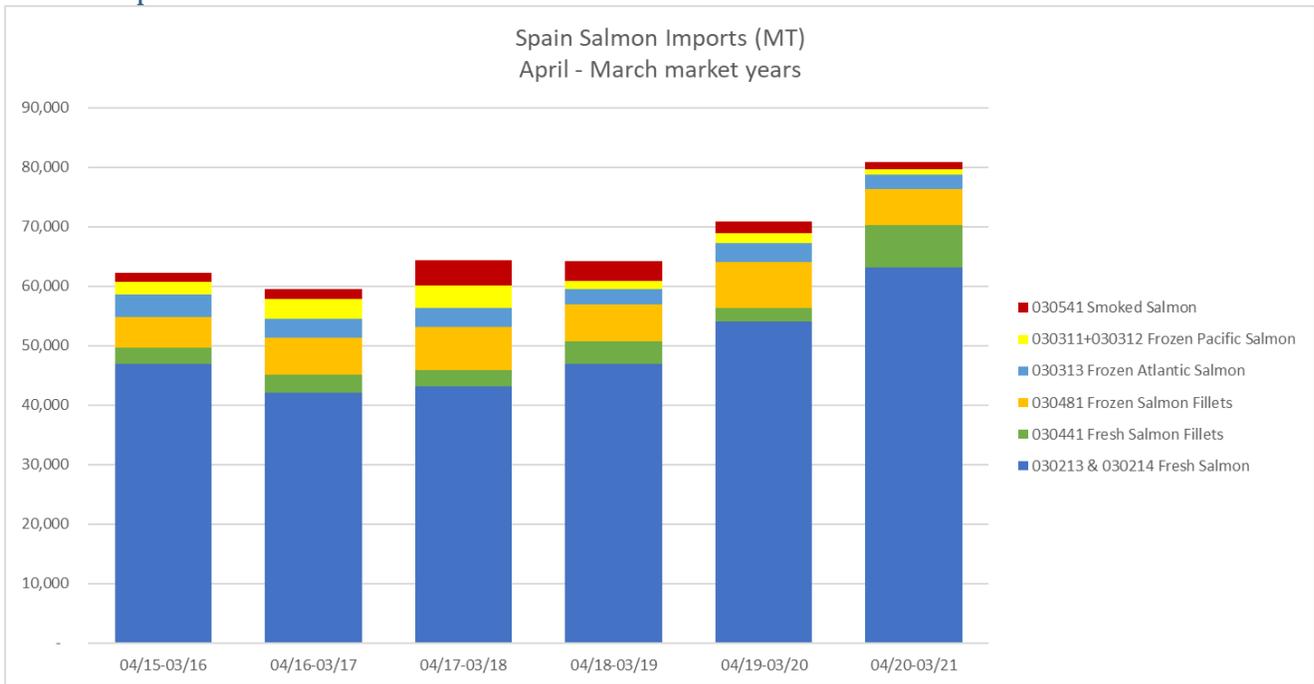
Source: Trade Data Monitor



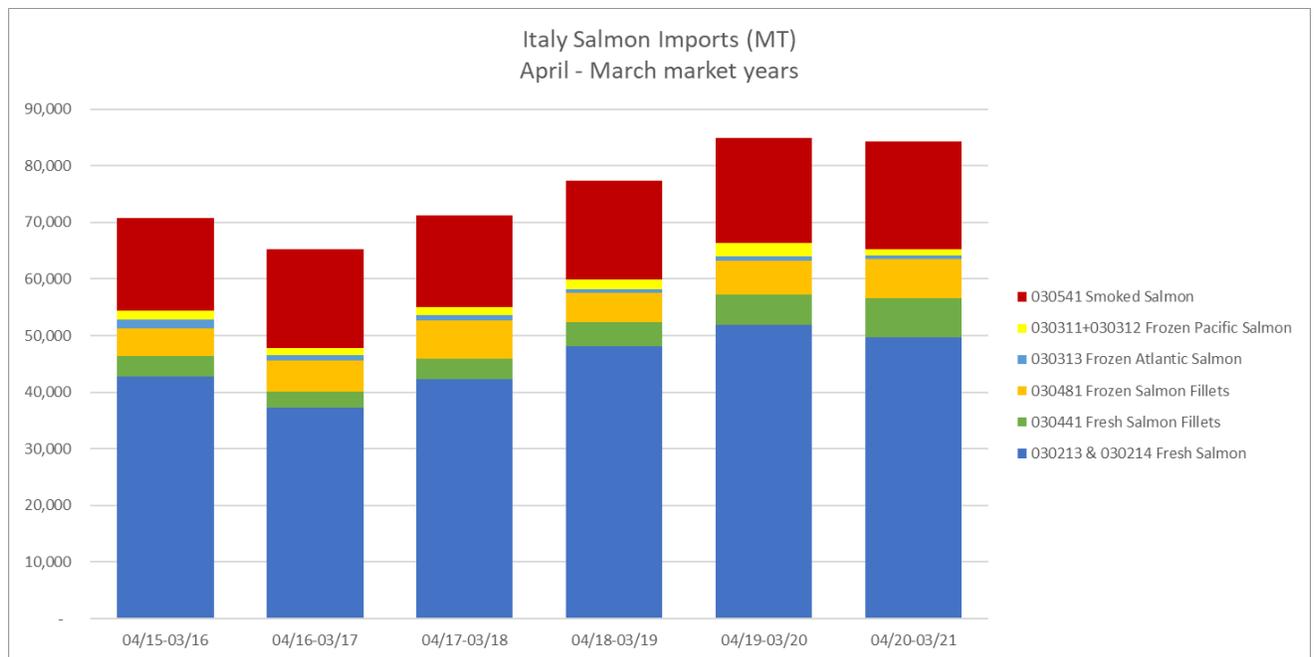
Source: Trade Data Monitor

Demand for salmon continues to grow in Italy and Portugal, has been relatively steady in Italy, and declined sharply last year in Greece most likely due to the decline in tourism.

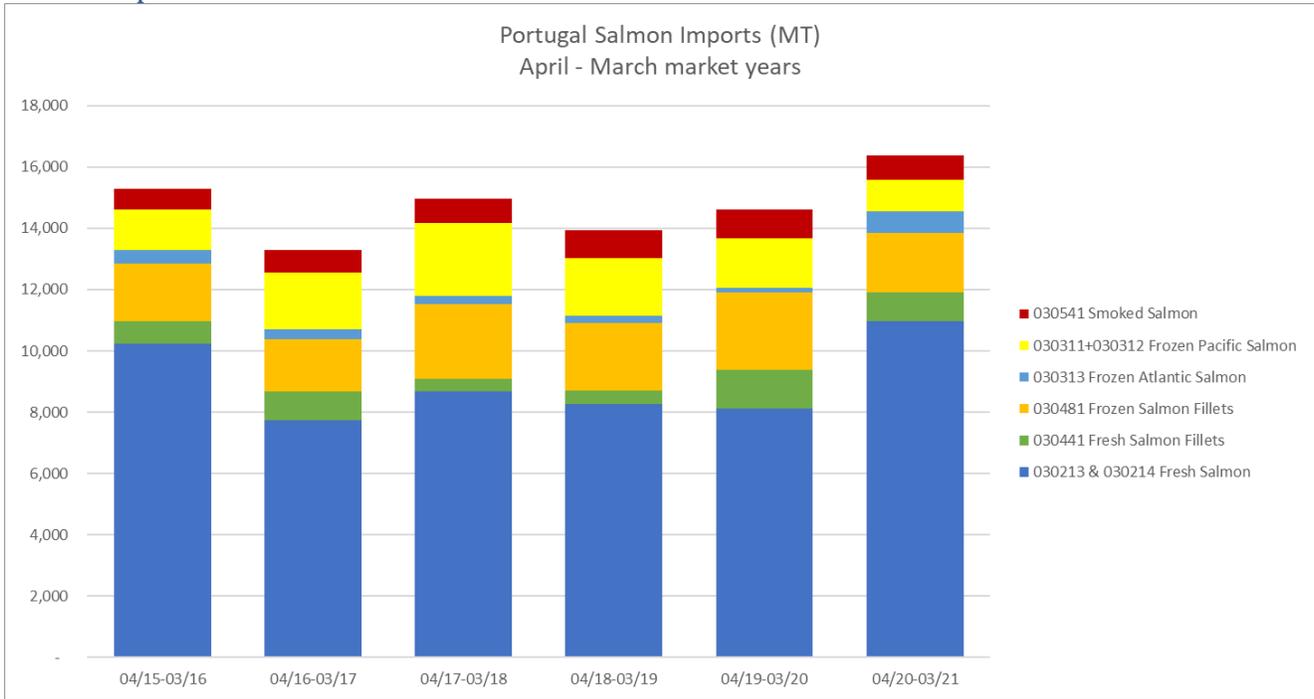
# Eastern Europe



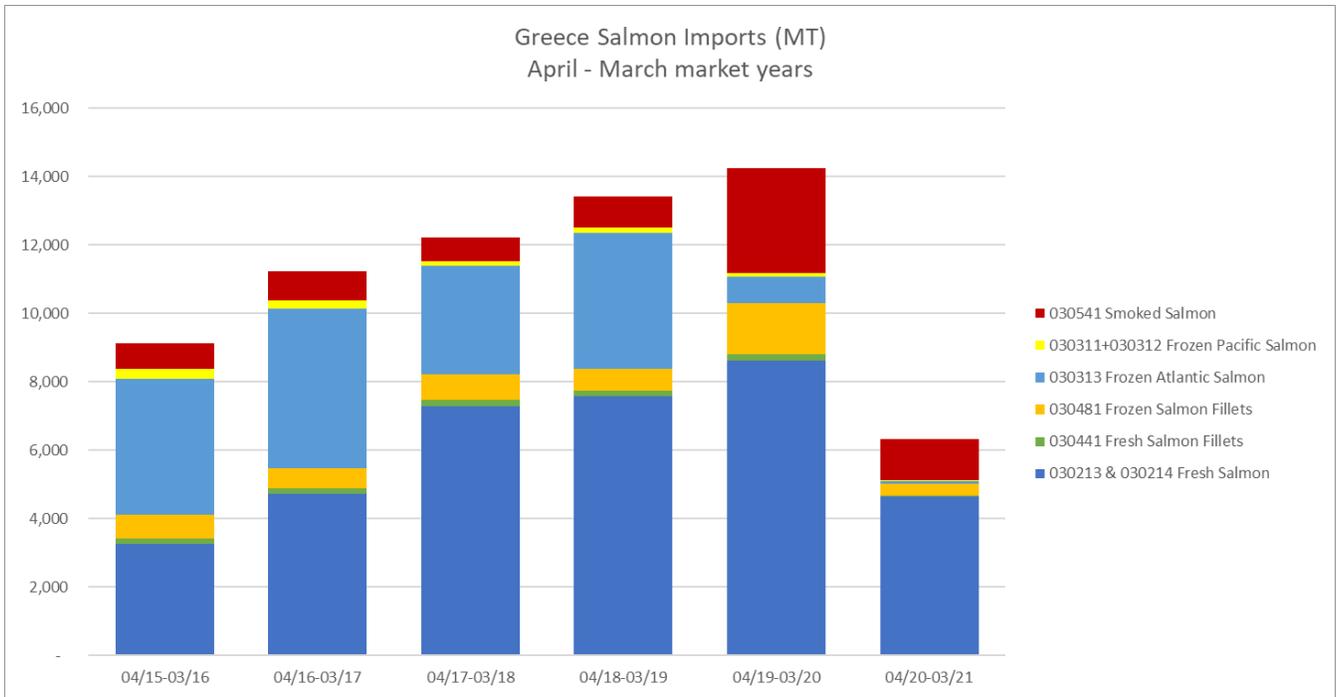
Source: Trade Data Monitor



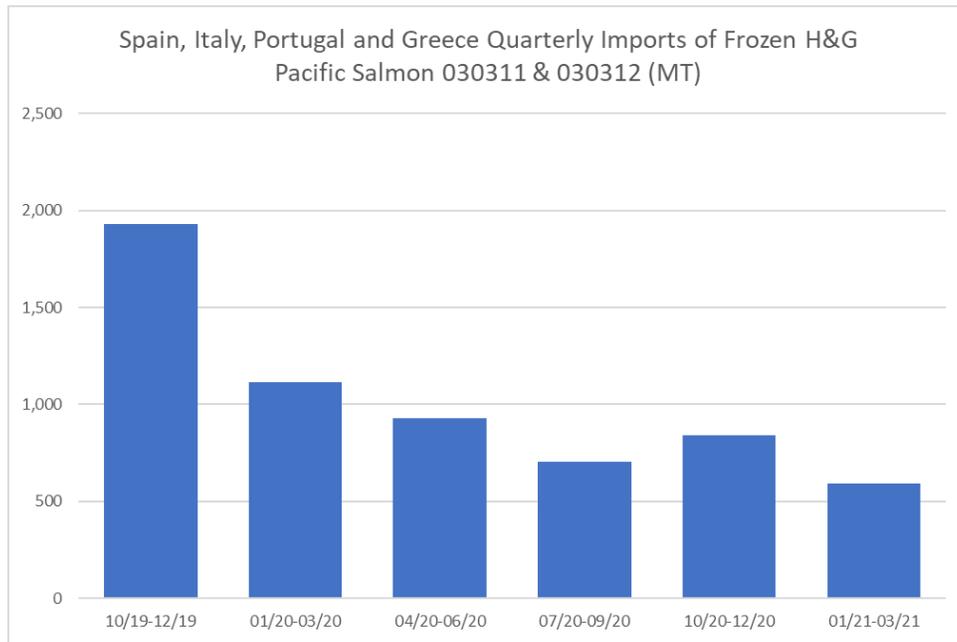
Source: Trade Data Monitor



Source: Trade Data Monitor



Source: Trade Data Monitor



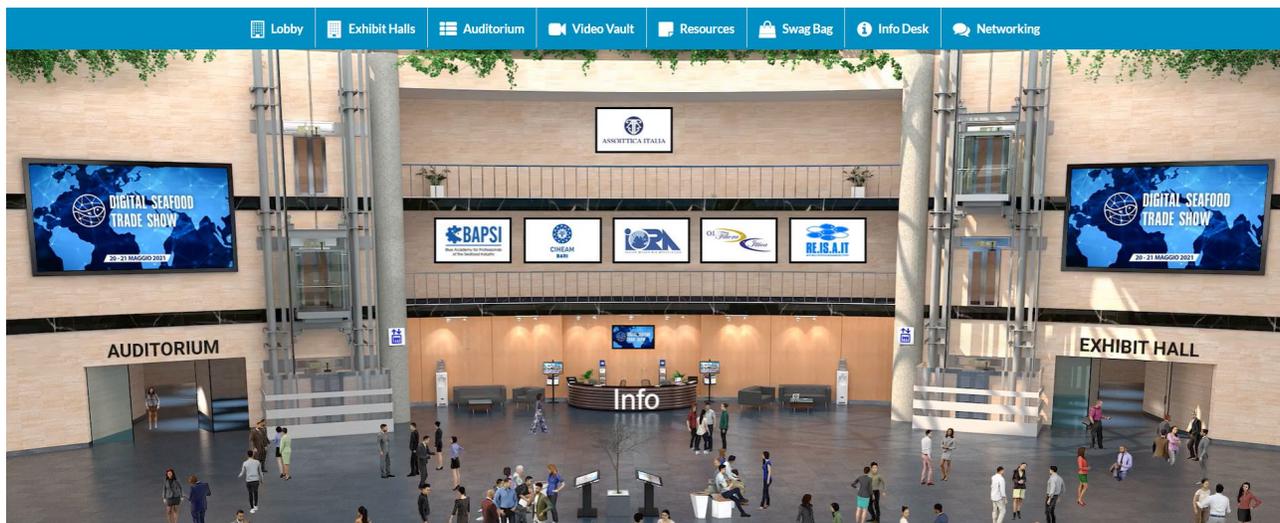
Source: Trade Data Monitor

## ACTIVITY UPDATE

### TRADE SHOWS

#### *Italy's First Digital Seafood Trade Show*

On May 20-21, ASMI SEU participated in the first Italy's first Digital Seafood Trade show organized by the Italian seafood industry association Assoitica. 58 companies from Italy and other countries exhibited in the trade show.



ASMI and five Alaska seafood exporters participated in the show, with virtual booths where visitors could chat with company representatives and download reference materials, both printed and videos.

### Alaska Seafood booth

The participating Alaska seafood exporters and local distributors were:

- [Silver Bay Seafoods](#)
- [Pacific Ocean Foods](#)
- [Sogda](#)
- [Ocean Beauty Seafoods](#)
- [Wild Alaska Salmon](#) (Spain)

During the trade show, ASMI reps David McClellan and Anastasiia Talalay contacted numerous old partners and met five new trade contacts (see Trade Leads at the end of this report). According to the [www.digitalseafoodtradeshow.com](http://www.digitalseafoodtradeshow.com) post-event report:

Total number of visits to the ASMI booth: 87

Total number of unique visitors: 48

Documents Viewed: 141

Videos Viewed: 16

Participating Alaska exporters reported:

Nº buyers met with during the trade show:

- Reports ranged from 0 to 5.

Estimated value of company's on-site sales of Alaska seafood:

- All companies reported \$0 in sales

Estimated 12-month projected sales generated by contacts made at Italy Digital Trade Show:

- Reports ranged from \$0 to \$50,000

Recommendations for a more effective virtual trade show:

- Show visitors were identified by name only, with no company information. This greatly limited all chat functions.
- There was no way to schedule meetings in advance. This would have made for a much more efficient show, especially with large time zone differences between exhibitors and visitors.
- Organizers expected group chat categories to be created spontaneously. This did not happen. Group chats are an interesting function but need to be set up and led by the organizers, at least initially. And as stated before, participants' company information needs to be displayed.

Evaluation Summary: A good seafood trade show in Italy would be an especially useful platform for ASMI and Alaska exporters to contact with the many Italian seafood companies that do not currently work with Alaska products and who we do not meet at the Seafood Expo Global and CONXEMAR shows. We support Assoittica's efforts to establish a seafood trade show for Italy, virtual and/or in person. This year's show was disappointing, but we will work with Assoittica to help make their 2022 show bigger and better.

Seafood Trade Conference: Alaska Seafood participated in Assoittica's seafood trade conference held on both days of the trade show. On May 21, Julianne Curry of OBI Seafoods represented the Alaska Seafood industry with a presentation of the impacts of COVID-19 on the Alaska fishing industry (see excerpts below).

## RETAIL MERCHANDISING

### *Wild Alaska King Salmon Point-of-Sale Promotions with the El Corte Inglés Supermarket Chain*

During April and May 2021, ASMI-SEU organized a series of wild king salmon in-store promotions in the fresh seafood sections of 54 of the largest El Corte Inglés supermarkets in Spain and Portugal. Unable to conduct in-store tastings as in the past due to Covid-19 restrictions, participating seafood departments offered a free sample (usually a steak) of Alaska king salmon with the purchase of another Alaska salmon, either sockeye or coho depending on the store. Each store was sent four king salmon for these promotions which lasted one to

## Eastern Europe

two weeks in each store, depending on their sales volume. The El Corte Inglés supermarket chain was chosen for this exceptional promotion because they have perhaps the best fresh seafood offerings of any chain in Spain and Portugal, and because their clientele are generally the more affluent and quality-conscious consumers that ASMI targets with its wild Alaska salmon promotions. Their Alaska sockeye, coho, and king salmon sell for two to four times the price of farmed salmon and so is not within reach of the general public. El Corte Inglés is one of Alaska Seafood's flagship retailers in the Iberian Peninsula.

Each El Corte Inglés seafood department gave their wild Alaska salmon a central position on the ice table and drew attention to the promotion with ASMI's new Alaska king salmon promotional brochures.

The El Corte Inglés of Ferrol, Galicia reported sending Alaska king salmon samples to one of their good customers, the Gran Hotel of Ferrol, so that they could try king salmon for the first time. Their chef commented that the king salmon was flavorful but drier than the salmon they usually use. This is in fact the most common negative feedback from customers that try wild salmon for the first time. Accustomed to farmed salmon, many find that wild salmon does not have the fatty consistency they expect from salmon, especially because they often overcook it. For this reason, we specifically asked Chef Mikel López Iturriaga to focus his El Comidista chef demo video on how to cook wild salmon correctly.



**Selvagem**  
O salmão real é um dos maiores caracóis do Pacífico. Nasce ainda no estuário de águas e escórias frias, livres e oxigenadas.

**Tamanho**  
O maior dos 5 espécies de salmão do Alasca, com um peso de 2-15 kg.

**Aplicações**  
O sabor intenso da carne do salmão real é o seu diferencial. Experimente preparar as seguintes receitas para melhores resultados e grandes delícias.

**Carne**  
O salmão real tem uma carne macia e muito saborosa de por sempre delicada.

**OS 5 PILARES DE SUSTENTABILIDADE DO ALASKA**  
O salmão selvagem é um dos recursos mais apreciados do Alasca. O nosso compromisso com os esforços para garantir a sua durabilidade é baseado em práticas e procedimentos das empresas e organizações responsáveis por fazer cumprir a lei, a sustentabilidade não é opcional para nós.

A sustentabilidade das habitações do Alasca, como os recursos, também é uma prática profundamente integrada. O nosso compromisso com a sustentabilidade também se reflete no respeito ambiental realizado pelo Alasca para garantir a preservação das áreas protegidas do mar, atualizando a para as grandes, pequenas e pequenas culturas.

TRABALHO JUSTO | DIREITOS ANIMAIS | TRANSPARÊNCIA | RESPONSABILIDADE SOCIAL | CÍVICO

**Salmão selvagem de Alasca grelhado no churrasco com molho pesto de menta e maiz jicama**

**INGREDIENTES PARA 2 PESSOAS**  
- 100 g de salmão real de Alasca - 1 kg de batatas - 10 g de azeite - 1 colher de sopa de molho pesto de menta e maiz jicama - 1 colher de sopa de molho pesto de menta e maiz jicama

**PREPARAÇÃO**  
1. Corte o salmão real em pedaços de 100 g. 2. Corte as batatas em cubos de 2 cm. 3. Coloque o salmão real e as batatas em uma frigideira com o azeite e o molho pesto de menta e maiz jicama. 4. Cozinhe até o salmão real estar cozido e as batatas douradas. 5. Sirva com o molho pesto de menta e maiz jicama.

**Poke de salmão selvagem do Alasca**

**INGREDIENTES PARA O MOLHO DE MACIEIRÃO:** 1 xícara de molho de soja (236 ml), 1/4 xícara de óleo de semente de linhaça (100 ml), 1 colher de sopa de açafrão em pó, 1 colher de sopa de gengibre picado.

**INGREDIENTES PARA O POKÉ:** 1 filé de salmão real do Alasca cortado em cubos de 1,5-2 cm, 1 xícara de arroz cozido em cubos de 1,5-2 cm, 1/2 xícara de cenoura cortada em cubos de 1,5-2 cm, 1/2 xícara de feijão cozido (também a partir de soja), 2 colheres de sopa de sementes de abacaxi torradas.

**BANHA:** Para a base, prepare o molho misturando os ingredientes de macieira e o molho de salmão real do Alasca cortado em cubos e deixar descansar por 10 minutos. Para a base, misture o molho de macieira e o molho de salmão real do Alasca cortado em cubos e deixar descansar por 10 minutos. Para a base, misture o molho de macieira e o molho de salmão real do Alasca cortado em cubos e deixar descansar por 10 minutos.

**PREPARAÇÃO:** Preparar o molho misturando os ingredientes de macieira e o molho de salmão real do Alasca cortado em cubos e deixar descansar por 10 minutos. Para a base, misture o molho de macieira e o molho de salmão real do Alasca cortado em cubos e deixar descansar por 10 minutos.

**Alasca**  
um modelo mundial de pesca sustentável

**É possível uma pesca sustentável?**  
É possível uma pesca sustentável, que respeite o meio ambiente e garanta a manutenção dos stocks no futuro?

**Há décadas que o Alasca demonstra que isso é possível com:**

- ▶ Controlos permanentes dos animais e ecossistemas marinhos afetados por atividades.
- ▶ Controlo externo e rigoroso dos pescadores e da pressão pesqueira.
- ▶ Vontade política, apoiada pela indústria pesqueira, as comunidades e os cidadãos, para atribuição dos dinheiros públicos e o apoio legislativo necessário.

**WILD ALASKA SALMON**  
**ALASKA SEAFOOD**

**Salmão Real Selvagem do Alasca**

A unidade com: **600g/10oz**



## Eastern Europe

### *A Perfectly Cooked Salmon and 3 Applications*

El Comidista <https://elcomidista.elpais.com/> Chef Demo Video  
published May 10-17, 2021



### *Translation of new ASMI Sustainability Materials*

ASMI new brochure “Alaska Seafood. Our Sustainability Story” was translated into Spanish, Italian and Portuguese.

### *Translation of new Frozen Alaska Seafood Quality Leaflet*

ASMI new leaflet “Frozen Alaska Seafood Quality” was translated into Spanish, Italian and Portuguese.

### *Promotion of Wild Alaska Salmon at Eataly*

Eataly is a chain of large format Italian marketplace comprising a variety of restaurants, food and beverage counters, bakery, retail items, and a cooking school.

From the 15th-16<sup>th</sup> of May wild salmon of Alaska was promoted in nine Eataly stores in Pinerolo, Monticello, Genoa, Milan, Trieste, Florence and Piacenza, and from 22-23 May, in Rome and Turin. Two major Italian importers supported the promotion: Wild Salmon and Salmon&Co (FoodLab Academy).

The main promoted variety was sockeye. People could sample smoked salmon, Fishburgers and sockeye carpaccio, provided by Salmon&Co, and smoked salmon by Wild Salmon company.



*Wild Alaska Sockeye Salmon Burger Ad in NaturaSi Store Chain Flyers & Magazine*

ASMI-SEU placed a series of three advertisements in the flyers and magazine of the 300-store Italian natural foods retail chain NaturaSi in May and June of 2021.

- May 2021: NaturaSi flyer ad for smoked Wild Alaska Sockeye Salmon, Salmon & Co. brand.
- June 2021: NaturaSi flyer ad for the new Wild Alaska Sockeye Salmon Burger, Salmon & Co. brand
- June 2021. magazine ad for the new Wild Alaska Sockeye Salmon Burger, Salmon & Co. brand

During this period, NaturaSi offered a 15% price discount on the product.

invito alla prova
invito alla prova

dal 28 aprile all'1 giugno 2021

|  |   |  |
|--|---|--|
| <p><b>Schinkenspeck prosciutto affumicato HAVELAND</b><br/>affetto<br/><b>€ 3,24</b><br/>SC - 10% € 3,60<br/>€ 32,40 al kg<br/>€ 32,40 al kg</p>                             | <p><b>Carpaccio di salmone reale crudo SCANDIA</b><br/>100 g<br/><b>€ 22,41</b><br/>SC - 10% € 24,90<br/>€ 224,10 al kg<br/>€ 224,10 al kg</p>                    | <p><b>Salmonc selyaggio d'Alaska affumicato Sockeye SALMON &amp; CO.</b><br/>100 g<br/><b>€ 7,22</b><br/>SC - 15% € 8,50<br/>€ 72,20 al kg<br/>€ 66,00 al kg</p> |
| <p><b>Filetti di scorfano atlantico WILD OCEAN</b><br/>500 g / sgocc. 450 g<br/><b>€ 14,85</b><br/>SC - 10% € 16,50<br/>€ 33,00 al kg<br/>€ 33,00 al kg</p>                  | <p><b>Facchi di segale IL FIOR DI LOTO</b><br/>500 g<br/><b>€ 2,11</b><br/>SC - 10% € 2,35<br/>€ 4,22 al kg<br/>€ 4,22 al kg</p>                                  | <p><b>Pachino grano saraceno senza glutine ZERGLUTINE</b><br/>180 g<br/><b>€ 3,91</b><br/>SC - 10% € 4,35<br/>€ 21,72 al kg<br/>€ 21,72 al kg</p>                |
| <p><b>Tigella di grano tenero tipo 2 BAULE VOLANTE</b><br/>250 g<br/><b>€ 2,16</b><br/>SC - 10% € 2,40<br/>€ 8,64 al kg<br/>€ 8,64 al kg</p>                                 | <p><b>Galette mais, lenticchie e fagioli neri FIOR DI LOTO</b><br/>100 g<br/><b>€ 1,39</b><br/>SC - 10% € 1,55<br/>€ 13,90 al kg<br/>€ 13,90 al kg</p>            | <p><b>Linguine, Strozzapreti Senatore Cappelli GIROLAMONI</b><br/>500 g<br/><b>€ 1,87</b><br/>SC - 15% € 2,20<br/>€ 3,74 al kg<br/>€ 3,74 al kg</p>              |
| <p><b>Semi di girasole IL CERRETTO</b><br/>300 g<br/><b>€ 3,51</b><br/>SC - 10% € 3,90<br/>€ 11,70 al kg<br/>€ 11,70 al kg</p>   | <p><b>Pappardelle, Tagliolini Tagliatelle all'uovo 1800 PREGIATA DIMORA</b><br/>250 g<br/><b>€ 1,75</b><br/>SC - 10% € 1,95<br/>€ 7,00 al kg<br/>€ 7,00 al kg</p> | <p><b>Maltagliati all'uovo 1800 PREGIATA DIMORA</b><br/>400 g<br/><b>€ 1,75</b><br/>SC - 10% € 1,95<br/>€ 4,38 al kg<br/>€ 4,38 al kg</p>                        |
| <p><b>Olive verdi, nere denocciolate in salamoia BIORGANICA NUOVA</b><br/>680 g / sgocc. 370 g<br/><b>€ 4,95</b><br/>SC - 10% € 5,50<br/>€ 13,38 al kg<br/>€ 13,38 al kg</p> | <p><b>Olive Peranzana al naturale Demeter BIORGANICA NUOVA</b><br/>180 g<br/><b>€ 2,16</b><br/>SC - 10% € 2,40<br/>€ 12,00 al kg<br/>€ 12,00 al kg</p>            | <p><b>Capperi in aceto BIORGANICA NUOVA</b><br/>140 g<br/><b>€ 2,25</b><br/>SC - 10% € 2,50<br/>€ 16,07 al kg<br/>€ 16,07 al kg</p>                              |

dal 2 giugno al 29 giugno 2021

|  |  |  |
|--|--|--|
| <p><b>Uova RIDORA AGRICOLA</b><br/>4 pezzi<br/><b>€ 2,56</b><br/>SC - 10% € 2,85<br/>€ 37,94 al kg<br/>€ 37,94 al kg</p>   | <p><b>Bevanda latte d'asino DONKLY</b><br/>500 ml<br/><b>€ 3,55</b><br/>SC - 10% € 3,95<br/>€ 7,10 al litro<br/>€ 7,10 al litro</p>  | <p><b>Filetti di aeglefino surgelati WILD OCEAN</b><br/>500 g / sgocc. 450 g<br/><b>€ 15,75</b><br/>SC - 10% € 17,50<br/>€ 35,00 al kg<br/>€ 35,00 al kg</p> |
| <p><b>Burger di salmone selvaggio Sockeye SALMON&amp;CO</b><br/>2 x 80 g<br/><b>€ 6,07</b><br/>SC - 12% € 6,90<br/>€ 37,94 al kg<br/>€ 37,94 al kg</p>                         | <p><b>Carpaccio di palpo SCANDIA</b><br/>100 g<br/><b>€ 13,95</b><br/>SC - 10% € 15,50<br/>€ 139,50 al kg<br/>€ 139,50 al kg</p>   | <p><b>Pizza margherita Turanica NATURASI</b><br/>100 g<br/><b>€ 6,21</b><br/>SC - 10% € 6,90<br/>€ 15,53 al kg<br/>€ 15,53 al kg</p>                         |
| <p><b>Olio extra vergine di oliva GOEL BIO</b><br/>750 ml<br/><b>€ 12,15</b><br/>SC - 10% € 13,50<br/>€ 16,20 al litro<br/>€ 16,20 al litro</p>                                | <p><b>Olio extra vergine di oliva CLEARM</b><br/>1 litro<br/><b>€ 11,65</b><br/>SC - 10% € 12,95<br/>€ 12,95 al litro<br/>€ 12,95 al litro</p>                               | <p><b>Olio extravergine di oliva GOEL BIO</b><br/>5 litri<br/><b>€ 68,85</b><br/>SC - 10% € 76,50<br/>€ 15,37 al litro<br/>€ 15,37 al litro</p>              |
| <p><b>Capperi in aceto BIORGANICA NUOVA</b><br/>140 g<br/><b>€ 2,25</b><br/>SC - 10% € 2,50<br/>€ 16,07 al kg<br/>€ 16,07 al kg</p>  | <p><b>Olive verdi, nere denocciolate in salamoia BIORGANICA NUOVA</b><br/>680 g / sgocc. 370 g<br/><b>€ 4,95</b><br/>SC - 10% € 5,50<br/>€ 13,38 al kg<br/>€ 13,38 al kg</p> | <p><b>Olive Peranzana al naturale Demeter BIORGANICA NUOVA</b><br/>180 g<br/><b>€ 2,16</b><br/>SC - 10% € 2,40<br/>€ 12,00 al kg<br/>€ 12,00 al kg</p>       |
| <p><b>Filetti di tonno in olio extravergine di oliva IASA IL GIUSTO</b><br/>200 g / sgocc. 140 g<br/><b>€ 6,97</b><br/>SC - 10% € 7,75<br/>€ 49,79 al kg<br/>€ 49,79 al kg</p> |  |  |

invito alla prova dal 28 aprile all'1 giugno 2021, salvo approvazione dei punti vendita. Le immagini hanno carattere puramente illustrativo. pag 10

invito alla prova dal 2 giugno al 29 giugno 2021, salvo approvazione dei punti vendita. Le immagini hanno carattere puramente illustrativo. pag 9

**TRADE ADVERTISING**

*ASMI-SEU advertising efforts in Q4*

- An article in El Periodico “La solución a la sobrepesca” about the sustainable fisheries
- An article and 3 recipes in El País El Comidista
- Video recipes in El Comidista, featuring wild Alaska salmon
- An article in La Razón “La solución a la sobrepesca” about the sustainable fisheries
- ASMI advertorial in Alimarket magazine, magazine, specialized in HRI and retail
- ASMI advertorials in Costco magazine, issued for Costco clients. One ad features Wild Alaska salmon company.

## Eastern Europe

### TRADE PUBLIC RELATIONS

#### *Videos for H&T Malaga*

H&T Malaga is a trade show in Malaga, Andalusia. Alaska seafood was present in two activities: a cooking demo and a venue presentation using Alaska seafood products. Due to COVID-19 and the insecurity of having a stand at the show, ASMI SEU did not to participate in H&T Malaga as an exhibitor but made two collaborations to present Alaska seafood at the show.

#### *Master Class with Chef Carlos Navarro*

Makro Spain set up a demo booth and held various cooking demos and talks. Within the booth, the chef Carlos Navarro, representing ASMI, conducted a masterclass on “Raw fish on summer menus: how to properly fillet and store the fish and which parts are best suited for different kinds of dishes on your menu”. He used wild sockeye salmon and wore an Alaska Seafood apron.



#### *Presentation Beach Club Higuieron*

H&T organized a “tasting & innovation room”, where people could sign up to learn about new trendy concepts. Beach Club Higuieron presented their new concept in Marbella: a trendy high-end Beach club with signature cocktails and various food bars. Carlos Navarro was in charge of developing the Sushi Bar corner, he uses only top-quality products. Wild Alaska salmon (king and sockeye), Alaska ikura and Alaska black cod were on the menu. During the presentation, he prepared samplings of sockeye salmon roll with ikura and black cod, marinated in miso and sake. The cocktail bar Salmon Guru (top cocktail bar in Spain) did a pairing menu for the sushi bar dishes.



## Eastern Europe

### Kurobi Take-Away Visit

In Malaga, ASMI SEU visited Carlos Navarro's new take-away restaurant Kurobi in Benalmádena, where the ASMI bear is situated. In addition the ASMI logo is placed on the restaurants leaflet.

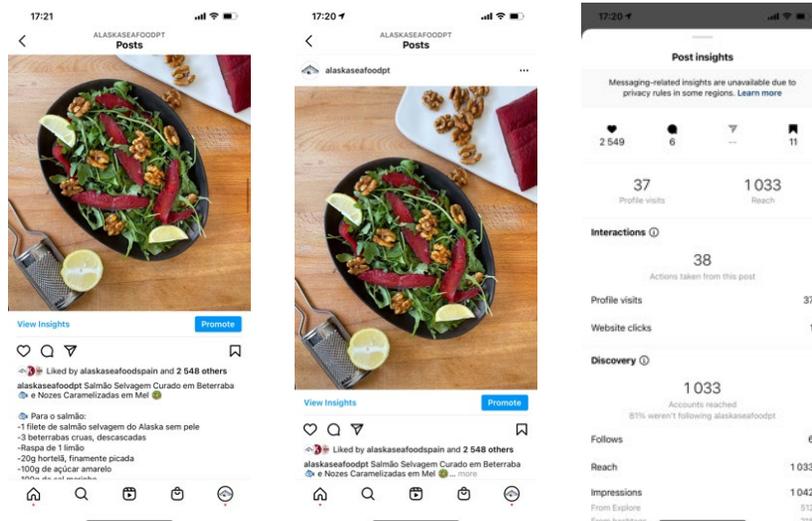


### Instagram Partnership with Ana Viçoso

ASMI SEU partnered with Ana Viçoso, a Portuguese chef. Ana Viçoso coordinated the Alaska Seafood Virtual Dinner in Portugal. She created a new recipe for ASMI Instagram. The main goal was to increase followers on @alaskaseafoodpt.



Cured Alaska Wild Salmon in Beetroot  
2584 likes, 6 comments, 37 visits, 10992 reach



### *Alaska Seafood Virtual Workshop Dinner. Portugal*

ASMI SEU organized a virtual online dinner. The event consisted of a Zoom cooking workshop conducted by the Portuguese chef AnaViçoso. She showed the participants how to prepare the dishes with Alaska seafood products.

The Portuguese journalists and influencers who participated in the event:

- Isabel Zibaia Rafael, Influencer and Book Writer
- Catarina Moura, Journalist for “Sábado” and has a food podcast
- Diogo Lopes, journalist for “Observador”
- Duarte Lebre de Freitas, Epicure and Food Blogger
- Tiago Lopes, Blogger from Ovo Cru

The menu:

- Wild Salmon Ceviche
- Cod Curry with Black Rice
- Moroccan Orange

The ingredients were delivered to the participants. The fish was sent by ASMI local distributor, Nutrifresco. Every participant received an ASMI apron, Alaska Seafood card holder, educational brochures.

Invitation:



Post event survey:

ASMI prepared a google form survey to send to the participants to get their feedback:

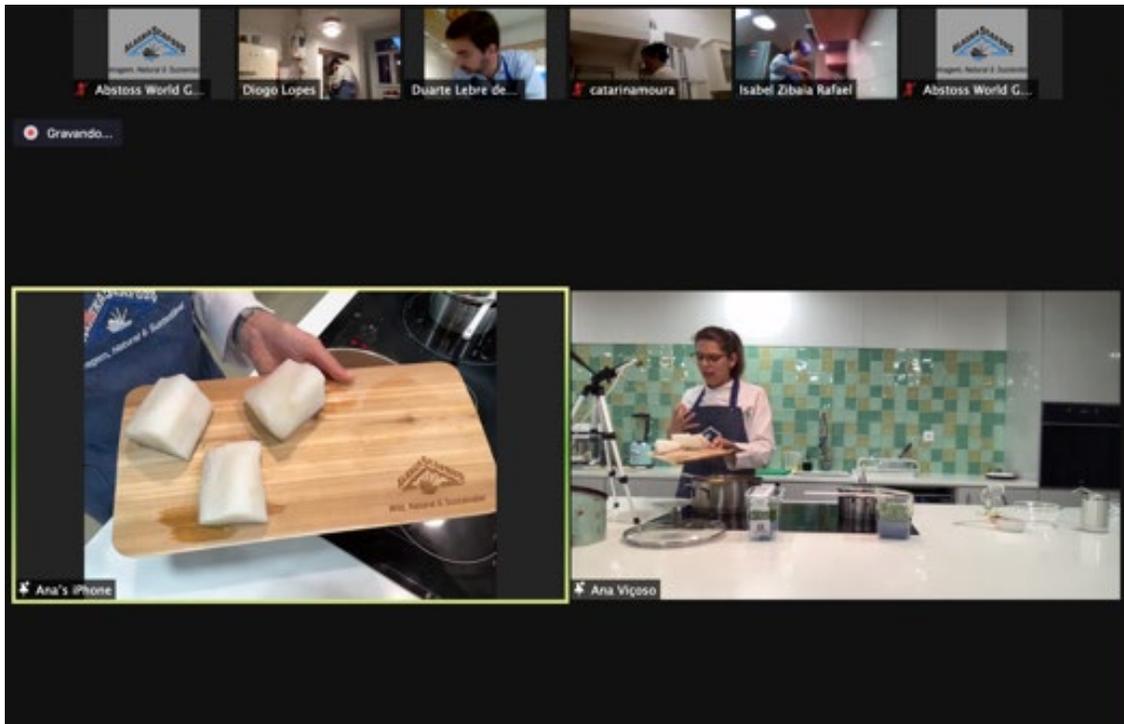
Link: <https://forms.gle/dQpYpcZGqerU4z588>

| QUESTIONS  | SUMMARY ANSWERS                  |
|--|----------------------------------|
| What did you think about the virtual dinner?   | 4,5/5 very interesting           |
| What did you think about the pace of the event? Were you able to follow the chef correctly?  | 4/5 easy to follow               |
| What is your opinion of the salmon?  | 5/5 very good                    |
| What is your opinion of the cod?   | 4/5 very good                    |
| What is your opinion on the information sent to you prior to the virtual dinner? (kit including: brochures, promotional materials etc..) | 5/5 excellent                    |
| Do you believe the kit sent was complete?  | 5/5 yes                          |
| Did you find the activity interesting? Would you recommend it or partake in it again?  | 4/5 very recommendable           |
| What impression would you have if the experience were priced at 50€?   | 3,5/5 ok, but a little expensive |
| What is your opinion concerning the starting time & duration of the event?   | 5/5                              |

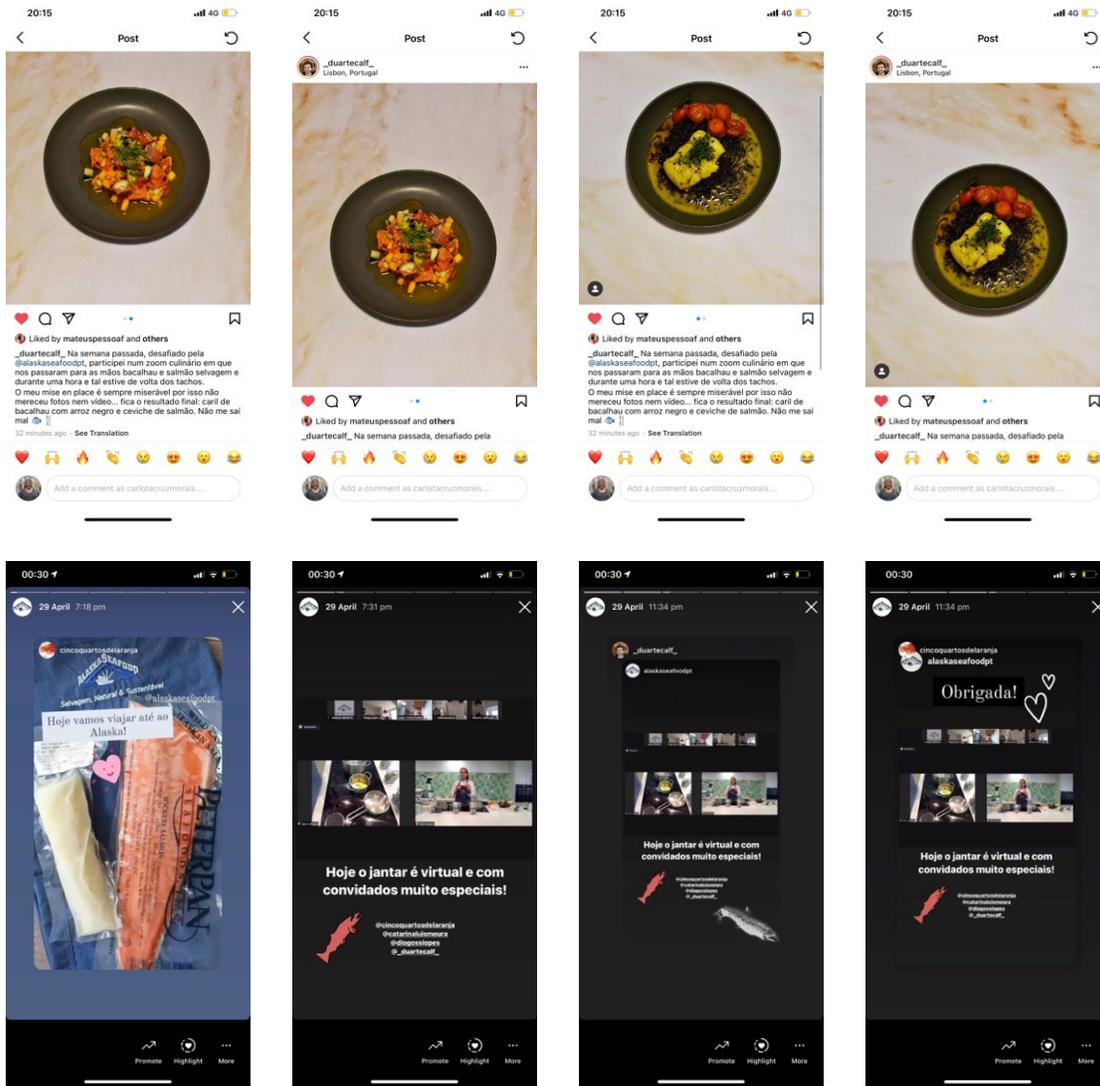
## Eastern Europe

Is there anything you would have changed or improved? & general feedback

- Use more Portuguese dishes
- Send in advance suggestion of dishes to use for plating



## Eastern Europe



### Alaska Seafood Italy Influencer Campaign December 2020 – June 2021

In October 2020, ASMI-SEU began contacting Italian influencers in the food and restaurant sectors to identify those that could best build awareness and acquisition of Alaska seafood products, especially smoked wild Alaska salmon which is by far the most widely distributed Alaska seafood product in Italy. The main goal was to demonstrate that Alaska fish and seafood are ideal ingredients for healthy, quick and easy meals, especially lunches, and how by purchasing Alaskan seafood the consumer promotes sustainable and environmentally responsible fisheries management. Each influencer was instructed to tag the Alaska Seafood Italy Instagram and Facebook page in each of their posts.

The list of the influencers:

Tessa Gelisio

<https://www.instagram.com/tessagelisio/>

Emanuela Foliero

[https://www.instagram.com/emanuelafolliero\\_official/](https://www.instagram.com/emanuelafolliero_official/)

Samantha de Grenet

<https://www.instagram.com/samanthadegrenet/>

Federica Costantini

<https://www.instagram.com/dolcisenzaburro/>

Federico Fusca

<https://www.instagram.com/federicofusca/>

Fra Food Love

<https://www.instagram.com/frafoodlove/>

Camilla Agazzone

[https://www.instagram.com/camilla\\_agazzone/](https://www.instagram.com/camilla_agazzone/)

Lorenzo Carone

[https://www.instagram.com/lorenzo\\_carone/](https://www.instagram.com/lorenzo_carone/)

## Eastern Europe

Juri Spankhmaier Bassani  
Discoveryhealthy  
Giuliano e Cristina  
MichelaTravelling

[https://www.instagram.com/juri\\_spankhmayer\\_bassani/](https://www.instagram.com/juri_spankhmayer_bassani/)  
[https://www.instagram.com/discovery\\_healthy/](https://www.instagram.com/discovery_healthy/)  
<https://www.instagram.com/vuoiassaggiare/>  
<https://www.instagram.com/micmalditravel/>

## FOODSERVICE PROMOTIONS

### *Semana Salvaje Wild Alaska Seafood Week - June 8-13, 2021 in Madrid, Spain*

To celebrate June 8 World Ocean Day and promote awareness of wild Alaska seafood and Alaska's sustainable fisheries management, ASMI-SEU organized its first "Wild Alaska Week" on June 8-13, 2021 in collaboration with nine restaurants in Madrid. Each restaurant offered a special Alaska seafood menu highlighting the quality and versatility of wild Alaska seafood.

Of the participating restaurants, only Atocha 107 was already using Alaska seafood. After working with these products during the *Semana Salvaje*, all the participating chefs said they were interested to introduce at least one new Alaska seafood product on their menus. We believe this promotion will have allowed ASMI to create three to four additional high-profile chef ambassadors of Alaska seafood in the Spanish market.

Participating Restaurants:

|  |  |
|--|--|
| <b>Atocha 107</b> – modern cuisine                               | <b>Fonda Lironda</b> – traditional       |
| <b>El Invernadero</b> – Michelin star – sustainable food concept | <b>Carbon Negro</b> – barbecue and grill |
| <b>Uemura</b> – Japanese   | <b>Umo</b> – Japanese fusion             |
| <b>Eguchi</b> – Japanese   | <b>Kuc place to be</b> – modern fusion   |
| <b>Ovillo</b> – seafood restaurant                               |  |

Before the event, each restaurant received a sample kit (1 king salmon, 1 black cod, 500 g of ikura) to test the products and create the menu. Food photographer Javier Capel took pictures of the chefs and dishes. For the event, each of the restaurants received about 40 kg of king salmon, 40 kg of black cod and 4 kg of Ikura, depending on the size of the restaurant and the dishes each chef planned to prepare for the event.

To promote the event, ASMI placed *Semana Salvaje* advertorials in various publications and websites popular for their restaurant reviews and event agendas.

- **Metropoli:** <https://www.elmundo.es/metropoli/gastronomia/2021/05/28/60b0a6d521efa00b5a8b4664.html>
- **Cocinillas:** [https://www.elespanol.com/cocinillas/actualidad-gastronomica/20210602/pescado-alaska-podras-disfrutar-madrid-semana-salvaje/585692667\\_0.html](https://www.elespanol.com/cocinillas/actualidad-gastronomica/20210602/pescado-alaska-podras-disfrutar-madrid-semana-salvaje/585692667_0.html)
- **Gastroeconomia:** <https://www.gastroeconomy.com/2021/05/9-restaurantes-probar-productos-alaska-madrid/>
- **Cocina Futuro:** <http://cocinafuturo.net/citas-salvajes-pescado-madrid/>

ASMI also invited Madrid's top gastronomic press to lunch or dinner at the participating restaurants:

| Guest             | Company                         | Activity                     | Restaurant     |
|-------------------|---------------------------------|------------------------------|----------------|
| Jonatan Armengol  | Cocina a ciegas & Interecomonia | Digital creator              | Ovillo         |
| Alejandra Feldman | Periodismo gastronomico         | Food journalist & influencer | Uemura         |
| Maria Manzano     | España Directo TVE              | TV presenter                 | Uemura         |
| Yanet Acosta      | Bonviveur magazine              | Writer & food journalits     | El Invernadero |
| Raquel Castillo   | Gastroactitud                   | Food journalist              | Atocha         |
| Toni Baena        | Antena 3 noticias               | TV presentor                 | Atocha         |
| Ivan Cubells      | Grupo Expansión                 | Written/online press CEO     | Ovillo         |
| Mayte Lapresta    | Sobremesas                      | Online f&b magazine editor   | Kuc            |

## Eastern Europe

|                          |                             |                              |              |
|--------------------------|-----------------------------|------------------------------|--------------|
| Concha Crespo            | Freelance journalist        | Food journalism              | Kuc          |
| Ana Toribio              | Gastro&Style                | Online magazine editor       | Umo          |
| Eva Correa               | El Español                  | Journalist                   | Umo          |
| Jose Miguel + RTVE group | Cominport & representatives | Supplier & radio presenters. | Carbon Negro |
| Laura Grani              | Freelance                   | F&B journalist               | Kuc          |
| Alejandro Calabuig       | Corredor magazine           | Magazine Director            | Atocha       |
| Nerea Ruano              | Soy corredora magazine      | Magazine director            | Atocha       |
| Maikel Gomez             | Motopress Iberia            | Digital content director     | Atocha       |
| Rodrigo Moro             | Motopress Iberia            | Audiovisual director         | Atocha       |
| Alberto Hernandez        | Corredor Magazine           | Subdirector                  | Atocha       |
| Juanma Barbera           | Viajero Blog                | Travel & food blogger        | Atocha       |
| Ramoncin                 | Celebrity                   | Singer                       | Atocha       |
| Mar Villalobos           | Aquí la Tierra TVE          | Tv presenter                 | Uemura       |
|                          |                             |                              |              |



“SOY SALVAJE” Logo:

ASMI created this “I Am Wild” logo as a form of certification for restaurants to show they serve wild seafood from Alaska. The *Soy Salvaje* logo was launched in Madrid during this first *Semana Salvaje*. All nine restaurants were given this adhesive emblem to put on their entrances, and emblems were sent to all the major HRI distributors of Alaska seafood in Spain.

### World Oceans Day AK Seafood Dinner at Restaurant Nectari, Barcelona

ASMI sponsored a special Alaska seafood themed dinner to celebrate World Ocean Day & present the new identifying sticker “Soy Salvaje.” Twenty-seven guests attended the event (the maximum allowed number of people), including press (written & radio), influencers, Port of Barcelona blue economy experts, chefs. 4 guests received the menu at home.

Invitation & reminder design:



Confirmed guests:

| GUEST:      | COMPANY:       | TYPE OF ACTIVITY |
|-------------|----------------|------------------|
| Xenia Roset | Deixa'm tastar | Radio            |
| Marc Orozco | Deixa'm tastar | Radio            |

## Eastern Europe

|                      |                               |                          |
|----------------------|-------------------------------|--------------------------|
| Gabriela Berti +1    | Las Foodistas                 | Influencer / Blog        |
| Rosa Castells        | TVE1                          | TV                       |
| Fernando Toda        | Saber y Sabor                 | Gastronomy Magazine      |
| Ferran Imedio +1     | El Periodico                  | Newspaper                |
| Emma Cobos           | Port de Barcelona             | Port of Barcelona        |
| Ignasi Ferrer        | Blue economy - Port Barcelona | Port of Barcelona        |
| Carles Rua           | Blue economy - Port Barcelona | Port of Barcelona        |
| Jordi Torrent        | Blue economy - Port Barcelona | Port of Barcelona        |
| Raimon Moreu         | Wild Alaska Salmon            | Supplier                 |
| David McClellan      | ASMI                          | Representative           |
| Carlos Rios +1       | Realfooding                   | Influencer /Nutritionist |
| Josep Maria Luque +1 | 8 cadires                     | Chef                     |
| Blanca Esteve        | Aleanutri                     | Nutritionist             |
| Mikel                | Radio Estel                   | Radio                    |
| Pablo y Luis         | Hermanos Morro Fino           | Influencer               |
| X2                   | Food Culture Foundation       | NGO                      |
| Cristina Jolonch +1  | Vanguardia                    | Newspaper                |
| Felix +1             | Revista vip gourmet           | Magazine                 |

Press mentions:

- El Periodico



### Dinner Assembly Association Mujeres En Gastronomía- May 31, 2021

ASMI supported a dinner at the Restaurant Atocha 107 in Madrid supplying Alaska seafood products. Dinner celebrated the Assembly of the Association “Women of Gastronomy” in Spain. The members of the board of the Association “Mujeres en Gastronomía” (14 of Spain’s leading women chefs and journalists) attended the event.

## Eastern Europe



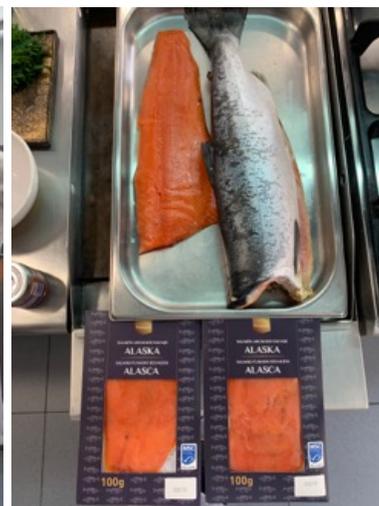
### Menu:

- Sockeye salmon canapé topped with Ikura
- Marinated sockeye salmon
- Alaska cod with “pepitoria” sauce
- Black cod with fermented tomatoes

## CHEF/TRADE TRAINING SEMINAR

### *Masterclass at Escuela Altaviana Valencia*

Chef Nicolas Román, Alaska seafood collaborator, conducted the masterclass at the culinary school Escuela Altaviana Valencia for 20 students. He talked about Alaska seafood, explained the importance of sustainably sourced fish, the species, the versatility of wild Alaska salmon and how it differs from farmed fish. He showed the students how to fillet salmon and explained how to make the most of all the parts of the fish. He prepared three cold dishes and gave tips on and ideas on other forms of cooking methods.



## Eastern Europe

### *Alaska Seafood Masterclass for Professional Chefs at The Aula Gastronomica D'empordà*

Chef Jordi Esteve from the restaurant Nectari conducted a cooking demo for professionals, featuring Alaska seafood products, in Aula Gastronomia D'Empordà in Girona, Spain, on May 17, 2021. The master class was also streamed online.

The fish, used for the demo:

- Sockeye salmon
- King salmon
- Coho salmon
- Alaska Cod
- Black cod
- Ikura



## CHEF/TRADE IMMERSION AND E-IMMERSION

### *Alaska Seafood Portugal Virtual Workshop Dinner*

ASMI organized its first virtual online chef-led dinner event, consisting of a cooking workshop over Zoom where chef Ana Viçoso explained step by step and discussed with participants how to prepare the dishes with Alaska Seafood products, including wild Alaska salmon and Alaska cod

Attendees:

Participating in this Virtual Dinner event were Portuguese journalists and influencers:

- Isabel Zibaia Rafael, Influencer and Book Writer
- Catarina Moura, Journalist for "Sábado" and has a food podcast
- Diogo Lopes, journalist for "Observador"
- Duarte Lebre de Freitas, Epicure and Food Blogger
- Tiago Lopes, Blogger from Ovo Cru

Ana Viçoso prepared a menu using wild salmon and cod.

The dishes components were:

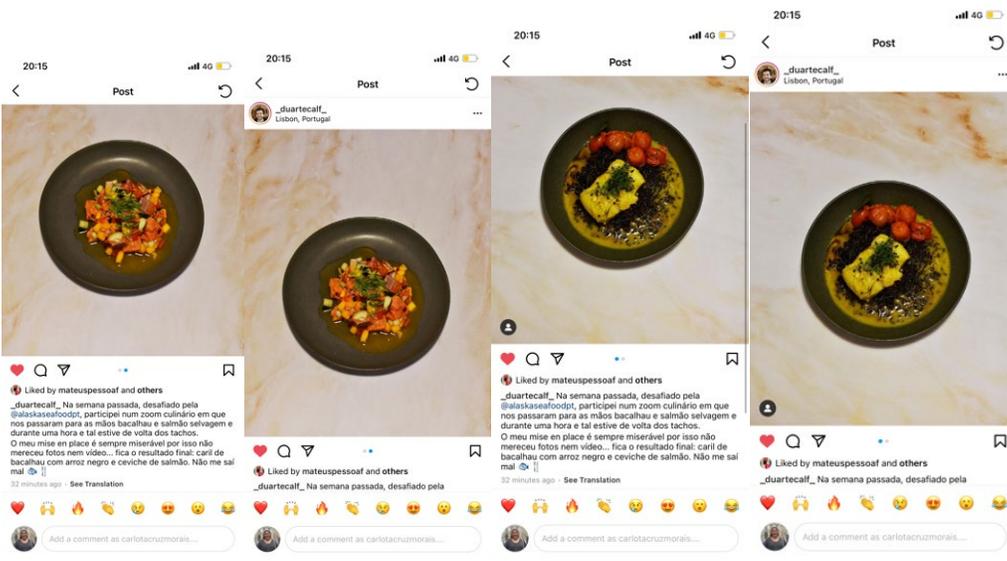
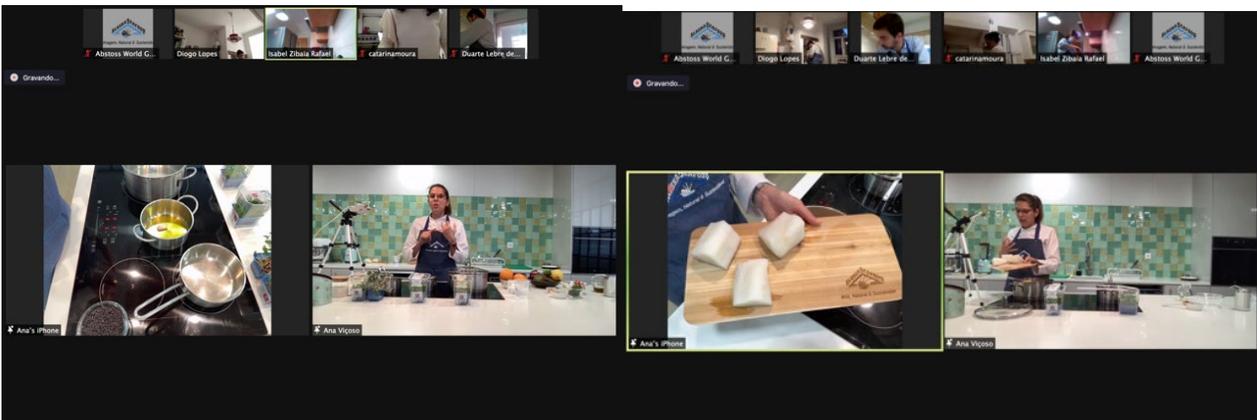
- Wild Salmon Ceviche
- Cod Curry with Black Rice
- Moroccan Orange

We organized home deliveries to participants with the ingredients. Ingredients were purchased directly at the supermarket, including the smoked salmon. The fish was sent by our local distributor, Nutrifresco. In addition, ASMI sent to each participant an ASMI apron, an Alaska seafood card holder, ASF freezing bags (one with ingredients and one with the fish), and informational brochures.

## Eastern Europe

Carlota Morais, started off with a brief introduction on Alaska Seafood, asked all of the participants to introduce themselves & introduced the chef Ana Viçoso.

All of the participants who were cooking wore their aprons. The audio & visual aspects of the event were good, the participants & the chef could hear & see each other clearly, we had one camera pointing to the chef, and one camera pointing to the stove, for a better view. The event went smoothly, participants asked a lot of questions and followed the recipes in time. Post event survey results are available by request.



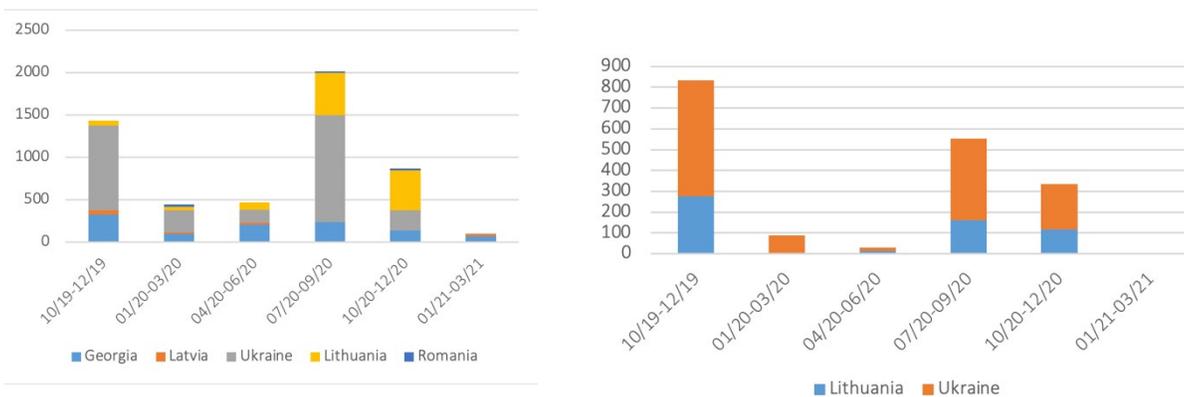


**EASTERN EUROPE (RUSSIA, UKRAINE, AND CIS)**

**MARKET UPDATE**

During the first two quarters of 2021, the imports of Pacific salmon to the region traditionally decreases. At the same time, during Jan-March 2021, the import of Pacific salmon to the EEU reduced more than usual, mostly due to the decrease of imports to Ukraine.

In the first half of the calendar year, the imports of frozen salmon roe usually remain low, and the main volumes of the product are imported in the second half of the year.



Ukraine remains the biggest importer of Alaska pollock in the EEU region. In the first quarter of 2021, the imports of frozen Alaska pollock grew by 24% compared to Q4 2020.

Lithuania is the main importer of the pollock surimi to the region. At the beginning of the year, the imports of the product decreased by 34%.

**ACTIVITY UPDATE**

**TRADE SERVICING**

*EasyFish Platform Development – video assets and SEO-SERM*

In May-June 2021, ASMI EEU produced a new recipe and technical videos dedicated to Alaska seafood. ASMI collaborated with KOLs (chefs, nutritionists) and fish importers in the video content production. In total, 16 video clips were created featuring Alaska fish species and basic tips for seafood handling. The created content/recipes were placed on the [Easyfish website](#) and [YouTube channel](#) and were further advertised in EasyFish Instagram and partners' Instagram and Facebook accounts. Videos available at [www.youtube.com/c/easyfishalaskaseafood](http://www.youtube.com/c/easyfishalaskaseafood)

Chef Tanita Litvinova – former Master Chef judge, TV host. 527,000 Instagram followers - 221,000 YouTube followers.

Recipes: Sockeye with asparagus, Teriyaki black cod, Alaska pollock baked in foil with veggies

Chef Kanaryan Edik – Master Chef winner, chef experimenter. 53,000 Instagram followers, 38,000 YouTube followers.

Recipes: Fish soup on an open fire with pink salmon, Pink salmon with asparagus on an open fire with wildflowers.

Nutritionist Nastya Goloborodko – popular nutritionist, spokesperson for GoodWine store 38,000 Instagram followers.

Recipes: Summer marinades for pink salmon and pollock, Salad with marinated and baked pollock and zucchini, Smorrebrodes with marinated and baked pollock and pink salmon, Citrus salad with marinated and baked pink salmon, Frittata omelet with marinated and baked pink salmon, Pasta with tomatoes and with marinated and baked Alaska pollock.

"Tasty-style" videos - 1-2 min short video recipes in popular "Tasty" format. Olga Martynovskaya, MasterChef judge, developed recipes. The focus of the recipes: healthy meals for sportsmen, kids recipes. Recipes: Fricasse, Ratatouille with pollock, Mol-au-vent, Kids pilot bread, Pink salmon fillet steamed.

ASMI coordinated the SEO-SERM project for the EEU websites: [eeu.alaskaseafood.org](http://eeu.alaskaseafood.org) and [easyfish.club](http://easyfish.club). The SEO-SERM increased website visibility on the internet improved its credibility and ranking in the search inquiries.

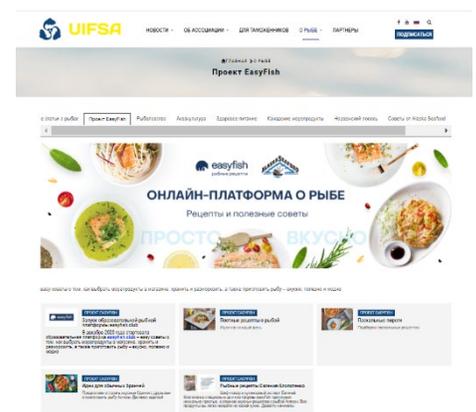
### *Ukrainian Importers of Fish & Seafood Association*

The Association of Ukrainian Importers of Fish and Seafood unites fish industry representatives in the country. Association has become an important platform for business communication of the participants of the fish sector. Since 2019, ASMI has used UIFSA social media platforms to post Alaska-related information to reach out to the target audience in the country.

The main goal of the promo was to educate the Ukrainian fish industry about Alaska Seafood and its distinctive features and to increase brand recognition. Final consumers also read posts.

The main goal of the cooperation was to educate Ukrainian professionals about Alaska Seafood. The topics of the articles:

- ASMI catch update
- Smaller sockeye availability
- Differences between wild Alaska pollock and hake
- Alaska crab industry



### *Alaska Frozen Box Giveaway - Romania*

Although Romanian direct import stats from Alaska are low, Romanian retail offers a range of Alaska salmon products. To assist the sales of Alaska salmon importers (Ocean fish, Alfredo Seafood, and Groenlanda) on the market, ASMI partnered with USDA Bucharest and organized Alaska Frozen Box Giveaway among 34 food bloggers. ASMI paid 13 bloggers to create additional publications such as websites and video recipes for their social media. Total followers: 1,300,000 on Instagram, 1,500,000 on FB.

The fish was partly sponsored by three Romanian importers of Alaska fish: Ocean fish, Alfredo Seafood, and Groenlanda. The words "Alaska" and "wild" were on every distributed package. One product (Alfredo Seafood smoked salmon) also has an ASMI logo on it.



Alaska Frozen Box assortment included: Sockeye portion (Alfredo Seafood), Keta steaks (Alfredo Seafood), Smoked salmon (Alfredo Seafood), wild salmon medallion (Ocean Fish), Keta salmon roe (Ocean Fish), Sockeye fillet (Groenlanda), as well as merchandise: Alaska ulu knife, branded cutting board, branded bag, brochure on Alaska seafood, a letter from ASMI and USDA, branded thermobox for delivery.

### *Romania Alfredo Seafood SMM Campaign*

Alfredo Seafood - the leading importer of frozen fish in Romania. Alfredo Seafood's portfolio includes several Alaska salmon products. Alaska origin is mentioned on all relevant packages, while one package has the ASMI logo. The main goal of the joint promo was to highlight Alaska fish in Alfredo's assortment to a professional audience and final consumers and to increase Alaska brand recognition.

Ten posts on Alaska Seafood were published on Alfredo's Facebook page [www.facebook.com/AlfredoSeafood](http://www.facebook.com/AlfredoSeafood), which has more than 40,000 followers. All the posts were additionally promoted among the target audience. The total number of impressions for ten posts is 2,298,819, and the total reach was 951,067. The posts covered such topics:

- Healthy choices
- Perfect thaw
- Feed your fitness
- Recipes with wild Alaska salmon, created by Alfredo Seafood.

## **TRADE SHOWS**

### *Top Culinary Trends - Romania*

Top Culinary Trends is the leading HRI event of Romania for chefs, importers, distributors, and media. One-day program in June included cooking demonstrations and seminars. It was the first offline HRI event with limited guests due to the Covid-19, which attracted additional attention to the event. During the day, about 200 people visited the event. The event was also streamed online for those who could not attend.

ASMI was one of the sponsors of the event and participated in the booth. Due to the restrictions, ASMI reps could not travel to Romania, and Andra Nistor, USDA FAS Romania, represented Alaska seafood.

Chef Roxana Blenche, TV host, participant of the Romanian popular cooking TV show *Chefi la cuțite*, with Instagram with 120k followers, and Facebook with 60k followers, held the cooking demo main stage of the event. She prepared wild Alaska sockeye and an appetizer with salmon roe and smoked salmon.

Visitors could try appetizers with Alaska salmon roe and Alaska sockeye at the ASMI booth during the event. ASMI educational materials were distributed at the booth. The materials included recipe books, fact sheets, buyer's guides, local importers and suppliers, and Alaska fish and seafood assortment. The event was supported by three Romanian ASMI partners: Ocean Fish (salmon roe), Groenlanda (sockeye), and Alfredo Seafood (smoked salmon).



### Bocuse d'Or

The first Ukrainian national competition of Bocuse D'or is scheduled for October 2021. To prepare for the event and engage the audience, the Bocuse team organizes online masterclasses managed by top chefs of Ukraine. It features the best food products available in the Ukrainian market. In May 2021, Alaska sockeye salmon was presented in such an online masterclass. Famous local chef Ayk Veishtort prepared Alaska Sockeye Rillet with Alaska salmon caviar and young zucchini with cucumber water.



BECOME A PARTNER



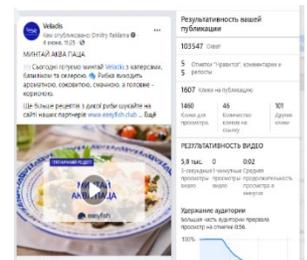
SIRH+  
BOCUSE D'OR  
UKRAINE 2021

11.10.2021

### RETAIL MERCHANDISING

#### Klion SMM - Ukraine

Klion group is one of the largest Ukrainian fish and seafood importers and a retail supplier. The company was founded in 2005 in Zaporizhzhya, Eastern Ukraine. The company has seven branches located across Ukraine: Kyiv, Kharkiv, Odesa, Lviv, Rivne, Vinnytsia, and Zaporizhzhya. ASMI EEU coordinated a joint SMM promotion with klion. Alaska products under promotion are cod and pollock roe; pollock and pink salmon under veladis brand.



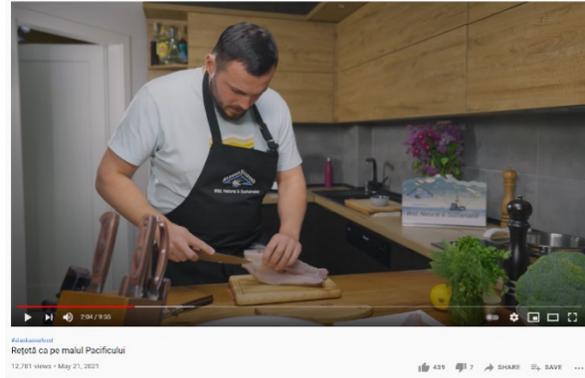
#### Moldova Retail Promotion

ASMI collaborated with three Moldova importers – Ocean Fish (salmon roe, wild Alaska salmon, Alaska pollock), Selida Lux (Alaska pollock), and Viocris Impex (Alaska salmon roe) on promoting Alaska seafood in retail. ASMI leaflets with recipes and information on the product were printed in Moldova to be distributed in specialized fish stores of Selida Lux and Viocris Impex in Chisinau. Twelve ASMI bears were sent to Moldova - 6 to Viocris Impex and 6 to Ocean Fish Moldova for display in their stores.



### Moldova Influencer Marketing Campaign

To support Alaska sales of Ocean Fish in Moldova, ASMI partnered with the popular Moldovan chef and influencer Alexandru Comerzan. Alex is the winner of the local Hell's Kitchen TV program. The collaboration resulted in six video recipes featuring Alaska Seafood. Videos will be used in the markets of Moldova, Ukraine, and Romania. The activity was supported by the local fish importer - Ocean Fish Moldova. The company provided frozen pink, salmon roe, and Alaska pollock for the activity.



### Romania Website Development

The Easyfish.club websites are localized into the Romanian language and adapted for the Romanian market. The www.alaskaseafood.ro was launched in April 2021. The project's costs were optimized thanks to the existing designs from the EasyFish.club and recipes by Romanian chefs that were developed in FY2018/19. Those recipes were created during the ASMI chef contest "Alaska seafood in the traditional Romanian cuisine." During the ASMI Frozen Box Giveaway campaign, Romanian bloggers actively mentioned the websites in the Instagram stories and posts.



## Easyfish Consumer Research

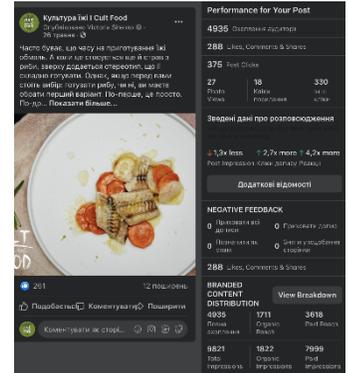
ASMI EEU coordinated consumer research on the perception of the Easyfish website and social media content and video recipes. ASMI's goal was to evaluate the project and develop the plan for FY21/22. 50 Ukrainian people from the target audience participated in the qualitative research.

## TECHNICAL EDUCATION

### CultFood Cooperation

Cultfood (cultfood.info) is a social project that aims to improve food culture for children in Ukraine. Cultfood was founded by the culinary expert Yevhen Klopotenko in 2017. The current direction of the program: "new school nutrition," "new culinary education," "new preschool nutrition." The project is accomplished with the support of Ukraine's first lady - Mrs. Zelenska.

Alaska pollock was highlighted on the cultfood social media throughout 2020/21 to inform the audience (school canteen chefs and parents) about the health benefits of wild Alaska pollock.



### Frozen Seafood Consumer Market Study – Georgia

To support Alaska seafood sales in Georgia more effectively, ASMI coordinated first-time-ever consumer research. ASMI collected consumer market knowledge on the popular fish varieties, preferred origins, branding, parameters defining quality, manufacturers, storage conditions, and terms.

Major findings: Regardless of lack of knowledge and information about fish, it is considered a healthy product and an important part of the family diet. Fish is consumed at least once a week. Fish consumption rate is especially high in families with children, and the major defining advantage of consuming fish is Omega-3, which is the main reason for fish consumption.

- Fish is seen as a healthy product, which shall be included in the family diet. Most respondents consume fish at least once a week.
- Fish is an especially beneficial and recommended product for children to lose weight and for a sports diet.
- The consumption of fish products is often recommended by doctors in case of eye conditions and by pediatricians for children's diet.
- Labeled and branded fish is more reliable.
- Fish purchase locations are different, and consumers mainly prefer to buy fish close to their residential area, local supermarket. However, consumers believe that supermarkets have fish of higher quality, while bazaars offer more diverse choices.
- Consumers purchase cheaper fish at the local supermarkets. In contrast, more expensive fish are purchased at specialized fish stores, supermarkets, and bazaars (where a variety of fish can be purchased cheaper).
- Consumers would like information on the manufacturing country, storage conditions, nutritional values, and benefits. Very important that the shelf life is indicated on the package.
- The respondents mainly have positive perceptions of Alaska. Main associations are fish, fishing with large boats, ice, America, Eskimo, caviar, white bears, polar lights, Husky dogs, and island.

- Wild fish is associated with healthy, useful, ecological, delicious, sea, and ocean products. Alaska and wild fish attract consumers' attention.
- Consumers would like to see the recipes as a part of a blog, television shows, and social network posts. It would be interesting for them to have some of the recipes placed on the packaging as well.
- Respondents obtain information on a healthy diet via the internet and social networks rather than television.
- Usually, consumers get information on healthy foods from social networks, particularly from different groups of a healthy diet. Another source of information is Google, morning TV shows, afternoon shows, and friends. Respondents find fish recipes mainly on YouTube or friends/acquaintances interested in culinary.
- Diet-related perceptions: local Georgian cuisine with fish: tkemali, sauce, walnut, "Baje," lemon, and gomi.

## SOUTH AMERICA

### MARKET UPDATE

- Total U.S. seafood exports to South America reached 3,479 tons valued at \$ 9.1 million in January and February 2021 (YTD data is not available yet), a 24% growth in volume and an 8% drop in value compared to the same period in 2020. Similarly, U.S. seafood exports to Brazil increased 93% in volume and 18% in value during the same period, reaching 861 tons valued at \$ 2.3 million. In addition, Colombia topped 1,687 tons (+102%) worth 4.8 million (+62%).
- ASMI OMR held one virtual trade mission to Latin America from June 22<sup>nd</sup> to 24<sup>th</sup>, bringing four Alaska seafood exporters to meet with 20 importers, resulting in 48 meetings. Overall, participants were from Peru (35%), Colombia (25%), Mexico (20%), Chile (15%), and Ecuador (5%).
- As previously reported, one container with Alaska pollock, cod, keta, and pink salmon successfully arrived at Peruvian distributor Altamar Foods warehouse, a successful sale by OBI Seafoods valued at over \$30,000.
- ASMI South America supports Alaska seafood exporters registering plants and products in Brazil with DIPOA/MAPA, updating registrations, and providing general regulatory guidance so companies can successfully meet Brazilian government requirements and smoothly clear shipments. For example, UniSea, American Seafoods, and Icycle Seafoods worked with the OMR to register surimi, Alaska pollock, and Alaska cod. However, changes in the registration process are expected while USDA/FAS has been re-negotiating with MAPA/DIPOA. It is expected that the process, moving forward, will be 100% completed by exporters instead of being partially under FAS Brasilia's post responsibility. ASMI OMR is monitoring developments; more information will be shared in the next quarter's report.

### ACTIVITY UPDATE

#### RETAIL MERCHANDISING

##### *Brazil Trade/Retail Outreach*

ASMI South America contacted 21 Brazilian trade players during this quarter, of which 10 were seafood distributors and nine retailers, including large chains and regional emporiums. OMR worked closely with distributors Komdelli, Noronha Pescados, and Frescatto and retailers Carrefour, Extra, and Pão de Açúcar.

| OMR met with these distributors: | OMR met with these retailers: |
|----------------------------------|-------------------------------|
| Central das Carnes Guaira        | Armazém Trinta e Oito         |
| Grupo Barcelos                   | Carrefour                     |

|  |                         |
|--|-------------------------|
| Frescatto                                | Casa Santa Luzia        |
| Frumar                                   | Grupo BIG               |
| Karne Keijo                              | Grupo Pão de Açúcar     |
| Komdelli                                 | Mercado Malunga         |
| LM Pescados                              | R & Ricardinho Pescados |
| Multifoods                               | Swift                   |
| Noronha Pescados                         | Zaffari                 |
| Nortenha Concentrados - American Flavors |                         |
| Gradual Trading                          |                         |
| Frinscal                                 |                         |

### Social Media

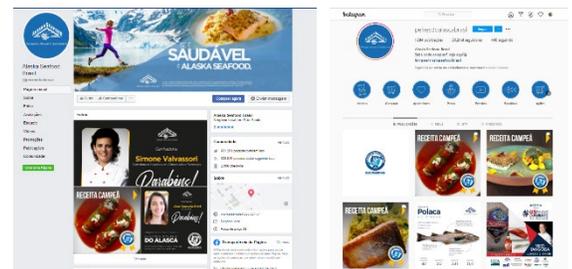
ASMI South America continued using social media, mainly two Facebook pages (fb.com/peixesdoalasca and fb.com/bacalhaudoalasca), one Instagram profile (@peixesdoalascabrasil) and one YouTube channel (Alaska Seafood Brasil) to promote the Alaska Seafood industry, species, and Bacalhau do Alasca (Alaska cod) in Brazil.

OMR continues its strategy of prioritizing content with high-quality images and videos that focus on the natural and wild characteristics that differentiate Alaska seafood, with a series of posts about preparation tips, nutritional benefits of the products, meat aspects by species, recipes, sustainability, and where to source (retail and foodservice).

Both Facebook pages are aimed at the public interested in this type of content, such as restaurant owners, foodservice operators, chefs, traders, culinary schools, processors, restaurant-goers, gastronomy lovers, Japanese restaurants, seafood processors, and consumers generally. In addition, ads, videos, and stories were placed on Facebook and Instagram, some using Facebook and Instagram Ads, which are paid.

The Alaska Seafood Brasil Facebook page has 931,620 likes, 2.2 million reaches, and more than 2 million impressions. In addition, the profile posted 64 new publications during the quarter and reached 3,115 new followers, totaling an engagement per post of 817 interactions.

The Instagram profile has 1,213 posts and more than 26k followers, increasing 21% compared to the previous quarter. During the period, 64 posts were published, of which 513 comments and 1.78 million impressions were obtained. In addition, the page reached 16,729 new likes in posts and 14,453 profile visits. The ever-growing interaction with ASMI social media accounts has demanded important adjustments of the channels' management, adjusting published content and ensuring all messages, comments, and inquires received are responded to in less than 24 hours. In total, the Instagram profile received 220 messages: One hundred and eighty-two messages from consumers looking for information on where to source Alaska seafood in various regions in Brazil and nine leads for trade and 29 leads for oh foodservice were shared with Alaska seafood distributors in the country.



ASMI Brazil-focused website provides consumer-directed information such as nutritional facts, easy recipes, and sourcing and eating Alaska seafood locally. Trade-directed information includes suppliers' directory, a form to request information and POS materials, and up-to-date information on ASMI's activities in the market, such as trade seminars, events, and promotions. A customized social media tool facilitates direct sharing to Facebook, Twitter, and Facebook and WhatsApp messenger apps. One seasonal video titled "Women's Day" was showcased during Mother's Day, containing testimonies of multiple strong women working for the Alaska seafood industry.

ASMI manages its landing page for the genuine Alaska pollock, featuring information on the species, differences, and competitive advantages of the Genuine APO vs. other origin pollock, recipes, and outlets where consumers can buy the product in Brazil. The website focused on division for trade/importers (B2B) and consumer-oriented (B2C).

## TRADE PUBLIC RELATIONS

### Podcasts - Brazil

ASMI South America created a podcast deemed "Caiu na Rede: É Peixe" (a play on a popular Brazilian saying) focused on a Brazilian B2C audience. This podcast and its episodes will be online on July 14th on Apple Podcast, Deezer, Google Podcast, Spotify, and Sound Cloud audio platforms.

The first episodes focus on seafood history, truths and myths, wild and natural sourcing, Alaska's sustainability model, and nutritional benefits. The initiative's goal is to interact with different listeners, educate them on seafood, raise awareness, create more interest in seafood and Alaska seafood, and increase ASMI activity in social networks in Brazil. There is no similar podcast in the country, so ASMI is taking the lead in such promotions.



### Seafood Brasil Magazine - Brazil

Seafood Brasil is a quarterly seafood magazine launched in May 2013 with a circulation of about 4,500 printed copies (plus over 6k digital copies to South American contacts). The magazine is capitalizing on Brazil's growing seafood market and is the only seafood-focused business publication. The publication is aimed at the seafood supply chain, including trade, retail, and foodservice.

The 38th edition, published in May 2021, offers an analysis of imports and national production of seafood in Brazil, with special attention to the consolidation of tilapia as the main option among consumers and the increase in demand for salmon. The magazine also has an article on the main challenges and adaptations of the Brazilian industry concerning the COVID-19 pandemic and the expansion of retail in this process. There was an increase in the consumption of frozen foods and the presence of whitefish



fillets. In addition, OMR has placed a bilingual ad on the back cover aimed at Latin American importers and processors interested in including Alaska Seafood in their portfolio.

### TRADE SERVICING

ASMI South America sought to strengthen relationships with new players in Chile, Colombia, Ecuador, Peru, and Mexico. As a result, 12 companies expressed interest in participating in ASMI activities and learning about the versatility of Alaska seafood products. Thus, the Virtual Trade Mission to Latin America was a great opportunity to start and establish new relationships.

| Ecuador                       | Chile            | Colombia                  |
|-------------------------------|------------------|---------------------------|
| Grupo Degfer                  | ICB Food Service | Golfo Seafood S.A.S       |
| Nuevemar S.A                  | Central Valley   | Compañía Pesquera del Mar |
| Productos Frescos del Mar S.A | Mar Verde S.A    | Ancla y Viento            |
| Promarosa S.A                 |                  |                           |

| Peru            | Mexico    |
|-----------------|-----------|
| NovaPeru S.A.C. | AMResorts |

### FOODSERVICE PROMOTIONS

During this quarter, ASMI South America focused on managing the existing relationship with its HRI partners and prospecting new key contacts after some setbacks due to the pandemic in the country.

| ASMI held meetings with these HRI players |                   |
|---|-------------------|
| Notorious Fish                            | Go Organic        |
| Mercearia do Francês                      | Kinoshita         |
| Attimo per Quatro                         | ZINI Alimentos    |
| Aguzzo                                    | O Reino do Peixe  |
| Huto                                      | Makoto            |
| Praça São Lourenço                        | Ícone Gastrorock  |
| Sevillano                                 | Le Manjue         |
| Sushi Nami                                | Neca Mena Barreto |



Out of all meetings, seven players received about 48 kg of samples: Notorious Fish, Mercearia do Francês, Aguzzo, Huto, O Reino do Peixe, Makoto, and Neca Mena Barreto. The products are currently being tested and might be included on their fix menus. Notorious fish is considering exchanging hake on their fillet o' fish and fish n' chips dishes for Alaska pollock. Their monthly consumption is of 300 kg/month, which might lead to a substantial sales conversion. In the upcoming months, Makoto is looking out for premium, sustainable, wild seafood and might become a premium HRI success case in São Paulo. Neca Mena Barreto is a well-known high-end caterer in the country and includes wild Alaska sockeye salmon on developed menus.

### Nutritionist Online Contest - Brazil

ASMI South America developed a culinary contest to promote the Alaska Seafood portfolio to nutritionists and hospitals throughout the State of São Paulo. The main scope for the event is to ultimately reach out to HRI businesses and institutions interested in improving their menus and operations by using frozen seafood, per its wild, natural and sustainable attributes and competitive advantage of long shelf life and nearly zero waste.

The Culinary Contest Landing Page provided further information about the contest, such as subscription, announcement, rules, tips for thawing and cooking, while also highlighting recipes with the following species:

Alaska Keta Salmon, Alaska pollock, and Alaska cod. A link for the landing page can be found here: <https://alaskaseafood.com.br/pt/concurso-nutricionistas>.

During May, efforts regarding newsletters and social media publicity were made by hiring third-party professionals such as journalists, chefs, and social media experts to be judges, develop a nutritionist's mailing list, and participate in ASMI live streams. In addition, a video production team, a studio, and a chef have been hired to reproduce and film the semi-finalist/winning recipes and send them by delivery to the judges to create digital content for ASMI YouTube and Instagram pages. The three winners were awarded three months of Alaska products, Alaska Seafood chef dolmans being delivered directly to their homes, in addition to their recipes being featured on ASMI social media pages. The Live stream reached 1,551 accounts, had 165 comments and 22 shares.



CATEGORIA – GENUÍNA POLACA DO ALASCA

Lilian Gouveia Petri

Receita: Genuína Polaca do Alasca em Crostas de Grãos e Nhoque de Banana da Terra com Pesto de Capuchinha



CATEGORIA – SALMÃO SELVAGEM DO ALASCA

Fernanda Marini de Abreu

Receita: Salmão Selvagem Keta do Alasca Unilateral com Risotto Integral ao Pesto de Ervilhas e Tule de grãos e sementes



CATEGORIA – AUTÊNTICO BACALHAU DO ALASCA

Simone Valvassori

Receita: Canelone de folha de Taiobo com o Autêntico Bacalhau do Alasca



### SENAC Project - Brazil

ASMI South America is currently building assets for an extra-curricular technical course on seafood for chefs by Alaska seafood to be offered to gastronomy students enrolled with the leading Gastronomy School in the country – SENAC. The course will be offered to the students in the second semester of 2021 on three campuses in the state of Sao Paulo. Initially, ASMI's goal was to have 50 students participating in the first 2021 class. The course will also be offered to foodservice professionals, partner restaurants, and even retail and distributors. For developing the five video classes, ASMI hired influent chefs to conduct master classes on the usage of Alaska seafood in different cuisines, the ones they are experts at, including Japanese, French, Brazilian, and Thai cuisine. In addition, one extra master class taught by Chefs Carlos Siffert and Suzana Kawamura was recorded, focusing solely on wild seafood characteristics, cooking techniques, and their own experience on Alaska sourced seafood. Each chef had the opportunity to record at least three recipes in a studio with art direction, camera operators, sound technicians, screenplay, stage manager, and photographer. All Alaska seafood species available in Brazil were showcased, including wild Alaska keta, pink and sockeye salmon, Alaska pollock, Alaska cod, and Alaska sablefish.



Post-edition included color treatment, audio treatment, motion graphics, soundtrack, bilingual subtitles (ENG / PORT), and transcription. The main scope is to use this material to teach essential cooking techniques to culinary students of three distinct SENAC units in São Paulo, effectively applying this knowledge in October. Students will reproduce all learned recipes.

Chef Marê Araújo is the selected trainer and will conduct the classes *in loco* after all videos are showcased in the five classes. OMR assisted this project with approximately 50 kg of Alaska Seafood for recipes, displays, pictures, tests, and rehearsals during the four recording days. The total amount of recipes is 18, with each video totaling about 25 minutes. Additionally, the five classes may turn into 18 new recipe videos for ASMI social media pages. All videos will be exclusive for SENAC at first but being shared with other universities to introduce the brand to a younger, 17-25 years old audience in Brazil, who are about to start working and will be impacted by the ASMI brand.



### *USFoodExperience Live Cooking Class - Brazil*

The USDA/FAS/ATO São Paulo held a series of live cooking classes in partnership with Prazeres da Mesa's leading gastronomy publication under the #USFoodExperience: Six Regions campaign from June to July, of which two featured Alaska Seafood.

On June 15<sup>th</sup>, chef Guga Rocha conducted the live cooking class on Prazeres da Mesa's Instagram profile, with over one million followers. OMR assisted the event by providing 3 kg of Alaska cod fillet samples tested and used during the stream. On July 2<sup>nd</sup>, Chef Viko Tangoda conducted a class featuring Alaska sockeye salmon and other related U.S. food products. Again, OMR provided 10 kg of sockeye salmon fillets for the event, this time also pre-prepared and distributed to key influencers and chefs selected by Prazeres da Mesa and the ATO.



## SOUTHEAST ASIA

### MARKET UPDATE

---

The Delta variant has ripped through Southeast Asia in recent weeks, undoing many ASEAN countries' progress against the Covid-19 pandemic. Indonesia has been hit especially hard. Already arguably the most impacted country in the region prior to the current wave, the rate of new cases in Indonesia has spiked to its worst level since the pandemic began, more than quadrupling in less than a month. The spiraling crisis in Indonesia—and worsening situations in Cambodia, Myanmar, Thailand, and Vietnam, which are all experiencing their highest rate of case growth since the start of the pandemic—is a sad reminder that even as vaccines are rolled out in the United States and Europe, the Covid-19 pandemic has not abated elsewhere. Although Indonesia was one of the first countries in Southeast Asia to start distributing vaccines, the percentage of fully vaccinated individuals remains just above 5 percent. ASEAN countries are redoubling efforts to boost vaccine access in Southeast Asia to prevent the spread of new variants to come.

<https://www.csis.org/blogs/latest-southeast-asia/latest-southeast-asia-july-8-2021>

ASMI's SEA regional promotions slowed during Q4 due to the impacts of the pandemic, but we were able to continue several activities, particularly those related to social media and new content development. Traders report that online sales continued on a good trend, but retail and food service trade slackened due to pandemic-related restrictions. The hotel and restaurant sector related to tourism is still devastated by the pandemic. Alaska seafood's regional image and awareness continued to grow, despite the setbacks.

## ACTIVITY UPDATE

---

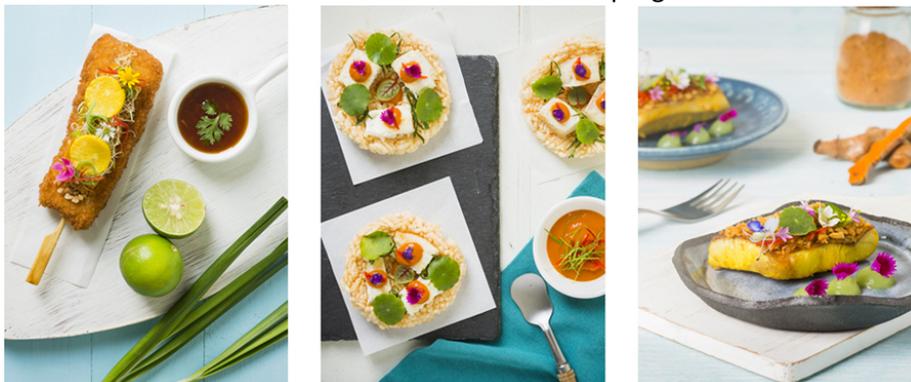
### TRADE SERVICING/EVENTS

During Q4, ASMI's SEA team worked on several regional activities and communicated via meetings, calls, and emails with key contacts and FAS officials in Singapore, Malaysia, Thailand, the Philippines, Indonesia, and Vietnam. ASMI SE Asia staff also continued working closely with our social media contractor in Bangkok to boost the effectiveness of the regional website, Facebook, and Instagram pages in English, Thai, Vietnamese, and Bahasa languages. Details are in the Social Media section below.

#### *Thailand*

ASMI's SEA team continued to develop and strengthen relationships with key local importers-distributors-processors and other contacts in order to conduct activities described below for HRI, Retail, and Chef Seminars. Due to the worsening pandemic situation, most of these contacts were through phone calls, emails, and texts.

ASMI SE Asia contracted with a local Thai chef and her team to produce 12 traditional recipes using Alaska white fish (Pollock, Yellowfin sole and Pacific Ocean Perch). The chef's team also produced high quality photos and videos of each recipe that will later be used to develop a cookbook for distribution to Thai trade cooperators and consumers for upcoming activities. The photos and videos will also be used in ASMI's social media program in SE Asia and other countries.



#### *Vietnam*

ASMI SE Asia staff communicated with FAS Ho Chi Minh City and Hanoi offices to follow up on their United Tastes initiative. Plans were made in early April for our HCMC ASMI rep to travel to Hanoi to meet FAS Hanoi and local seafood contacts, but the trip was canceled due to Covid. During the rest of Q4, staff communicated with key local importers-distributors-

processors and other contacts in order to conduct activities described below. We also supported a US exporter to provide contacts for VN processors of Alaska Pollock.

ASMI SE Asia staff in Vietnam worked with a leading local chef in Ho Chi Minh City to develop 5 Vietnamese recipes and related videos with subtitles, as well as point-of-sale materials for local consumers. These materials will then be provided to local influencers, key opinion leaders, distributors, and other trade partners to extend ASMI's message in the Vietnam market

### *Singapore*

ASMI continued its cooperative social media promotion with The Alaska Guys and with Thong Siek about a launch of their new products based on Alaska pollock.

### *Indonesia*

During the quarter, ASMI SEA's representative in Jakarta and Bangkok:

- Supported ASMI SEA and head office to communicate about market access issues related to a new Indonesian health certificate requirement that has halted trade of Alaska seafood to Indonesia. The local rep contacted key players in the trade who are currently handling Alaska seafood to get their insights and advice on the matter, and determine what they are doing. ASMI's Bangkok rep also joined calls with ASMI head office and NOAA.
- Completed development of recipes, videos, and a consumer cookbook in Bahasa Indonesian with Chef Vindex Tengker, a renowned Indonesian master chef, influencer, and member of USDA's Council Of Chefs. Chef Vindex will produce a series of 10 videos focusing on: 1) Introduction to Alaska seafood 2) Alaska salmon for daily consumption in Indonesian food 3) Menus during Ramadan, Islamic fasting month, Eid Mubarak Festival (3 videos) 6) salmon for diets 7) salmon for SME businesses 8) 3 videos covering salmon in appetizers, desserts, and other traditional menu items.



### *Malaysia*

During the quarter, ASMI SEA's Bangkok staff:

- Continued communication support to Everbest Malaysia Pte Ltd. about imports of salmon, pollock, cod, and scallops for local sales. They have received samples of Alaska pollock H&G and fillets from a Thailand importer and are also interested to have samples of single frozen pollock.

### *Philippines*

During the quarter, ASMI Bangkok and Manila staff:

- Continued communications with FAS Manila and local importers of Alaska seafood to monitor the market access issue that classifies supermarkets as wet markets and also institutes new warehousing, quarantine, and inspection procedures.
- Continued communications with FAS Manila about their promotions of online sales of U.S. foods on Great American Taste <http://greatamericantaste.com.ph>.

## TRADE SHOWS

*Seafood Expo, Singapore* and a related *Seafood Export Marketplace Conference* were planned for **Nov.18-20**. Prior to its cancellation on August 12 due to COVID-19, ASMI SEA staff worked with Susan Marks, ASMI Sustainability Director, to prepare a paper for presentation at the conference titled “*Sustainability and Eco-Certification to Meet Consumer Needs and Build Market Success for Alaska Seafood in Asia.*” Due to the pandemic situation, it is expected that this show will again be postponed.

### *ThaiFex-Anuga Asia was planned for 25-29 May 2021*

ASMI SEA reserved a large booth. During Q3, the event was again postponed to September 29 - October 2, 2021. Due to the pandemic situation, it is expected that this show will again be postponed.

*Food & Hotel Asia, Singapore* was rescheduled for 2-5, March 2021, but has since been postponed again to 28-31 March, 2022. ASMI SEA originally reserved a 27 square meter booth for the 2020 event and has an option to roll the booth deposit forward again.

## RETAIL MERCHANDISING

### *Rimping Supermarket Promotion, Chiang Mai*

A promotion with Rimping was originally scheduled for October 1 - December 31, but due to COVID restrictions, it was extended through March. A second promotion was planned for Q4 to include more Rimping outlets and reaching new consumers in northern Thailand. The followup promotion with Rimping was again successful in expanding awareness and sales of Alaska seafood in northern Thailand.



### *Thammachart Seafood Cooperative Promotion, Bangkok*

Following a successful promotion with Thammachart last year, ASMI collaborated with them to expand their FY21 promotion to include more outlets and Alaska products. Thammachart Seafood sold Alaska Seafood Products at 27 retail stores during the promotion period for promoting Alaska Seafood.



### *Cooperative promotions with local importers-distributors*

ASMI SEA also provided cooperative promotion funding to several other companies in Thailand and Singapore to support their retail promotion activities, particularly D2C online sales. Below are screenshots and sales results of online promotions done by local importers-distributors.



## CHEF SEMINARS

### Young chef Training at 6 Thailand Culinary Schools

This activity was postponed due to the pandemic-related restrictions on group gatherings. It will be rescheduled in FY2022.

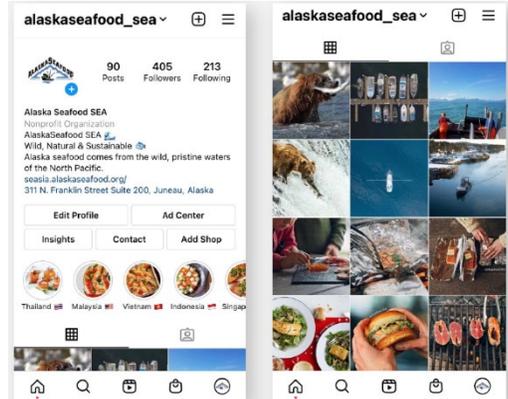
## SOCIAL MEDIA

### Instagram

Our regional ASMI Instagram account, @alaskaseafood\_SEA, now has 405 followers. We published six pieces of content in June 2021. Some of our content has already earned 2,200+ likes. We reached target audiences in Indonesia, Malaysia, Thailand, and Vietnam.

### Facebook

We've engaged more than 11,228 people since the beginning of June across all four Pages. Following successful Page promotions, we've grown our audience by 1,935 in Indonesia, 272 in Malaysia, 553 in Thailand, and 447 in Vietnam. We hit a very high number of 1,027,374 impressions this month. Visitors from social media spent an average time on page of 1m 24s, an increase of 71% compared to the previous period. Visits to <https://seasia.alaskaseafood.org> grew by 2.28%, pageviews grew by 4.03%, and sessions per user rose by 3.96%. Most new visitors still originated from Thailand (32.14%). However, visitors from Indonesia and Vietnam increased by 37.50% and 27.84%, respectively.



**Alaska Seafood Indonesia** is in Jakarta, Indonesia  
 Published by Perada Thaidakattana  
 June 13 at 10:00 AM

Memancing merupakan tradisi masyarakat yang hidup di sekitar pesisir pantai Alaska.  
 Pelajari mengapa penduduk Alaska, keluarga dan komunitas Alaska sangat mementingkan pemeliharaan kesehatan stok ikan liar: <https://bit.ly/3skam7n> #AskForAlaska... See More



**HERE IN ALASKA, FISHING CAN BE A FAMILY BUSINESS**

4,417 943 +1.9x Higher  
 People Reached Engagements Distribution Score

696

**Alaska Seafood Vietnam** is in Vietnam  
 Published by PAPER & PENCIL  
 June 20 at 10:00 AM

Khay nướng (sheet pan) này chứa đủ mọi thứ bạn có thể cần đến cho một bữa tối dễ dàng cùng với #SeafoodSunday cá tuyết (cod) Alaska hoang dã, đồ ăn được giữ tươi ngon và dễ dàng dọn dẹp: <https://bit.ly/3Z8B80D>  
 by Jake Cohen - See More



WAKEANDJAKE.COM  
**Sheet Pan Wild Alaska Cod with Cherry Tomatoes and Broccoli** — Wake & Jake

2,347 298 +2.0x Higher  
 People Reached Engagements Distribution Score

221 2 Comments

**Alaska Seafood Thailand** is in Bangkok, Thailand  
 Published by PAPER & PENCIL  
 June 9 at 10:00 AM

เลือกซื้อปลาแซลมอนที่เชื่อถือได้และอร่อยจาก Alaska ในร้านอาหาร: <https://bit.ly/3Z8B80D> #AskForAlaska.  
 ปลาแซลมอนที่อร่อยที่สุดในเมืองไทยมาจาก Alaska มาแล้ว... See More



SEAASIA.ALASKASEAFOOD.ORG  
**ปลาแซลมอนที่อร่อยที่สุดในเมืองไทย - Alaska Seafood**

976 168 +1.5x Higher  
 People Reached Engagements Distribution Score

147 1 Comment 1 Share

**Alaska Seafood Malaysia** is in Kuala Lumpur, Malaysia  
 Published by Perada Thaidakattana  
 June 22 at 10:00 AM

Serve oodles of noodles for your next date night. 🍷  
 Udon noodles, miso soup, fine Alaska cod fillets—what's not to love? Next time you're with that special someone, just ask, "Noodles & chit?"... See More



SEAASIA.ALASKASEAFOOD.ORG  
**Alaska Cod in Miso Broth with Udon Noodles - Alaska Seafood**

976 172 +2.0x Higher  
 People Reached Engagements Distribution Score

148 1 Share