

**To: ASMI Board of Directors**

**From: Alexa Tonkovich, International Program Director**

**RE: International Program Report**

This September I formally accepted the offer to become ASMI's new International Program Director. As the Asian and Emerging Markets Specialist I established a new contractor in the Japan program, wrote the Emerging Markets Program grant that originally founded the Brazil program and spearheaded that up and coming program. I am honored to now lead the ASMI International Team and hope to continue to improve the program.

I am pleased to welcome two new International Coordinators to the team. Mary Rehfeld, began her work at ASMI as the International Program Intern and has worked for three years since as Project Coordinator. Megan Rider, who comes to us from the Governor's Office, is a lifelong Alaskan with work, study and travel experience in Italy, Costa Rica, Cambodia and Vietnam. I am also pleased to announce that former European Marketing Specialist Hannah Lindoff has been retained as a Strategic Consultant.

The International Program also welcomes Lotus UK as the new marketing agency in the NEU region following a highly competitive RFP process. Lotus also holds the marketing contract for State of Alaska Tourism in the UK and comes to ASMI with a good understanding of Alaska and many fresh and innovative ideas for this market. Rebecca Wilson, Director, and Jon Harman, Trade Relations, will attend the 2013 All Hands Meeting.

This summer the International program launched a unified method of measurement for consumer and trade performance measures across all eight programs. Under the new program samples of 1000 consumers representing our target audiences in various regions are polled online and smaller phone surveys reach our trade key accounts.

The research, conducted this year by Rose Research, will not only provide numeric measurements for many of the performance measures required by the Unified Export Strategy (UES) grant application, but will also satisfy a Foreign Agricultural Service (FAS) requirement for in-depth programmatic evaluation. This consolidation of measurements and analysis across programs provides a consistent method of analysis for the International Program.

Preliminary research highlights include:

China:

- 90% of consumers believe wild Alaska seafood has superior taste and texture to farmed product.
- 87% of consumers believe wild Alaska seafood is nutritionally superior to farmed product.
- 85% of consumers actively seek out wild seafood.

Japan:

- 66% of consumers feel comfortable preparing frozen Alaska seafood.
- 70% of consumers aged 50+ years believe Alaska seafood is wild caught.

**UK:**

- 82% consumer awareness that Alaska seafood is healthy
- 81% consumer awareness that Alaska seafood is nutritious
- 53% household penetration for Alaska seafood

**France & Belgium:**

- 89% of consumers have a positive perception of frozen Alaska salmon.
- 64% of consumers believe Alaska smoked salmon is higher in quality than farmed salmon.
- 60% of consumers would rather buy Alaskan than farmed salmon.

**Germany, Austria & Switzerland:**

- 91% of consumers are currently purchasing Alaska seafood in some form.
- 72% of consumers view Alaska seafood as natural.

Kelly Ewing of Rose Research will present findings to the IMC on October 29<sup>th</sup>, 2013 at 8:45 a.m.

The summer of 2013 saw a record six international press, trade and chef trips visit Alaska including groups from the UK, Japan, China, Germany, and two from Brazil. As a result, German suppliers are asking for new species, British chefs have showcased Alaska seafood at consumer events, seven Alaska seafood companies held one-on-one sales meetings with six Chinese companies, and four Brazilian DIPOA (Customs) agents met with seven Alaska companies touring eight different plants.

### **Regional/Country program highlights:**

#### **China:**

According to the latest CPI, the seafood market is growing by two percent a year, which means there are more potential consumers with greater disposable income to target for premium quality seafood. The RMB's steady appreciation against the USD creates a sound atmosphere for seafood importers to make their imports more competitive.

#### **Consumer Program:**

- ASMI China carried out a round of press coverage targeting 70 lifestyle, food and beverage and cooking magazines and newspapers in first and second tier cities. The coverage focused on recipes, features and nutrition. Total coverage is estimated at a value of \$132,000.

#### **Retail/Trade Program:**

- ASMI China promoted snow crab, yellowfin sole, rock sole, Pacific cod, black cod, and sea cucumber with in-store promotions.
- ASMI China conducted Alaska Seafood promotions with BLT Supermarket, Guangdong (2 outlets).
- 3.6 MT of Alaska seafood was sold during the promotion.
- ASMI China conducted Alaska Seafood promotions with Vanguard Hypermarket, Guangzhou (26 outlets).
- **22 MTs of Alaska seafood was sold during the promotion.**
- ASMI China conducted Alaska Seafood promotions with Century Mart, Hangzhou (4 outlets).
- 6.2 MTs of Alaska seafood was sold during the promotion.
- ASMI China attended the 15<sup>th</sup> HOFEX, Asia's leading food and hospitality trade show in Hong Kong May 7-10, 2013
- The event attracted over 35,000 industry visitors including hoteliers, restaurant buyers, chefs, and distributors. Visitors came from Hong Kong, Macau, mainland China, and throughout the Asia-Pacific region.
- ASMI's booth was divided into three areas- samples/tasting, display, and meeting area. Most varieties of Alaska seafood were on display and smoked salmon, snow crab, salmon and pollock roe were provided for sampling. Brochures and recipe books were distributed throughout the show.
- *110 trade leads were gathered during the HOFEX trade show. On-site sales were \$2 million with projected 12 month sales at \$10 million.*
- The China Fisheries Show will take place Nov. 5-7, 2013.
- ASMI held trade gatherings in Hong Kong and in Xiamen. 60 members of the trade attended the event in Hong Kong and 30 attended the event in Xiamen.
- Each seminar included importers, wholesalers, distributors, retailers, and hotel/restaurant buyers. Alaska seafood was served at both receptions; Alaska Pacific cod, black cod, pollock roe, sockeye salmon, king and snow crab, and yellowfin sole were featured.
- Both trade events served as an excellent opportunity for ASMI to build relationships with local trade and provide up-to-date information about Alaska seafood and ASMI marketing activities. One promotion was negotiated as a result of the gatherings.

### **Foodservice Program:**

With more than 14,000 star-rated hotels across China, the HRI sector presents tremendous opportunity. As Chinese consumers become more convenience-oriented, fast food will also play an increasingly important role in the life of the average consumer. Both of these sectors grant the opportunity to promote a wide range of Alaska Seafood products, including both high and low end. Therefore, ASMI China selects restaurants and hotels at different levels to promote

various ranges of Alaska Seafood.

- ASMI China promoted sockeye salmon, black cod, yellowfin sole, snow crab, Alaska Pacific cod, king crab, scallops, during HRI promotions.
- ASMI China held a restaurant promotion with Eclipse Hospitality Group, Hong Kong (4 restaurants).
- **8.1 MTs Alaska seafood was sold during the promotion.**
- ASMI China held a restaurant promotion with Banana Leaf, Guangzhou (2 outlets).
- 5.9 MTs Alaska seafood was sold during the promotion.
- ASMI China held a restaurant promotion with Cufengyuan (CFY) Hot Pot Restaurants, Dalian (4 outlets).
- 5.6 MTs of Alaska seafood was sold during the promotion.
- ASMI China held a restaurant promotion with Friendship Hotel and Merchant Marco Hotel, Hangzhou.
- 5 MTs of Alaska seafood was sold during Friendship and Merchant Marco Hotel promotions.
- ASMI China held a restaurant promotion with Furama Hotel, Dalian.
- 2.8 MTs Alaska seafood was sold at the Furama Hotel promotion.
- ASMI held a chef competition “A Bite of Alaskan Seafood” in Guangzhou.
- 50 skilled chefs prepared two recipes each from three ingredients. Pollock roe was compulsory while Pacific cod and yellowfin sole were optional.
- Six chefs received prizes at the Awards Ceremony on April 15<sup>th</sup>. Recipes and pictures from the competition were uploaded to ASMI’s microblog. Followers of the blog could vote on their favorite recipes.
- 500,000 people were exposed to the event through social media and direct participation.
- **Three new hotels will seek Alaska seafood products as a result of the event; at least one restaurant promotion is in negotiation.**

## Japan

### Consumer Program:

- Following a highly successful media tour, ASMI Japan produced an additional two television episodes about Alaska seafood in collaboration with J:Com.
- The film crew, along with staff from ASMI HQ and ASMI Japan visited Anchorage, Dutch Harbor, Nome, and featured seafood plants, interviews with ship captains and the start and end of the Iditarod.
- **Each episode aired three times on the J:Com Channel, national TV, June through August, and ASMI retains the rights to all 3 hours of high definition footage to freely use in any market around the world.**

- **Ad value from these episodes is calculated at \$445,266.**
- ASMI Japan promoted Alaska seafood at FABEX, "The World Food and Beverage Great Expo," one of Japan's largest and most important HRI trade shows.
- ASMI hosted an original consumer recipe contest in conjunction with the show highlighting Alaska salmon.
- Over 70,000 people attended the show. The newspaper Nihon Shokuryo Shimbun (cir. 94,500) featured Alaska seafood and the contest in an article worth \$3,000 in equivalent ad value.
- ASMI Japan supported the "Alaska Family Event 2013" at Grand Pacific Hotel LE DAIBA in Tokyo on May 4 in conjunction with the State of Alaska Tourism office.
- 600 participants attended the event. **Following the event the hotel agreed to host a month long Alaska Seafood Fair in November.**
- Media coverage from the event was valued at \$230,745.

#### **Retail/Trade Program:**

- ASMI Japan placed the ASMI logo on the package for sockeye salmon kirimi products produced by a company "Matsuoka", a stable Alaska seafood trader and supplier.
- The 30,000-45,000 new packages will feature the ASMI logo from now on, starting in June 2013, now emphasizing that the product comes from Alaska, and is wild, natural salmon.
- Matsuoka will use this package to sell to a wholesaler of the JA Zen-Noh group, some JA Zen-Noh food delivery cooperatives and Zen-Noh stores will sell it to its members (consumers).
- ASMI Japan supported Aeon's "American Fair" with three new Alaska seafood products featured including Meuniere of Pot Caught PBO Pacific Cod, Meuniere of PBO Chum Salmon and Pollock Fish Sticks.
- These products are not traditional to the Japanese market and are considered "American style." They are frozen and ready to cook, a growing segment.
- The promotion took place in 65 outlets.
- With cooperation from the ATO and NOAA at the U.S. Embassy, ASMI Japan worked with the winner of the "U.S. Embassy Award" of the 65th "All Japan Kamaboko Competitive Showcase" organized by All Japan Kamaboko Makers Association.
- The awards ceremony took place on June 26, 2013, in Kanagawa prefecture. ASMI encouraged kamaboko/neri product makers to use more Alaska Pollock surimi.

- ASMI Japan placed a full color ad in trade publication *Suisan Keizai Shimbun* (cir. 59,000) and was able to gain additional free coverage with an interview with Alexa Tonkovich published at an ad value of \$14,609.
- The printing of the ad and interview coincided with the beginning of the salmon season.
- ASMI Japan also placed an ad on the *Minato Shimbun* Salmon Map (Cir. 58,000) which the trade use all year.
- ASMI advertised in the June 24 addition of trade newspaper *The Suisan Times* which had a special about Alaska pollock roe.

### **Foodservice Program:**

- Following two successful wine and Alaska seafood pairings last year ASMI conducted another pairing with celebrity ambassador and master sommelier, Mr. Shinya Tasaki.
- The event was held April 18 at Restaurant S and focused on black cod and Alaska pollock roe. 38 guests attended.
- ASMI Japan participated in a third workshop with the Japan Chef Association's (JCA) in Hyogo (western Japan) combining Alaska seafood with Hyogo's local foods. i.e., vegetables and meats.
- **This time restaurant/wedding venue Kashimaden sponsored the activity hosting approximately 180 chefs, well above the expected 150.**
- Alaska king crab, herring roe, rock fish, and sockeye salmon in a "kaiseki" were showcased.
- ASMI Japan sponsored an Alaska Seafood Fair at Baker Bounce, an American style burger diner in the trendy Roppongi area of Tokyo.
- The Fair ran from June 22 to July 28 and included Alaska king salmon for grilled salmon steak, coho salmon for salmon burger and black cod as fish and chips. The restaurant also prepared a special Alaska menu with the ASMI logo.
- ASMI took advantage of a visit from Mr. Eric Ziebold, Executive Chef at CityZen restaurant at the Mandarin Oriental Washington DC.
- NOBU Tokyo agreed to host a cooking demonstration by Chef Ziebold. Recipes using Alaska seafood, specifically king salmon, salmon roe, black cod, snow crab, king crab and salmon roe were demonstrated.

### **Northern Europe (UK, Ireland, Finland, Denmark, Sweden and the Netherlands)**

**October 21, 2013 ASMI officially offered the NEU program contract to Lotus UK.** IMC member Greg Smith, ASMI Executive Director Michael Cerne and International Program Director Alexa Tonkovich traveled to the UK to evaluate proposals from four different entities. While all contenders were strong, ASMI was impressed by Lotus's prior knowledge of Alaska through their work with Alaska Tourism, their innovative and creative PR plan, and the 30 years' experience in the seafood industry of their selected Trade Representative, Jon Harman.

## **Consumer Program:**

- June 1-7, 2013 ASMI brought a small group of influential UK chefs and food writers to see first-hand the importance of sustainable fisheries management in Alaska in Anchorage, Cordova and Juneau.
- ASMI accompanied a select group of chefs and journalists who are particularly interested in sustainability to Alaska and educated them about the State and its commitment to sustainability. The following chefs and food writers attended the trip:
  - **Rowley Leigh** – *A freelance food writer and columnist for the Financial Times, Rowley is also Head Chef at Le Café Anglais.*
  - **CJ Jackson** - *The Director of Billingsgate Seafood Training School which ASMI works very closely with to promote Alaska Seafood and the sustainability message.*
  - **Rosemary Moon** – *A food writer, chef and cookery teacher. Rosemary has also been a consultant for Waitrose for the past 15 years, doing the practical cookery training for Waitrose Meat & Fish Specialist Partners in which she has worked with wild Alaska salmon.* Rosemary has continued to use wild Alaska seafood products and held cookery demonstrations with Alaska sockeye salmon and cold smoked salmon at Fusion, an outdoor weekend event held at West Dean.
- ASMI supported the prestigious annual Guild of Food Writers' Awards ceremony which was held on May 29 at the Royal Institute of British Architects (RIBA). Alaska Seafood also co-sponsored the Food & Travel Award with Alaska Tourism.
- 300 food writers attended the event and sampled Alaska seafood. ASMI presented the Food & Travel Award with Rebecca Wilson from Alaska Tourism UK to Fuchsia Dunlop, a cook and food-writer specialising in Chinese cuisine for her Every Grain of Rice: Simple Chinese Home Cooking recipe book.
- Alaska Seafood held a lunch event on May 15 for 40 industry, trade and consumer press in the Private Dining Room at Nobu Old Park Lane, the highly-renowned Japanese restaurant in London. ASMI Executive Director Michael Cerne was present for this event, as was Rebecca Wilson, representing Alaska Tourism.
- A double page Alaska Seafood advertorial was placed in *Weight Watchers Magazine* (circulation: 170,873). The advertorial included information on the health benefits of Alaska seafood, ASMI's sustainability message and two Alaska Seafood recipes – *Barbecued Wild Alaska Salmon with a Wild Rice Salad* and *Ginger-Cured Wild Alaska Salmon with Wasabi and Lemon Mayonnaise*.
- The advertorial will feature an offer for the *Wild Wonderful Alaska Seafood* recipe book, the Alaska Seafood logo and Facebook and Twitter addresses.
- A full page Alaska Seafood advertorial was placed in the August issue of *Olive Magazine* (circulation: 67,218). The advertorial included information on the health benefits of

Alaska seafood and featured two Alaska Seafood recipes – *Cajun-Style Wild Alaska Salmon & Chorizo Rice* and *Wild Alaska Salmon and Halloumi BBQ Skewers*.

- José Souto, Chef Lecturer at Westminster Kingsway College, held a live cooking demonstrations at the CLA Game Fair (July 19-21, 2013) and New Forest Show (July 30, 2013) using wild Alaska seafood.

#### **Retail/Trade Program:**

- A promotional campaign was conducted with Frank's Smoke house to promote Alaska salmon and king crab through advertising in national and regional publications in the Netherlands.
- An Alaska feature was placed in the Sligro house magazine and order form together with in-store display features in 42 Sligro cash & carry outlets during June, July 2013.
- Alaska Pollock kibbeling advertising was conducted in the Emte in-store magazine Boodschappen together with a special offer in the special promotions folder delivered to 1.5 million households in the Netherlands. In addition, in-store features and pos displays were conducted in 130 Emte stores throughout the Netherlands. The ASMI logo was also included on all promotional packs during April- June 2013.
- Promotional activities conducted with Findus Sweden included a redesign of the Alaska pollock packaging which includes the ASMI logo and consumer information regarding the sustainability of Alaska pollock. In-store promotions were supported with pos shelf barkers which were conducted in 3,000 retail stores across Sweden during the period ending June 2013.
- Promotional activities conducted with Jan Van As group in the Netherlands included brochure production to include Alaska salmon, masterclass demonstrations with hotels in Amsterdam and sustainability features supporting the Alaska RFM.
- Promotional activities conducted with John West to promote Alaska canned salmon with Ocado – the online order service for Waitrose home delivery – with front page advertising on the Ocado landing page throughout June and July 2013.
- Sampling was conducted to promote Alaska sockeye salmon in four major ICA stores in Stockholm during June and July 2013.
- A full page sustainability advertorial was placed in the July/August issue of *Your M&S Magazine* (circulation: 950,000, Marks and Spenser). The advertorial included information on wild Alaska salmon and sustainability in Alaska and a book offer for the Wild Wonderful recipe book.

- A half page ad was placed in the July 11 issue of Waitrose Weekend (circulation: 400,000). The advertorial included information on wild Alaska salmon and sustainability in Alaska and a book offer for the Wild Wonderful recipe book. The ASMI logo, website and Facebook and Twitter addresses were also included.
- An ASMI Sustainability Event was held in the Ambassador's Residence in The Hague in June 2013. **Over 42 delegates attended the presentation on the Alaska RFM, including delegates from retail, wholesale, smoking, reprocessing and distribution.** An advertorial feature was also negotiated in Dutch *Vis Magazine* to support the RFM initiative.

#### **Foodservice Program:**

- Alaska Seafood supported Chef Selin Kiazim during her barbecue cookery demonstration at the Soho Food Feast. She featured *Wild Alaska Sockeye Salmon in Crusty Rolls with Black Olive Mayonnaise and Pomegranate Tomato Salsa*.
- ASMI collaborated with Seafish on a seafood focused recipe book to support the student chef sector. The book will be distributed to student chefs and chefs working in the educational catering sector to encourage them to use seafood when developing their menus.
- ASMI organised a seminar and tasting in association with the Craft Guild of Chefs at Westminster Kingsway College to educate top chefs and trade press about Alaska Seafood products and the sustainability model.
- The event was well attended and guests included Michael Paul and Jordan Sclare, Executive Chefs at the Japanese Restaurant Chotto Matte, which is due to open in September. Jordan Sclare was also previously Head Chef at Nobu. Cesar Garcia, the Executive Chef at Iberica also attended with his colleague Adrian Romanillos.
- Several trade press attended including representatives from Restaurant Magazine, H20 Publishing and Dewberry Redpoint. Alaska Seafood recipe books, sustainability leaflets and buyers' guides were also displayed around the room and the logo was displayed on screens in the demonstration kitchen. Alaska Smoked Porter Beer was served to guests and they were each given a side of sockeye salmon to take home.
- ASMI supported the annual Craft Guild of Chefs Awards, held at the Grosvenor House Hotel, Park Lane and presented the *2013 Ethnic Chef of the Year Award*. **Over 900 guests attended.**
- Full page sustainability advertorials were placed in issues 3 and 4 of Fish Fryers Review (circulation: 9,500), and a package was organized to place the sustainability advertorial in the June issue of *Cost Sector Catering* (circulation: 42,000), May issue of *Eat Out* (circulation: 24,000), summer issue of Stockpot (circulation: 2,000).
- The same advertorial was also placed in the June issue of *Chef Magazine* (circulation: 5,083) and the May and June issues of *Restaurant Magazine* (circulation: 16,837).

### **Western EU (France and Belgium):**

September 2013 ASMI WEU hosted a tour including Senator Gary Stevens, Senator Lyman Hoffman, Senator Peter Micciche and Senator Berta Gardner, ASMI Board Chairman Kevin Adams, and Communications Director Tyson Fick.

The group toured Boulogne sur mer and met with Pascal Labarre, a seafood specialist at the Chamber of Commerce as well as several trade members. The group also toured the Rungis market and conducted retail tours in Paris before continuing on to Portugal and Spain.

### **Consumer Program:**

- For the celebration of its 200th issue, the consumer magazine *Saveurs* magazine featured a contest: 200 prizes to win for the 200th anniversary of the magazine. One was a trip to Alaska which was advertised with ASMI pictures and the ASMI logo.
- ASMI placed an insertion in the 200<sup>th</sup> issue of *Saveurs* to coincide with the giveaway.
- In the program year 2013 ASMI placed insertions in 48 magazines with a circulation of 8,476,155 and Readership of 25,199,134.
- ASMI worked with two TV crews from Thalassa: one journalist went to Nome and the Aleutians for cod and the second one was in Bristol Bay for salmon.
- On April 23rd, ASMI had a joint press conference with Fjord King to promote fish roe (salmon and cod). The event was attended by 10 journalists and bloggers.
- ASMI participated in the launching of *750 GR* magazine, a magazine based off the most powerful recipe blog and website. Twenty-five journalists attended.

### **Retail/Trade Program:**

- Findus now has five products carrying the ASMI logo (frozen salmon, breaded salmon and breaded pollock marketed under the famous brand “croustibat.” Sales volume is 10 million units a year for Croustibat alone.
- Findus promoted frozen salmon identified with the ASMI logo in 220 Monoprix stores last fall without an ASMI contribution. Findus began a new advertising campaign in mid-June. The ASMI logo is featured on the consumer ad and on the Findus website.
- ASMI worked with National 1 to have the ASMI logo printed on the packaging of chum and keta steaks sold by retailers such as Auchan and Intermarché.
- ASMI promoted salted Pacific cod fillets and portions in Casino stores in June 2013. The product was featured on the catalogues distributed by Casino with text about the pure clean waters of Alaska and sustainability.

- ASMI had Pacific salt cod and Pacific cod portions promoted by Carrefour with the ASMI logo featured on the promotional catalogue and special signs hung in the stores.

#### **Foodservice Program:**

- ASMI has two target markets for foodservice: white tablecloth restaurants for high-end species and foodservice operations and industrial restaurants for higher volume species. For this reason ASMI conducts two types of promotions, those geared toward institutional restaurants and those geared toward the high-end market.
- ASMI had a chum steak promotion with Brakes, a foodservice distributor. Chum steaks were featured on 30,000 catalogues.
- ASMI ran a promotion with Ledelas who launched a prestigious chef contest: “Prix Jean Delaveine.” ASMI promoted king salmon reaching 750 chefs and cooking schools.
- ASMI participated in Les Etoiles de Mougins Culinary trade show and symposium through *L'Epicurien Concept* on September 14-16, 2012. This summer, recipes from the show were featured in *L'Epicurien*.
- **Chef Nobu was on the French Riviera for the Cannes film festival and worked with chefs who have cooperated with *L'Epicurien* through the years. The chefs called to get names of black cod, king crab and salmon suppliers.**

#### **Southern EU (Spain, Portugal and Italy):**

The Alaska Senators who toured France continued into Portugal where they were met by David McClellan in Aveiro. There the group met with cod processors. In Vigo, Spain the Alaska contingent attended the Whitefish World Congress sponsored by FAO & CONXEMAR. Senator Gary Stevens participated in the Congress Round Table: Sustainability and Food Security. The group was also invited to attend the official FAO and CONXEMAR Dinner. The Alaskan Senators were also able to attend the first day of the CONXEMAR show on October 1<sup>st</sup>.

#### **Retail/Trade Program:**

- CONXEMAR was held October 1-3 in Vigo, Spain. ASMI had an Alaska Pavilion at the show with five Alaska seafood companies co-exhibiting.
- **On-site sales are estimated at \$567,500 with projected annual sales of \$7 million.**
- The Spanish supermarket chain Eroski referenced for the first time refreshed, once-frozen Alaska pollock and Alaska keta salmon fillets packaged in modified atmosphere trays.
- ASMI SEU worked with the supermarket chain Eroski and with importer Wild Alaska Salmon to launch in early July an in-store promotional campaign offering customers a chance to win Eroski vouchers worth 100€.

- The promotion included: On-package stickers announcing the promotion, posters, a website [www.pescadosdealaska.com](http://www.pescadosdealaska.com) where participants can win prizes, and recipe brochures.
- **This is the first time once-frozen, origin-identified Alaska pollock and salmon fillets have been sold in SEU.**
- On June 27, ASMI and Makro Portugal held a chef demonstration/reception in Lisbon featuring Portugal's Olympic Chef Team to announce the launch of fresh wild Alaska salmon in the chain's nine cash and carry stores in Portugal.
- ASMI SEU organized in-store promotions, starting early July, to help introduce customers to fresh wild Alaska salmon in seven (up from four last year) El Corte Inglés supermarkets in Madrid and Barcelona, Spain.
- Demonstrators worked for two weekends in the fresh fish department of each store, offering customers tastings of Alaska sockeye salmon as well as a new information/recipe brochure.
- ASMI SEU organized in-store promotions starting in July of fresh wild Alaska salmon in 10 Carrefour cash & carry stores in Italy.
- Demonstrators offered customers grilled wild Alaska salmon to taste in the fresh seafood departments of each store during two days in late July, along with an information/recipe brochure.
- **This is the first time Carrefour Italy has sold fresh wild Alaska salmon.**
- Gruppo Pam repeated their fresh wild Alaska salmon campaign this summer.

### **Foodservice Program:**

- Salón de Gourmets (April 8-11, 2013 in Madrid, Spain) is a major European delicatessen and HRI trade show held yearly in Madrid. ASMI SEU exhibited in the 2013 edition with a 24 m<sup>2</sup> booth featuring a chef demo station and three display cases of Alaska seafood products.
- ASMI SEU made contact with over 100 restaurant professionals during the four-day show, generating eight requests for offers for Alaska exporters, and 10 request for offers for local Spanish distributors of Alaska seafood products.
- ASMI SEU assisted five local distributors (Cominport, Wild Alaska Salmon, Sofresal, Benfumat, Martiko) to exhibit and sample their Alaska seafood products to potential customers.
- ASMI SEU sponsored Peixe em Lisboa (April 4 - 14, 2013 in Lisbon, Portugal) by supplying Alaska black cod, sockeye salmon and ikura to the stand of Cominport in this HRI show, as well as to Chef Paolo Morais' demo kitchen/restaurant.

- Cominport reports making contact with over 50 chefs and restaurateurs during the 10-day show and presenting them with Alaska seafood product information and tastings.
- Paulo Morais' demo restaurant was one of the most popular at the show (Morais is Portugal's leading Japanese cuisine protagonist with two successful restaurants in Lisbon and regular participation in media events) and his *Alaska Black Cod with Miso and Wild Rice Tort* was one of his most popular dishes.
- ASMI SEU organized a chef demonstration and product tasting attended by 15 top chefs in the Marbella area on June 4<sup>th</sup> (the beginning of the summer season) at the Takumi Restaurant.
- Cominport had recently signed with a new distributor for the Costa del Sol region, Amaran, and so the event served as training for the Amaran salesmen as well as a promotion of Alaska seafood products for the local chefs.
- Cominport reports sales in the Costa del Sol of wild Alaska salmon and other Alaska seafood products are up over 20% so far this season.
- ASMI SEU organized a chef demonstration and product tasting attended by 17 top chefs in Ibiza on June 10<sup>th</sup> (the beginning of the summer season) at the Hotel Pacha Restaurant. ASMI organized the event in collaboration with Cominport and their local distributor Distribuciones Tami.
- Cominport reports sales in Ibiza of wild Alaska salmon and other Alaska seafood products are up over 25% so far this season.
- ASMI chef seminars introduced at least 82 chefs and restaurateurs to wild Alaska salmon and other Alaska seafood products.

## **Central EU (Germany, Austria, Switzerland, Poland and the Czech Republic)**

### **Consumer Program:**

- ASMI had one advertorial placed in four magazines: *Saveurs*, *Meine Familie & Ich*, *Okotest Ratgeber*, and *Essen und Trinken*.
- Circulation: 686,335, readership: 2,150,000
- On May 21, ASMI hosted a consumer press conference in Hamburg with the participation from Gottfried Friedrichs, ATKI and Die Raucherei. The three companies donated products for the press members to take home.
- Twenty journalists attended the press conference. **As a result articles came out in *Fish Magazine*, *Edeka Rundschau*, and an article is to come in the newspaper *Die Welt am Sonntag*.**

### **Trade/Retail Program:**

- The ASMI Executive Director and the ASMI representative met with the trade in Hamburg (Edeka, Gottfried Friedrichs, Die Raucherei Kunkel and AKI) and Bremerhaven (Frosta Quality manager and Transgourmet) following ESE.
- 15 advertorials were placed in seven professional press magazines. Circulation: 299,672; readership: 628,000.
- ASMI partnered with Dohle to promote smoked Alaska salmon in 123 Dohle stores.
- 3.5 MT of smoked salmon worth \$236,200 was sold.
- Eleven upscale Globus department stores owned by Migros will publish a luxury Christmas catalog which will come out in November.
- Globus will publish 400,000 exemplars with an ASMI Insertion featured in the catalog including an ASMI logo to identify smoked Alaska salmon: coho, chum and sockeye, as well as salmon roe from three suppliers.

#### **Foodservice Program:**

- Transgourmet continues running “Alaska weeks” in canteens using the POS ASMI developed two years ago.
- Transgourmet asked for a reprinting of ASMI brochures and products sheets for its seafood Akademie: Sustainable brochures (600), flatfish buyers’ guides (2,000), shellfish brochures (500), pollock and king salmon product sheets (500 each).
- From April through June Transgourmet Rewe foodservice conducted Alaskan weeks with key accounts:
  - Caterer Dussmann had an Alaska seafood week in 400 outlets in May
  - Bayer had a “Sustainable week” in May with 4,000 meals served, 3 MT
  - Lohmeir und Deimel partnered with several canteens
  - One promotion week with Dt Telekom (2,500 portions)
- During this fiscal year, **the volume of Alaska seafood sold by Transgourmet increased by 85.6 % in volume to reach 694 tons** (of which Alaska pollock made up 595 MT of both battered and raw salmon 36 MT, flatfish 53MT, and cod 9.5 MT) for a value of \$5.5 million.
- ASMI attended ChefAlps in Zurich May 30-31 with a booth shared with *Port Culinaire*, the high-end chef magazine, and decorated with photos from the *Port Culinaire* visit to Sitka in 2009.
- 1,250 people including French, German and Swiss chefs visited, as well as buyers such as the buyer from Globus Switzerland.
- ASMI and *Port Culinaire* negotiated a chef and journalist tour to Alaska.
- Thomas Rhul and Carola Gerfer-Ruhl of *Port Culinaire* and chef Chistoper Wilbrand flew to Anchorage where they were joined by ASMI and met with APICDA, visited False Pass, Kotzebue, and Noatak July 14-22.

## **Eastern EU (Russia and Ukraine)**

### **Retail/Trade Program**

- ASMI once again took a corner both at the World Food Moscow Pavilion September 16-19, 2013. **More than 95 trade leads, up from 75 last year were collected.** Most were from Russia, but ASMI also received trade leads from China, Ukraine, Belarus, Uzbekistan, Kyrgyzstan, Turkmenistan and Peru.
- Salmon, particularly king, coho and pink, as well as salmon roe, king crab, pollock, black cod, Pacific cod and halibut were some of the most requested species.
- ASMI attended the PIR show in Moscow October 1-4, 2013. This show targets the HRI sector.
- ASMI participated in the exhibition together with a distributor company “Tikra M” and Russian companies and restaurants communicated directly with them to discuss cooperation in the future.
- **Chef Nicholay Tchernyshov gave a master class on black cod which was attended by more than 40 chefs.**
- Optim Alliance conducted an extended distribution promotion to key distributors throughout Russia and used ASMI and Alaska origin materials. In addition, the development of Alaska themed and ASMI content pages were used on the company's website to reflect Alaska origin Ikra.
- Optim Alliance also included the ASMI logo on cans of Ikra as well as promotional materials and the new website pages.
- A retail merchandising promotion was conducted with Scandinavia Company in Kiev, Ukraine to promote Alaska flatfish, frozen Alaska pollock and pink salmon and Ikra during late June/July.
- A range of POS materials were produced and used in store to promote Alaska origin and all materials include the ASMI logo. Alaska seafood products were sampled to consumers during the promotion.

### **Foodservice Program:**

- A joint promotion was conducted in Moscow with California wines to promote Alaska black cod in a chef master-class for sophisticated Moscow housewives, with mass media participation.
- A celebrity chef demonstrated handling and cooking of Alaska black cod followed by an audience cook-off. A range of media journalists and commentators attended.

- HRI promotions were negotiated and conducted with FishHouse restaurant in St. Petersburg and with three restaurants in Moscow in to promote Alaska black cod and Alaska Ikra.

## Brazil

### Retail/Trade Program:

- The Wine and Gourmet Show took place in four major Brazilian cities May 20 (Rio de Janeiro), May 21 (Porto Alegre), May 22 (Curitiba) and May 23 (São Paulo), 2013.
- The target public includes buyers, media, retail, restaurants, opinion makers and distributors with attendance of 400 - 600 professionals, depending on the city.
- ASMI and Bacalhau Dias participated in the show and shared costs, including promotional material such as flyers, posters, and banners.
- ASMI Brazil participated with an Alaska Seafood pavilion in the APAS 2013 Supermarket Business Show on May 6-9, 2013 in São Paulo, Brazil.
- ASMI Brazil invited Captain Daher Jorge, an Alaska fisherman, to help promote Alaska by participating in many interviews with widely-known TV stations, such as Globo News.
- **The show generated over 100 trade leads.**
- During the show the magazine *Seafood Brazil* was launched and featured a section about Alaska Seafood, as well as a placed ad.
- ASMI Brazil participated with an Alaska Seafood pavilion in the SIAL Brazil 2013, the Latin America Food show on June 25-28, 2013 in São Paulo.
- ASMI Brazil also coordinated with local trade and retail suppliers Nativ, Noronha, Damm and Orleans & Castro. Each one participated with their own counter in Alaska Seafood's booth. ASMI Brazil coordinated with USDA during the show and helped support two Alaskan organizations: APICDA and Arrowac Fisheries.
- ASMI Brazil organized a reception, which included a cooking class provided by the chef and television presenter, Heaven Delhaye to prepare three recipes for the public and the heads of the companies who are or will start distributing Alaska seafood.
- During these dates, ASMI Brazil's office organized in partnership with Noronha Pescados: a chef demonstration featuring Alaska chum salmon and cod for the head directors of Pão de Açucar, one of the largest supermarket networks in Brazil and for 12 regional fish buyers.
- ASMI organized an inbound mission for four major Brazilian supermarket representatives, including Walmart, Sam's Club, Pão de Açucar and Cencosud, and one importer (Noronha Pescados).
- The four supermarkets have already negotiated to carry an Alaska line of seafood products including salmon, pollock and cod.

**Foodservice Program:**

- The ASMI Brazil Office organized a partnership with Go Where Gastronomia, a monthly gastronomy publication with a circulation of approximately 40,000 copies and distributed to newsstands and subscribers.
- The promotion featured an Alaska Seafood species tasting event at La Tambouille and Rufinos restaurants and during the SIAL show and an event with Kosushi Restaurant in July.
- Eight local major opinion makers including media, celebrities, and restaurant owners were invited to attend the events.
- Each event was covered on three pages in three editions of *Go Where Gastronomia* published in May, June and July.
- ASMI also sponsored the Go Where 9<sup>th</sup> anniversary party with approximately 600 participants, including opinion makers, top chefs, culinary school representatives, retailers, HRI and trade members.
- The ASMI Brazil Office promoted Alaska Seafood with one and two page advertisements in the April, May, June July and August 2013 editions of *Menu Magazine*. Menu Magazine has a circulation of 60,000.
- ASMI Brazil placed two advertisements in the June and July editions of *Prazeres da Mesa Gastronomy Magazine*. The monthly magazine has a circulation of 40,000.
- ASMI Brazil sponsored a two-week chef demonstration event with Chef Rafael Despirite at the São Paulo Casa Cor 2013 exhibit from June 4 – 7, and June 11 – 14 at the local Jockey Club.
- Casa Cor São Paulo is the biggest architecture, decoration and landscaping event in the Americas, and the second largest in the world which brings together a wide range of architects and designers, and also includes restaurants and stores. Alaska salmon was featured in tastings.