Japan & Market overview

Nov 10, 2022

xpd inc & Yakata Akiko
Japan: bad news

- JPY fall, even to 150 vs US$
- The lowest since 1990
- Market interventions doesn’t work...
- Reason: Easy money policy

- Inflation
  - For all items: 103.4 vs 2020 (Sep)
  - For items except energy & food (ingredient): 101.8 vs 2020

- World unrest
- North Korea
- The former PM was assassinated
Japan: good aspects of the bad news

- JPY fall, even to 150 vs US$
- Tourists are coming back
- Exporting industry

70.6% have transferred somehow to all

- "Thanks to" Inflation – supplier started transferring the increased cost to sales price
- 6305 items: prices were increased in Oct
Japan: seafood market update

93.2%

seafood sales YoY vs 2021 Sep
• Sep Supermarket Sales Survey
• Down trend for ingredient
• UP trend for prepared items
(Survey of 3 Japan Supermarket Associations)

96%

Aug expenditure For seafood vs 2021 Aug
• Aug Household expenditure
• Less amount for Sashimi items
• Almost same for salted/dried category (salmon/tarako etc)
• 106% for surimi seafoods vs 2021 Jan-Sep expenditure

102%

Jan-Sep seafood imports vs 2021 Jan-Sep (volume)
• Import statistics
• Total 102%/131%
• Salmon 93%/121%
• Pollock surimi 114%/145% (58Kmt US vs 12Kmt Russia)
Japan market update/foodservice

119%
Sep foodservice sales vs 2021 Sep
- All category: 94.1% vs 2019 Sep

108.2%
Sep noodle sector sales vs 2021 Sep
- Noodle sector: 120.5% vs 2021 Sep

568.8%
Sep Izakaya sales vs 2021 Sep
- Still slow recovery: 53.7% vs 2019 Sep
Japan program activities

ASMI Japan team

xpd Inc.
7-Eleven Onigiri

Sockeye salmon

Mentaiko pollock roe
7-Eleven Onigiri from 8 Nov 2022

Sockeye salmon

Mentaiko pollock roe
200 million/year 7-Eleven onigiri balls will carry Alaska Seafood logo from this week!

- **炭火焼紅鮭**
  Charcoal grilled sockeye salmon
- **辛子明太子**
  Karashi Mentaiko (Pollock roe)
- **熟成紅すじこ**
  Sujiko sockeye salmon roe
- **炭火焼き紅鮭切り身**
  Charcoal grilled "Chunk" sockeye salmon
香ばしさと旨味を凝縮
炭火焼紅じゃけ ¥165 ※（税込¥178.20）

九州 有明海産 焼海苔

新発売
I think it is unfortunate that some people nowadays misunderstand that wild fisheries mean overfishing, against aquaculture mean sustainable. **Alaska’s wild capture seafood fisheries, which have been managed correctly and strictly for a long time, are the model case that shows the world how to live with great nature in an appropriate manner.**

Now that we are finally able to call out “Alaska Seafood” on our onigiri products in our Seven-Eleven stores all over Japan, I am personally very pleased to launch it, as well as our company is. My dream, our dream come true.

From 8th Nov 2022, We are going to communicate with our customers all over Japan, through approximately 200 million onigiri rice balls/year* which will carry Alaska Seafood logo

We hope that this will make a positive impact on the social awareness (of sustainable seafood) and behavior of the Japanese consumers.

*total of onigiri sales numbers (actual previous year) of Sockeye salmon, Mentaiko pollock roe, sujiko salmon roe
Sockeye promotions expands to west

• Aeon Kyushu: Alaska Sockeye Fair (July & October)
• JPY5,788K sold by 2 days promotion in June (252.2% YoY)
• JPY5,650K sold by 2 days promotion in October (286.0% YoY)。

Alaska Seafood Marketing Institute, Japan team
More Alaska Seafood Fair!

Traditional partners

New partners!
Costco Promotion for Alaska Origin Mentaiko Pollock Roe

- Aug 19 – Aug 21, 2022
- Approx. 31 Warehouse
- Alaska origin Mentaiko pollock roe
Consumer Facing Activities/HRI & IG
Coming soon activities

- Sakana Japan Festival: The largest Seafood Gourmet consumer facing event (Nov)
- Zakoba Asaichi in Osaka: Herring roe booth (Nov)
- Coop Tohoku Alaska Fair (Nov)
- Arrowtooth Flounder Recipe (Dec)
- Costco Connection (Jan)
- Supermarket Trade Show (Feb)
- Alaska Fair with Aeon & more...
- Kamaboko Showcase "US embassy Alaska Seafood" prize
Thank you!
ASMI Japan team