

ASMI Foodservice Promotions FY25/26

All Hands 11/7/25



Operator Promotions

State of the Industry

- Focus on profitability, traffic, price increases
- Value meal deals
- Technology improves: AI, in-app ordering, Tic Toc-like marketing
- Corporate Chefs, R&D staff reductions and spending cuts



FY25 Operator Partnership Results

- -1.6% volume FY25 vs FY24
- 6,055,000 pounds of Alaska seafood sold at 30,000 US restaurants
- 2.5 billion impressions generated by our partners
- \$20 million dollars spent by partners to promote Alaska Seafood to their customers
- For every \$1 that ASMI spends on Promotion partnerships, partners spend \$72



2025 Foodservice Promotion Partners



Bob Evans®



POPEYES



Window Clings

Deluxe
CRISPY Fish *
* Sandwich

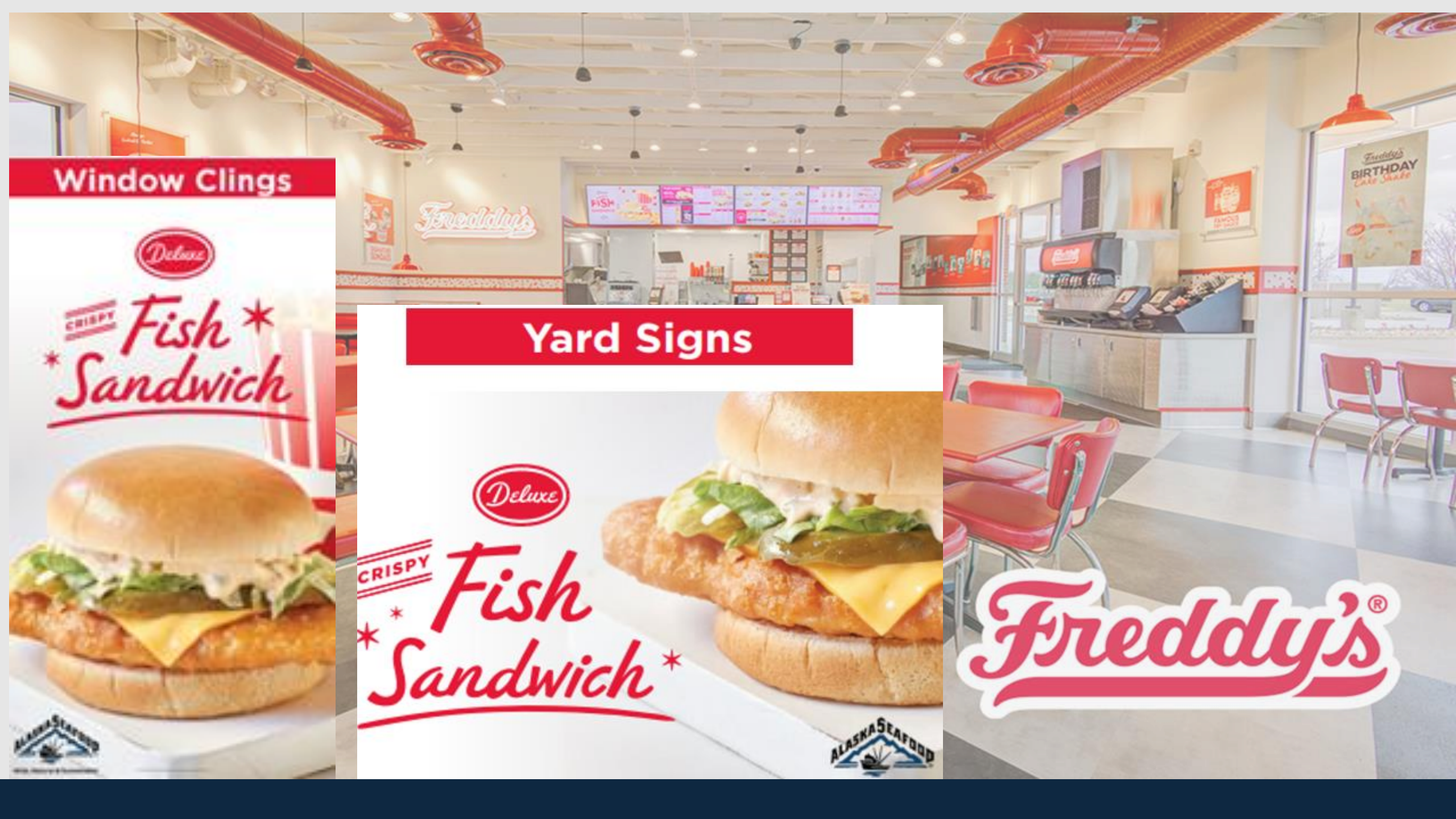


Yard Signs

Deluxe
CRISPY Fish *
* Sandwich *



Freddy's[®]



* *A Catch You Don't Want to Miss...* *

CRISPY FISH DELUXE SANDWICH

TRY IT NOW!



Our **Crispy Fish Deluxe Sandwich** is made with succulent and flakey flounder, lettuce, pickles, melted American cheese, and topped with our tartar sauce- you don't want to miss this!

ORDER NOW



CRISPY FISH DELUXE CATCH IT

* *Before It's Gone!* *

LIMITED TIME



Time is running out! Our **Crispy Fish Deluxe Sandwich** is swimming away soon, so don't miss your last chance to enjoy this seasonal favorite.

GET IT NOW!

Facebook

Freddy's Frozen Custard & Steakburgers
 Posted by Sprout Social
 Apr 4 · 🌐

Catch of the day: Crispy Fish Deluxe. Get it now before it's gone!

#freddys #steakburger



Instagram In-Feed

freddysusa

IN OUR CRISPY FISH SANDWICH ERA

View insights Boost post

126 5 22

Liked by preistsherif and others

freddysusa Catch of the day: Crispy Fish Deluxe. Get it

Instagram Story

Apr 11, 11:09 AM

The Crispy Fish Deluxe sandwich is back!

Reel it in before it swims away 4/22!

CRISPY FISH DELUXE SANDWICH

📍

Merchandising



Pole Sign or Window Decal



Drive-Thru Menu Toppers



Pole Sign or Window Decal





WILD ALASKAN POLLOCK

FISH SANDWICH

\$2.99



PANKO BREADED

ALASKA SEAFOOD
WILD ALASKAN POLLOCK

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ALASKA SEAFOOD
WILD ALASKAN POLLOCK



100% ALASKA POLLOCK FISH SANDWICH

WHATEVER FLOATS YOUR BOAT






K, SO ...

A SIDE OF QUESO?

\$1



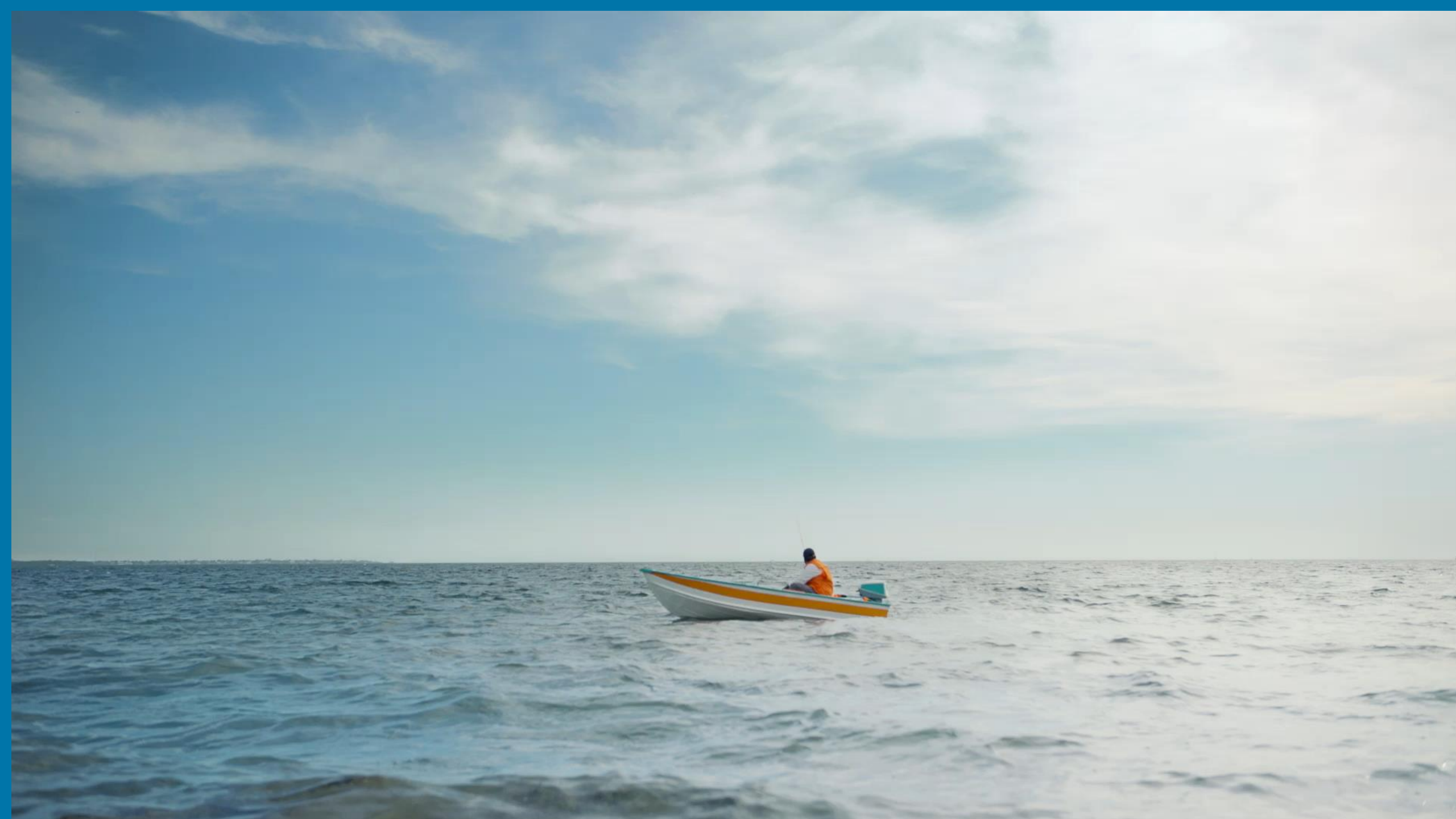
100% ALASKA POLLOCK FISH SANDWICH

WHATEVER FLOATS YOUR BOAT



ALASKA SEAFOOD
Alaska Pollock

See Menu for Pricing. Contains flour (sesame). Limited time only at participating SONIC® Drive-Ins. TM & ©2025 America's Drive-In Brand Properties LLC



Alaska caught.
No catch.

\$5.99



POPEYES

At part. US rest.



**POV: You find out
Popeyes brought
Seafood back**





Alaska FLOUNDER FISH TACOS

limited time only



Wild-caught Flounder from Alaska waters
Pico de Gallo prepared fresh in-house
Creamy, savory Fiesta sauce

The ALASKA SEAFOOD logo and the tagline "Wild, Natural & Sustainable" are registered trademarks of The Alaska Seafood Marketing Institute (ASMI).
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Alaska SEAFOOD
Wild, Natural & Sustainable

Alaska
FLOUNDER
FISH TACOS

Wild-Caught from Alaska Waters

limited time only

Nacho
TACO BRAVO

limited time only

make it a bundle



moments when
a chef touched
heaven:



BRING ON THE SEAFOOD

FISH NIBBLERS®



PANKO FISH SLIDER



THEY'RE BACK!

SHRIMP NIBBLERS®



Distributor Promotions

State of the Industry

- Decentralization leading the growth of smaller regional distributors and Protein Suppliers
- Employee turnover
- Technology improves: AI, in-app ordering



Distributor Results

- -8.1% volume FY25 vs FY24
- 30,480,000 pounds of Alaska seafood sold through distributors



ASMI 2024 Distributor Partners



Alaska Seafood

Untamed Waters, Unmatched Flavor

Pure, wild, and naturally bold—Alaska's seafood delivers pristine taste and unrivaled quality.



Filter By [Clear All](#)

My Items ^

- Previously Purchased
- Deals For You
- ♥ Favorites

Category ^

- All Categories (13)
- Meat & Seafood (13)

Brand ^



Wild Alaska Pollock Perfection

[Shop Now](#)



Flaky, Flavorful, Alaska-Fresh Fish

[Shop Now](#)



Rich Color, Buttery Taste—Alaska Salmon

[Shop Now](#)

ALASKA SEAFOOD U[®]

Take the course!
Discover how Alaska's long-term fisheries management practices ensure that this unmatched, delicious seafood resource can be enjoyed for generations to come.

[Get Started](#)

Choose Wild & Sustainable Alaska Seafood
& Enjoy \$5 Off With Code: WILD

SHOP NOW



WILD ALASKA SEAFOOD



Shop Now | →



**LOOKING FOR SUSTAINABLE,
DELICIOUS, HEALTHY SEAFOOD?
JUST ASK FOR ALASKA.**



Shop Now | →



Choose Wild & Sustainable Alaska Seafood
& Enjoy \$5 Off With Code: WILD

[SHOP NOW](#)



Gordon[®]
FOOD SERVICE

Choose Wild & Sustainable Alaska Seafood
& Enjoy \$5 Off With Code: WILD

[SHOP NOW](#)





FISH TALES
 AUGUST 2025 | A SAMUELS SEAFOOD CO.™ MAGAZINE
 THE ATLANTIC COAST EDITION

ALASKA SEAFOOD
 Wild, Natural & Sustainable™

The Next Big Catch
 How Alaska Seafood is Reshaping Dining Trends

Restaurant Alha
 Fire, Flavor, & a Slice of
 Piedmont in Malvern, PA

Beat the Heat
 This August
 Catch the Savings
 All Month Long!

The Art of the Tail
 Sourcing the Best Lobster
 for Your Kitchen



06 | SAMUELS SEAFOOD CO. | FISH TALES® AUGUST 2025

The Next Big Catch:
 How Alaska Seafood is Reshaping Dining Trends

ALASKA SEAFOOD
 Wild, Natural & Sustainable™

The foodservice industry is facing a dual revolution—one driven by a new generation of diners hungry for change in health, sustainability, and global flavors take center stage, seafood is emerging not just as an option, but as a defining feature of the future menu. At the heart of this shift is wild-caught, sustainable seafood from Alaska.

Younger consumers, especially millennials and Gen Z, are leading this change. According to new research from Technomic and the Alaska Seafood Marketing Institute, 2% of millennials and 23% of Gen Z say they're eating more seafood than they were two years ago—far more than older generations. These consumers are looking for freshness, nutrition, and non-conscious choices, and seafood delivers on all three.

Even more promising, younger diners see seafood as accessible. While older customers often perceive it as expensive, millennials and Gen Z—living grown up in a world of price swings—view sea food as comparable or even more affordable than red meat. That mindset opens doors for foodservice operators, particularly in food-service environments, to innovate with seafood in new and unexpected ways.

Take breakfast, for example. More than half of millennials say they're likely to order seafood in the morning—think salmon toast, crab omelets, or fish breakfast tacos. It's a striking shift in expectations and a chance to make seafood part of everyday dining.

As consumers increasingly reduce meat intake for health and environmental reasons, seafood becomes the top alternative. It replaces meat with seafood, and vegetables or plant-based proteins. And for those diners, wild Alaska seafood offers something more: lean protein, omega-3s, and

aged with science-based methods that adapt to ecosystem changes. For operators, partnering with groups like the Alaska Seafood Marketing Institute provides tools, certification, and marketing support that enhance credibility—without adding cost.

For millennials, that number jumps to 79%. "Alaska salmon" and "Alaska rockfish" consistently outpace other Alaska offers, testing well in regional markets. This aligns with consumer values toward "Alaska," signals wild, ports healthy communities, and sustainable—and high quality—brings bold, clean flavor to the plate.

For foodservice operators ready to act, it's the only state with a sustainability written into its constitution, and its fisheries are mean- word: Alaska.

Alaska backs up its name with action. It's the only state with a sustainability written into its constitution, and its fisheries are mean- word: Alaska.

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SAMUELS SEAFOOD CO. | FISH TALES® AUGUST 2025 | 11

ALASKA SEAFOOD
 Wild, Natural & Sustainable™

ZSOCK1
WILD ALASKA SOCKEYE SALMON
 Skin-On Fillets
 1-1.5 lb Each
\$9.00 lb

BCODF
WILD ALASKA SABLEFISH
 AKA Black Cod
 Skin-On Fillets
\$13.75 lb



ALASKA SEAFOOD →

Alaska seafood arrives from Alaska's waters to your plate, and is the most wild, natural and sustainable seafood in the world. Find out more about Alaska Seafood.

Lent Menu Ideas for Restaurants | US Foods



Wild, Natural & Sustainable®

\$7 OFF/ CASE
 HARBOR BANKS®
 BEER BATTERED ALASKAN WHITE COD,
 2 OZ. FILLET
 9791229 | 2/5 LB.

\$5 OFF/ CASE
 HARBOR BANKS
 BEER BATTERED PAR-FRIED COD,
 3 OZ. FILLET
 3365145 | 10 LB.



TRY THIS RECIPE
THE COD FATHER >>




Wild, Natural & Sustainable®

GET SPICY WITH DELICIOUS ALASKA HOT POLLOCK



GET THE ALASKA POLLOCK RECIPE NOW

[Read More >>](#)





What's Ahead for FY26

FY26 Distributor Promotions

New Distributor Partner



Motivate broad line distributors to show more of the Alaska seafood logo and to call out “Alaska” and utilize ASMI resources.

Continue to add new, smaller regional protein distributors and buying groups.



New FY26 Partners



Pepper

Go-To Market with Foodservice's Largest Digital Network

400+

Foodservice Distributors

\$30B

Revenue of Pepper's customers

250K+

Addressable Operators



ASPIRE



C.H. Guenther
THE FUTURE OF FOOD



FERRERO



INDIANA PACKERS
CORPORATION



KERRY

KETTLE CUISINE

LAND O LAKES



MICHAEL
FOODS INC.



pilgrim's




Smithfield



Verde

Wampler's Farm

A fisherman in a bright orange rain suit is standing on the deck of a boat, handling a large, dark fishing net. The net is draped over the side of the boat and has yellow floats attached to it. The background shows a blue sky and distant mountains. The text is overlaid on the left side of the image.

We're here to help
You make your
customers successful.

Jann Dickerson, National Accounts

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Leah Krafft, Foodservice Marketing Manager

Megan Rider, Director of Domestic Marketing

Margie Sherman, Foodservice Marketing
Coordinator