



MARKETING UPDATE

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Announcements

New USDA Dietary Guidelines Recognize Seafood

The science backed *Dietary Guidelines for Americans 2020-2025*, published by the U.S. Departments of Agriculture and Health and Human Services now recognize seafood as an essential, nutrient-dense and health-promoting dietary component. The revised guidelines, which serve as the basis of U.S. government food and nutrition policy also recommend 2-3 servings a week of seafood as part of healthy diet for all Americans, including pregnant mothers and young toddlers. ASMI is integrating these new seafood-forward guidelines into existing and upcoming wellness marketing activities, media relations and consumer education campaigns. [View the guidelines.](#)

Publications and Presentations

'Today's Seafood Consumer' Spotlight Published in Progressive Grocer



ASMI partnered with *Progressive Grocer* magazine to deliver a **dynamic animated spotlight** on today's seafood consumer. The spotlight shows the power

the Alaska Seafood brand has on increasing purchases and lifting all tides for the seafood department. Utilized throughout the spotlight is [consumer research data](#) from the 2020 FMI Power of Seafood Report and a 2020 Datassential online study of seafood shoppers. *Progressive Grocer* is advertising the animated spotlight and emailing it out to their digital readership of over 50,000 supermarket retailers and decision-makers.

ASMI Presents at Western United States Trade Association

On Jan. 21, ASMI Senior Director of Global Marketing and Strategy Hannah Lindoff presented at the Western United States Trade Association (WUSATA) winter planning meeting. The meeting was attended by thirteen member states Departments of Agriculture, State Marketing Officials and other designated program managers for international trade. Lindoff presented on ASMI's marketing shifts over the last nine months and future plans to promote Alaska seafood.

In The News



[5 Science-Backed Reasons To Eat More Seafood](#)

Real Simple
Jan. 11, 2021

As a result of ASMI's recent media outreach efforts tied to our #SeafoodSunday and Wild Wellness initiatives, *Real Simple* published an overview of the health benefits of seafood. ASMI tapped registered dietician Keri Gans, who touted the extensive health benefits of eating seafood and specifically recommended wild Alaska salmon, halibut and sablefish as the best options. The article repeatedly encouraged readers to eat more seafood in the new year and was syndicated by Yahoo! and MSN for a reach of over 283 million.

[Wild Alaska Salmon, Kale and Asparagus Quiche](#)

Twist of Lemons
Jan. 15, 2021

[This High-Protein Salmon Curry Salad Is the Perfect Make-Ahead Dinner for Busy Weeknights](#)

Well+Good
Jan. 15, 2021

[What a Dietician Eats Daily for Metabolic Health and Blood Sugar Balance](#)

MindBodyGreen
Dec. 18, 2020

[26 Fish and Seafood Recipes for a Mediterranean Diet](#)

Eating Well
Dec. 28, 2021

Upcoming Meetings

[Whitefish Committee Meeting](#)

Feb. 1, 2020 - *Teleconference*

To join, please email **Sara Truitt** for Zoom registration access.

[Board of Directors Meeting](#)

Feb. 24, 2020 - *Teleconference*

To join, please email **Sara Truitt** for Zoom registration access.

US Partnerships and Promotions

ASMI Launches Playbook Featuring the Benefits of

Adding Seafood as a Takeout Option

In partnership with Restaurant Dive Magazine, ASMI launched a content playbook for restaurant operators on Dec. 22. The playbook provides operators with takeout solutions which harness the power of the Alaska Seafood brand, during the pandemic and beyond.



With fewer options to dine inside at restaurants during the pandemic, consumers are craving healthy, tasty dishes that they can enjoy in the comfort and safety of their homes. While seafood is often a choice on dine-in menus, it is less frequently offered via a takeout or delivery. [This playbook](#) explores the opportunity for restaurants to stand out from the competition by adding seafood to the menu and appealing to consumers with healthy, sustainable options when ordering takeout.

PCC Holds Virtual Alaska Seafood Cooking Class

On Dec. 28, PCC Community Markets held a virtual Alaska seafood cooking class with James Beard Award-winning chef and product developer Jason Wilson. Chef Jason showcased recipes featuring wild Alaska sockeye salmon and sablefish. During his demonstration, Chef hit on key messaging regarding Alaska seafood sustainability, frozen and fresh, nutritional benefits and cooking techniques.



Virtual Flavor Experience Chef Presentation Features Alaska Seafood

ASMI sponsored the Virtual Flavor Experience conference held Dec. 1 and 2. Geared toward large scale restaurant operators, this year's event focused on trends central to menu success during COVID-19 and beyond. As part of ASMI's sponsorship, chef and seafood expert Barton Seaver shared tips on how to keep menus exciting and on trend with big flavor punches. His presentation featured an Alaska king crab Cobb salad, hearty vegetable salad with chilled poached Alaska salmon, puttanesca Alaska pollock, and a green curry with Alaska salmon and crab. Talking points emphasized frozen as a great opportunity for nimble operations and tips for seafood at takeout. Over 200 operator attendees participated in both conference days.



Alaska Stays Top of Mind with ICCA Holiday Webinar Sponsorship

The International Corporate Chefs Association (ICCA) turned to Zoom for their holiday celebration this year. Attendees from the nation's largest chains and multi-unit operations took the chance to reflect on the changes the past year had brought. As a founding sponsor, ASMI staff joined the group to wish everyone success in the new year. Membership with the ICCA is limited to the highest ranking culinarians from the top 200 operations in the nation and attendance at the webinar was strong. As part of the event sponsorship, Alaska Seafood affiliates were sent a package of Alaska weathervane scallops or king salmon fillets. Seafood packages were accompanied with species and nutrition information to keep Alaska seafood top of mind while recipients were confined to their home kitchens.



Chef's Garden Hosts Alaska Seafood Virtual Cooking

Classes

Chef's Garden, a full-service catering, event, and restaurant firm, hosted virtual cooking classes and a Facebook Live event promoting Alaska halibut, sockeye salmon, and sablefish. The first class on Nov. 6 featured the recipe [Thai BBQ sockeye salmon with ginger-butternut puree and wok seared bok choy](#) with a total of 52 participants. On Dec. 5, Chef's Garden featured [hazelnut crusted black cod with eggplant caponata, pancetta lardons, over Italian creamy lemon-parmesan risotto](#) with a total of 30 participants. Additionally, a Facebook Live event of the Alaska halibut preparation was streamed live through the Jax Supper Club's Facebook group reaching their 12.5 thousand members.



Fulton Fish Market Alaska Seafood Campaign

[Fulton Fish Market](#) and ASMI partnered to promote Alaska Seafood online and across their social channels. Wild Alaska sockeye salmon was featured on the "Freshest Picks of the Week" section of their homepage and featured five delicious recipes on their recipe hub, including [sticky sesame wild Alaska sockeye salmon](#) and [cedar plank teriyaki salmon](#). Additionally, Fulton's partnered with five top influencers who love wild Alaska salmon and asked them to create innovative and delicious recipes to feature on their popular Instagram accounts. Thus far, Fulton's has seen a 31% week-over-week increase in traffic to the product page, and the influencer campaign has been a huge success.



Alaska Sockeye Salmon, Coho Salmon and Cod Promoted at Lunds & Byerlys

Lunds & Byerlys, an upscale supermarket in the Twin Cities and surrounding area, promoted Alaska sockeye salmon, coho salmon, and Pacific cod at 26 stores in October. Each store utilized ASMI point-of-sale stickers and in-ice signs, resulting in an impressive 154% sales lift from 2019.



International

ASMI Japan Promotes Alaska Origin Mentaiko on Gourmet Gift Website

ASMI Japan ran an Alaska origin mentaiko pollock roe promotion on the gift portal site Otoriyose Net from Nov. 10 - Dec. 28. An Alaska origin [landing page](#) introduced consumers to the unique attributes of Alaska mentaiko and lead them to the shopping sites of four Alaska mentaiko producers. To drive traffic to the page, ASMI Japan arranged for five Instagram influencers to post about the campaign from Nov. 15 - 22. The landing page saw strong traffic and the the four processors reported positive results, with one stating that mentaiko sales were up approximately 33% compared to the same period in 2019.



ASMI China Host Series of Technical Trade Seminars

To increase the technical knowledge of the trade community especially in growing markets, ASMI

China recently held technical trade seminars in three Tier II cities: Shenyang on Dec. 2, Changchun on Dec. 3 and Hefei on Dec. 11. Each event welcomed over 20 local key seafood accounts. ASMI China staff gave a presentation covering ASMI and different Alaska seafood species. A chef demonstrated how to work with Alaska seafood, and guests tasted different products. These events are an important part of the ASMI China strategy, as they raise awareness of Alaska seafood, strengthen collaboration with traders in new markets, and improve the overall knowledge of Alaska seafood. The gatherings also help maintain trade sector communications and develop market confidence.



ASMI China Conducts Digital Ad Campaign on MangoTV

China's digital landscape continues to see immense expansion, driven by technology growth and demand for short videos. To target this frontier, ASMI China featured a 30 second short video featuring various Alaska seafood species on the MangoTV platform from Nov.15 to Dec. 15. The short video highlighted Alaska seafood's environment, sustainability and quality, and displayed the Alaska Seafood logo. Playing among some of the platform's most popular TV shows, the promotion achieved a total exposure of 4,617,356.



ASMI China Holds In-store Retail Promotions at Ole' Stores in Eastern China

ASMI China concluded a large-scale retail promotion in mid-December, which involved fourteen Ole' supermarkets located throughout the eastern China region. The activity covered the key cities of Beijing, Shanghai, Ningbo, Wuxi, Hangzhou and more. Fourteen locations participated in the event, which featured wild Alaska pollock and sablefish. Ten store locations offered food samples while all the stores utilized ASMI materials to attract consumers and educate them about Alaska seafood. ASMI China was pleased to launch a large retail event on such a scale with a trusted retailer, especially with shoppers headed back into the offline space.



ASMI China Completes Online to Offline Promotion with CR Vanguard Group

From Dec. 24 - Jan. 7, ASMI China conducted an online to offline promotion that brought together eleven supermarkets under the CR Vanguard Group, including Ole and Bt, to leverage end-of-the-year buying. The promotion featured wild Alaska pollock, sablefish, and sea cucumber at stores located in areas surrounding Beijing. Promoters were stationed at the stores, and they handed out information about Alaska seafood and answered questions from customers. An online ad for Alaska seafood was also created and featured on third-party home delivery service, Jingdong Home Delivery, servicing the participating supermarkets.



To further hype the promotion, ASMI China worked with social media key opinion leader "Four Seasons Barbie" to produce a livestream event attracting over 4 million views as she prepared dishes featuring wild Alaska pollock, sablefish and sea cucumber. The event resulted in press coverage from 20 platforms, including popular internet portals Sina, Tencent, and other shopping sites and news portals.

Together, both the online and offline platforms attracted different consumer segments and drove traffic to one another to increase the effects of the promotion.

ASMI China Completes Retail Promotion with Sogo in Hong Kong

ASMI China concluded a retail promotion in Hong



Kong last week at the Sogo retailer, as part of an ATO Hong Kong “Delicious USA” event. The promotion featured Alaska coho salmon, Pacific ocean perch, and sea cucumber. Promoters set up a small station directly behind a freezer with a sign overhead highlighting wild Alaska seafood. Point-of-sale materials made for an eye-catching stand, including counter cards, posters, and assorted recipe books and insulated bags, which were given to consumers making purchases. The use of recipe books has been an especially helpful tool to promote Alaska seafood in Hong Kong, as they bridge the gap for consumers who may not be familiar with how to prepare Alaska seafood, and give seasoned seafood lovers plenty of variety. ASMI was pleased to showcase Alaska seafood behind an ATO event for enhanced visibility, especially in Hong Kong where consumers hold U.S. products in high regard.

ASMI Around the World

Find out more about ASMI activities at home and abroad in our [interactive map](#).



ASMI AROUND THE WORLD



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