What does this mean for us?

• In our region like most backdrop of soaring inflation, political turmoil, lack of human resource, distribution challenges and high borrowing costs.

• The UK consumer confidence reading in September, was the lowest since records began in 1974 - there is a similar picture across our region as people struggle with inflation, prospect of high fuel costs and an approaching recession.

• But, looking back on the past year we have seen some great opportunities for ASMI in the market.

• We have seen less product in the market - down 15% on last year, with growth in flat fish.
Our strategy has been:

- Education
- Brand building
- Reinforcing value of canned salmon
- All underpinned by a constant drum beat of sales and marketing promotions
- But ahead of all that we launched Wild Alaska Seafood Month
Wild Alaskan Seafood (25 products available)

Watch our video and find out more about Alaska Seafood

Watch now

Food for thought
Wild Alaskan seafood is not farmed. It’s fished from the open ocean. All that room to swim makes it lean, healthy, and rich in Omega 3 and protein, perfect for keeping those new year’s healthy eating resolutions.

The conscious choice
A mandate for sustainable seafood is written into Alaska’s State Constitution. This means Alaska’s marine habitats are protected from harmful fishing methods and industrial pollution, preserving the ecosystem for many other species for the future.

Why not try delicious wild salmon, pollock or yellowfin sole from Alaska which you can find in the freezer, fresh or canned sauces? This salmon, spring onion and asparagus tart is healthy, tasty and good for the planet.
From vegan options and beauty essentials to your favourite big-name brands, you're spoilt for choice with Ocado's huge range.
Home to some of the most responsible and sustainable wild fisheries in the world. Fish from Alaska is harvested in over a million square miles of cool, clear water, ensuring a healthier way of living for all. Alaska salmon is not only easy to cook, but it's versatile, with a delicate mild flavour.
Packed with goodness

Our Essential Alaskan Pollock Fillets were sourced in the cool, clear waters of Alaska. Cook from frozen for simple, delicious meals.

Offer applies to delivery/collection slots between 29 December 2021–23 January 2022. On selected lines only. Subject to availability.

Essential Alaskan Pollock Fillets

kg

save £1.25, Was £7.00

£5.75
£5.75kg
Education
Young leap at chance to cook wild salmon

Olivia Scull
Reporter
osculldesignresearchers.com

Frome College is one of 13 pioneer schools across the UK to have received a delivery of wild Alaska sockeye salmon.

These schools are all part of the Fish in Schools Hero Programme, managed by the Food Teachers Centre.

This programme is in partnership with industry support such as the Alaska Seafood Marketing Institute (ASMI) so that the next generation know how to prepare and cook, and get a chance to taste fresh fish.

The wildness of Alaska is home to three million lakes, 40,000 miles of coastline and 1,000 rivers. It is here that five different types of wild salmon, premium black rock and wild Alaskan pollock thrive and mature at a natural pace.

Former MasterChef winner Blaine Baker provided advice on the best type of recipes via the Food Teachers Centre.

Mrs McLeish, head of Food Technology, said: "This is an exciting opportunity for our students who have always wanted to cook with the best quality salmon. We are looking forward to working with the fish from the Fishlands programme.

"We learnt about the differences between farmed and wild salmon. Wild salmon have denser muscle tissue, less fat but higher levels of Omega 3 and nutrients.

"Students were amazed at the stronger, more intense colour and transformed the salmon into delicious mini quiches and tarts. Sustainability and provenance are integral parts of student learning for food & nutrition GSCE, and this fish hero programme has provided valuable support to call that is taught and for future generations who care about the environment."
OOH ADS AND WHOLEFOODS PROMOTION
Canned
RETAIL PROMOTION

ALASKA SALMON
FROM CURE TO CAN

1. Our wild-caught salmon is sourced from the pristine waters of Alaska and its 34,000-mile coastline.
2. The salmon’s flavor is the result of its harvest in the North Pacific, where it is grown in natural waters.
3. Their movements are visible, allowing consumers to track the journey from the water to the can.
4. Certified sustainable and MSC certified, this salmon is the perfect answer for sustainable and delicious seafood.
5. Every can of Prince Salmon is packed with omega-3 fatty acids, ensuring a healthy omega-3.
6. Due to their superior methods of processing, Prince Salmon is packed with omega-3s and omega-6s, ensuring a healthy omega-3.

PRICES RED SALMON

WILD CAUGHT
ALASKAN SALMON
PACKED FROM FRESH

PRICES RED SALMON

CLUE: YOU CAN FIND THE ANSWER IN OUR RECENT POST!

QUIZ TIME!

HOW LONG IS THE ALASKAN COASTLINE?

- 2,000 miles
- 10,000 miles
- 21,500 miles
- 34,000 miles

YOU CAN FIND THE ANSWER IN OUR RECENT POST!

THERE FOR YOU, ALLWAYS
CONTENT/RECIPE CREATION

My Food Blog

Recipe:

**Tagliatelle**

1. Cook wild Alaska pink salmon.
2. Flock Chili (base or use less if you don’t like spice).
3. Lemons.
4. 200g Fresh Parsley.
5. Salt.

You’ll need a saucier for the pasta and a frying pan for the salmon.

1. Boil the pasta with enough water for the pasta. Season pasta with salt and pepper and a little olive oil.
2. Pop the salmon into a bowl for 10-12 minutes. (not cold)
3. Chop the chili very finely.
4. Grill the salmon, salmon, sausages and garlic in the oven.
5. Drain the salmon and season with half of the lemon juice.
6. Do a saucier for pasta water, pop it back in the pan and add the rest of your salad (2 fresh, your lemon juice, a cup of lemon juice), the rest of your lemon juice, 1 tsp pasta water, parsley, mist of your parsley (leave some to garnish) and chuck in your salmon.
7. Stir over a medium heat for a couple of minutes before serving it up and enjoying!
Drum beat
WILD ALASKA SALMON

Ways with Fish

Crowned an omega 3 and high-quality protein winner, add these fresh Alaska salmon and pollock recipes to your weekly menu for something a little different this month.

Serves: 4
Ready in: 1 Hour 10 Minutes

1. Preheat the oven to 375°F (190°C).
2. In a large bowl, mix together the salmon, lemon juice, and olive oil.
3. Season with salt and pepper.
4. Bake in the oven for 20 minutes, or until the salmon is cooked through.

Alaska Salmon

3 Ways with Fish

WILD ALASKA SALMON

CELEBRATION ROAST

Serves: 4
Ready in: 1 Hour 10 Minutes

1. Preheat the oven to 350°F (175°C).
2. In a large mixing bowl, combine the salmon, lemon juice, and olive oil.
3. Season with salt and pepper.
4. Bake in the oven for 20 minutes, or until the salmon is cooked through.

ALASKA SALMON

BROILED SALMON

Serves: 4
Ready in: 1 Hour 10 Minutes

1. Preheat the oven to 375°F (190°C).
2. In a large mixing bowl, combine the salmon, lemon juice, and olive oil.
3. Season with salt and pepper.
4. Bake in the oven for 20 minutes, or until the salmon is cooked through.

Cook’s Tip:

- This dish is best served with a fresh green salad.
- If you’re using frozen salmon, make sure it’s defrosted completely before cooking.

1. Alaska salmon fillet
2. Lemon juice
3. Olive oil
4. Salt
5. Pepper
What’s next?
AT HOME DELIVERY

Collaboration with Mindful Chef - UK’s #1 Recipe Box

- Targeting Key Christmas Period
- Featuring Alaska Sockeye Salmon
- Festive Recipe creation
- Collateral to tell Alaska story
LEAP CHRISTMAS ACTIVATIONS

- REDUCED PACKAGING SIZE
- LAUNCHED SMOKED ALASKA KETA
- LIMITED EDITION 'FESTIVE' PACKAGING
- PRE-CHRISTMAS CAMPAIGN WITH CHEF RACHEL KHOO

TOP SECRET OOH NEXT APRIL
CHRISTMAS RETAIL PROMOTION

- Retail promotion with Sainsbury's
- Promoting Wild Fish Discovery Wild Sockeye Salmon
- End of Aisle Ad
- 14th December – 3rd Jan
- 100x stores
TRADE OUTREACH: NL AND BEYOND!

- **BAGELS & BEANS**
  Foodservice promotion

- **DUTCH SEAFOOD MARKETING BOARD**
  Communicating with independent fishmongers

- **RESTAURANT WEEK**
  In collaboration with US Embassy

WORKING WITH KSENIA TO REACH OUT ACROSS DENMARK & SCANDINAVIA
SALON CULINAIRE 2.0

REPEATING 'WILD ALASKA SEAFOOD MASTERS'

CULINARY COMPETITION WITH CHEFS

CREATE DISH USING
- Wild Alaska pollock
- Alaska yellowfin sole
- Alaska sockeye salmon
- Alaska black cod

EACH COMPETITOR MUST ALSO INCORPORATE SALMON ROE
CANNED SALMON

- RECESSION PROOF
- REPURPOSING RECIPES
- APPEALING TO YOUNGER CONSUMERS
WASM 2.0.

WASM again!

Foodservice and retail promotions, consumer and social media activations

New year healthy eating

Healthy recipes

Focus on canned