



Green Hill Band

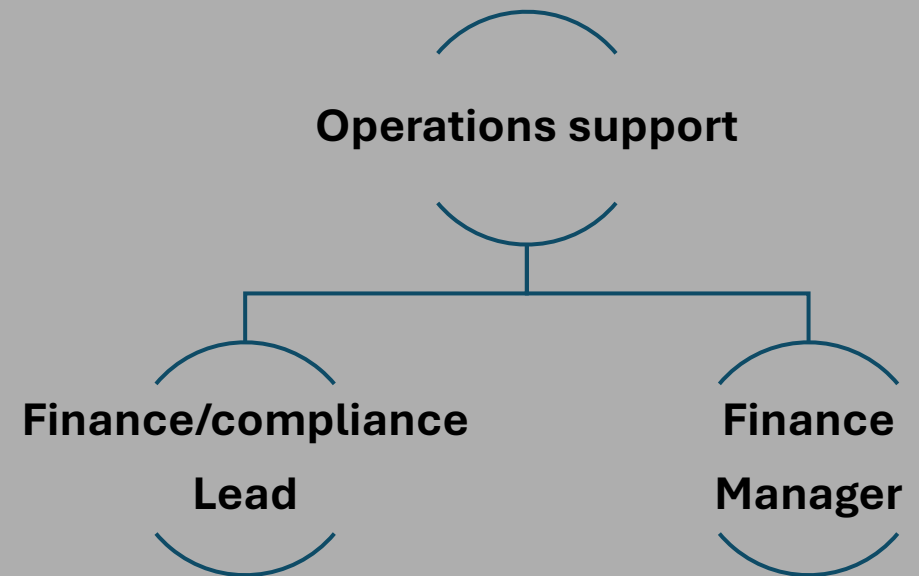
INTRODUCTION

Sarah Block account lead, 10 years ASMI experience

Additional team:-

- ASMI experience
- Food marketing experience
- Seafood expertise

Underpinned by experienced marketing support team and ex ASMI finance team.



Market Overview/Tariff Update

Indicator	UK	Netherlands (NL)	Sweden	Denmark
GDP (2025, est.)	\$3.3 trillion	\$1.1 trillion	\$650 billion	\$460 billion
GDP Growth (2025)	1.2%	1.4%	1.1%	1.3%
Inflation (CPI)	3.5%	2.7%	2.4%	2.0%
Unemployment	4.2%	3.6%	7.5%	4.1%
Seafood Consumption	24 kg/person/year	22 kg/person/year	28 kg/person/year	45 kg/person/year
Food Trends	Rising plant-based & convenience	High export of agri-food; low meat	Sustainable, organic, low meat	High seafood intake; organic focus

UK – US Economic Prosperity Deal

EPD a limited trade agreement that rolls back tariffs imposed by President Trump earlier in 2025.

The agreement implemented through "General Terms" not a formal treaty.

Agreement focused on reducing trade tensions while President Trump pursues "reciprocal tariff" policy with other trading partners.

Key Economic Impact

The deal creates a \$5 billion opportunity for new U.S. exports.

Tariff Structure

The UK lowered its average tariff on U.S. goods from 5.1% to 1.8%, while the U.S. maintains 10% tariff on most UK goods

Tariff cuts for seafood were not implemented in this phase.

In May U.S. Agriculture Secretary Brooke Rollins indicated in forthcoming rounds, trade talks will target expanded access for seafood industry, but no concessions have yet been implemented specific to seafood.





2025 campaign success

Supporting New Product Launch

Campaign

- ASMI NEU supported the UK launch of Alaskan Leader's Miso Black Cod into Costco UK 29 stores nationwide
- Product featured in-store on end caps (funded by AK Leader)
- ASMI NEU supported in-store demonstrations to promote trial of this new-to-market product. Though popularized globally by Nobu Restaurants, Miso Black Cod may still be an unfamiliar product to the average Costco shopper

Results

- Initial sales were so strong many locations sold out
- ASMI Demo Day (cost of \$13k including product) generated 627 sales and a total sales uplift of **162.05%**.
- For every 13 members to sample the black cod, 1 purchased (**1/13 conversion**).
- ASMI NEU will continue to support this product in Costco through in-store demos, including the expansion to Costco Sweden.



Promotion of Underutilized Species

Campaign

ASMI NEU supported sales of Lakeland Premium Yellowfin Sole Goujons at Costco stores nationwide (29) through 2-days of in-store demonstrations. Lakeland YFS displays ASMI logo on front of pack.

Results

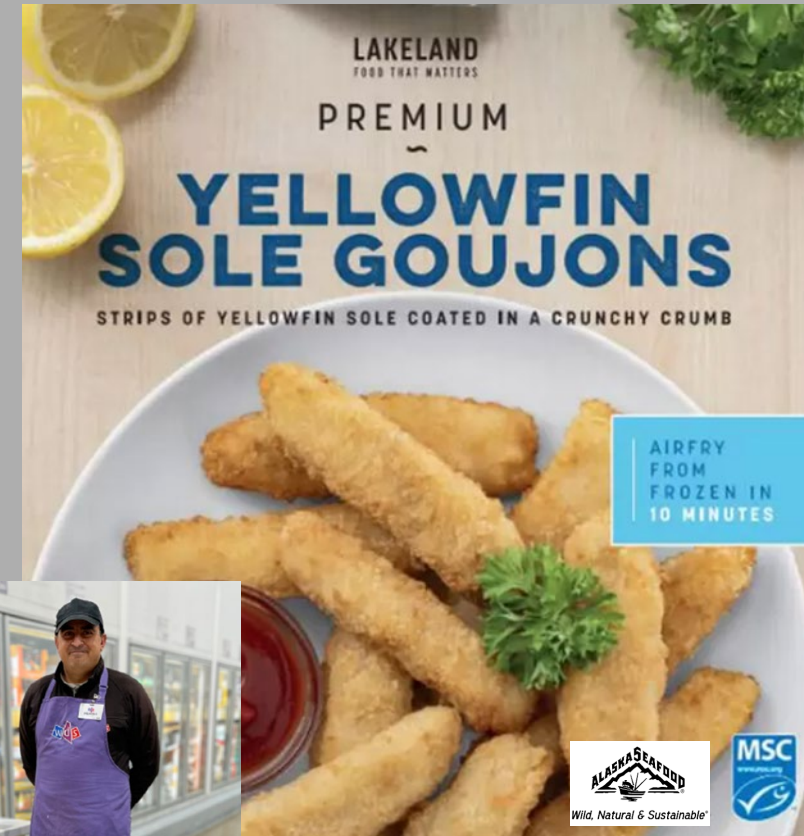
Costco customers were impressed by the product's fresh taste, flaky texture, and overall great value.

ASMI's investment of \$20k for the demo days yielded outstanding results

- **833 Total Sales**
- **463.18% Average Sales Uplift**
- **Conversion Rate of 1/10** (for every 10 customers to sample product, 1 purchased)

YFS is a species well accepted by UK consumers and there is more opportunity to promote origin-identified product in-store.

ASMI NEU is working with WASA to expand promotion of Alaska sole in the UK.



Promoting Trade Ties Between Alaska & Urk

Background

- Urk is an important EU processing hub, particularly for flatfish.
- Declining fishing in the region means less processing of local stocks so an opportunity to increase imports
- Previously, ASMI piggybacked on a WUSATA Mission to the US in 2024, hosting a day of activities in Seattle with WASA, GAPP & others

Campaign

- In collaboration with the Dutch Processing Association & City of Urk
- In June 2025, ASMI hosted the first Urk Mission to Alaska – 7 Dutch Seafood Processors + Urk Seafoods Manager + a Photographer to Seattle and Kodiak
- Seattle: CSI Briefing, B2B Speed Dating with 10+ AK Companies, GAPP hosted lunch, & store checks
- Kodiak: Fishing, Vessel/Dock Tours, Plant Tours, Meeting with ADF&G, local government and industry representatives

Results

- Immediate feedback was very positive. Alaska was known as a source of flatfish and pollock, but the mission has expanded industry awareness of the many species Alaska has to offer
- ASMI NEU will continue to strengthen these ties and follow up with sales support
- Follow-up: Potential Mission to Urk in 2026





FY26 campaigns

San Francisco Ellensburg 1910

Back
to
School



Creating New Seafood Occasions

75-100

Ocado Promotion – M&S Keta Salmon

- Fastest growing retailer for past 13 months
- Wild salmon sales increased 300% in 2 years
- Month long online campaign to coincide with new school year
- £15,800 investment will include Inspiration Banner for the search term salmon
- Product to be promoted in 3 for £12 category
- Volume driving multi buy mechanic attracting new people to the category
- Top of the page listing – 85% of basket additions come from the top row



Digital Marketing Campaign support

Digital Marketing Campaign

Influencer Partnerships

3/4 micro-influencer collaborations creating engaging recipe-led content that drives awareness and traffic to Ocado.

Recipe Development

3 new Alaska Seafood recipes, with full usage rights for social, advertising and future PR (note: confirmed international usage rights also).

Social Media Management

Instagram & Facebook content calendar including UGC-style reels, health tips, and paid amplification.

Paid Social Campaign

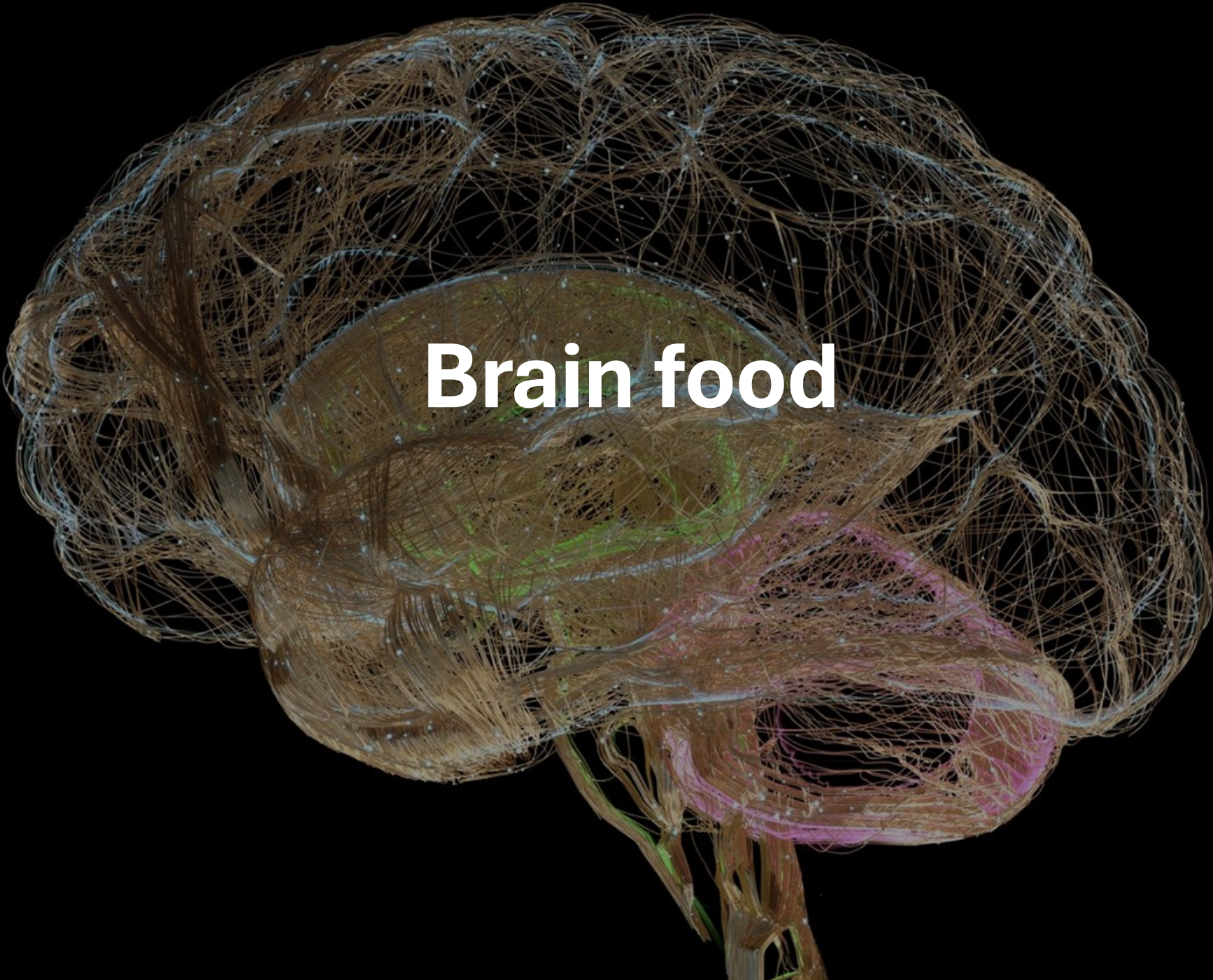
Targeted Meta ads aimed at “Mums with Money” designed to drive traffic to Ocado and reinforce brand positioning.

Target KPIs:

- 100,000 – 150,000 social reach
- 1,200+ clicks to Ocado
- 250,000+ influencer reach



TRADBE



Brain food



Education Campaign



Questions?