



ALASKA SEAFOOD MARKETING INSTITUTE

EASTERN
EUROPE

IMC MEETING, AUGUST
2025

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SEASON 2024/25. OVERVIEW



GRAPH #1. TOTAL EXPORTS FROM ALASKA TO EEU, 2014 -2024 . MT AND USD ('000)

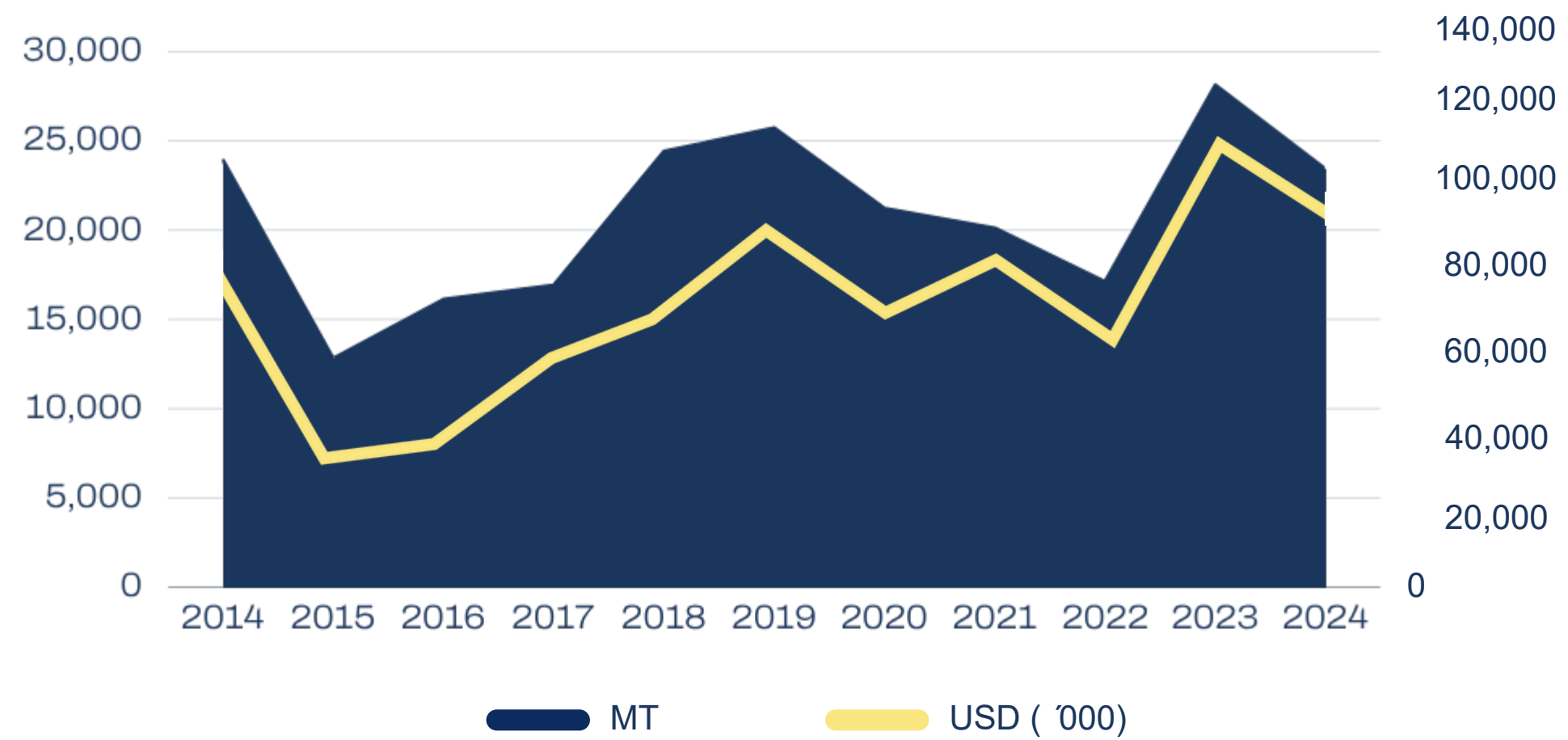
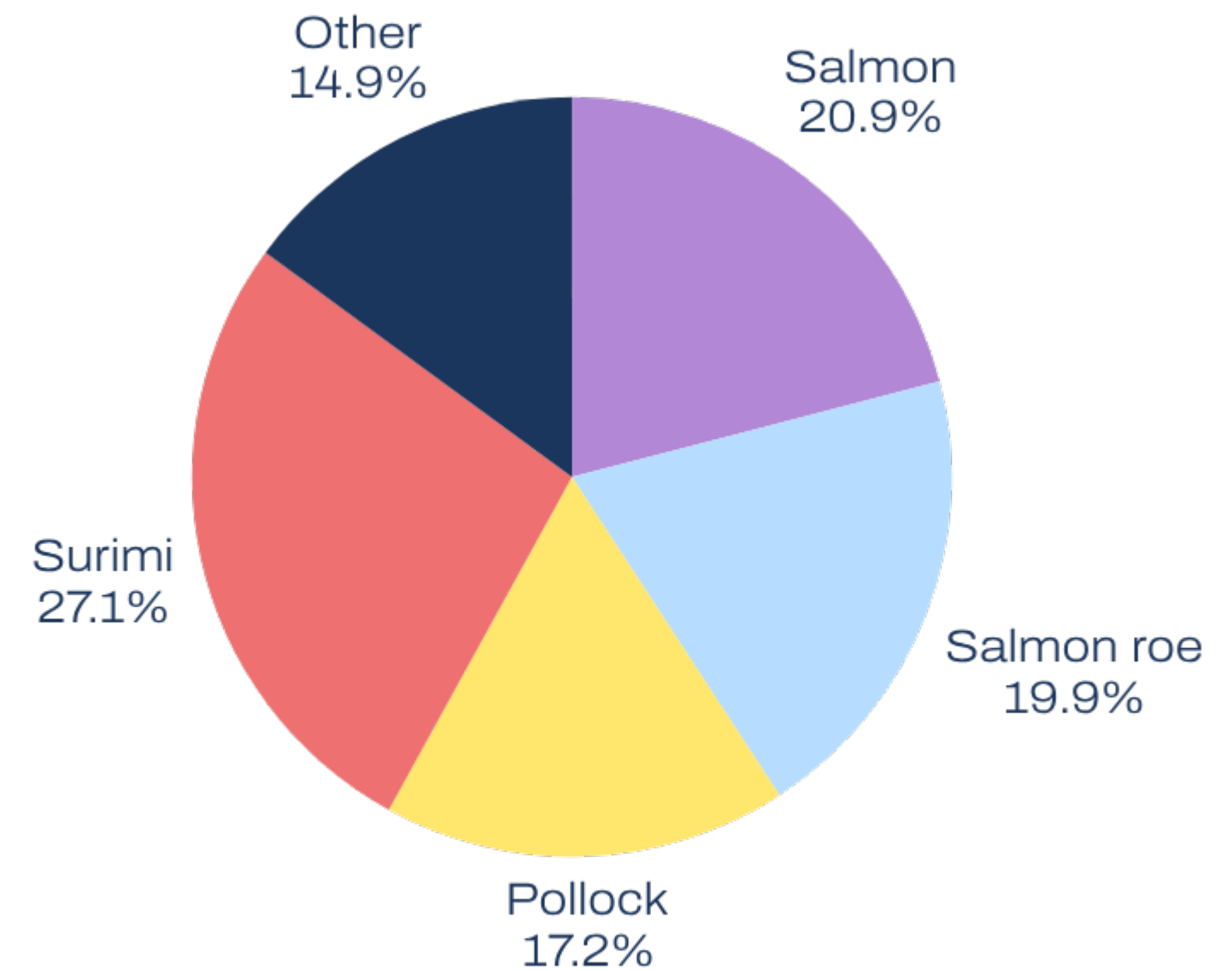


CHART #1. ALASKA SEAFOOD EXPORTS BY PRODUCT SHARE, EEU, 2024

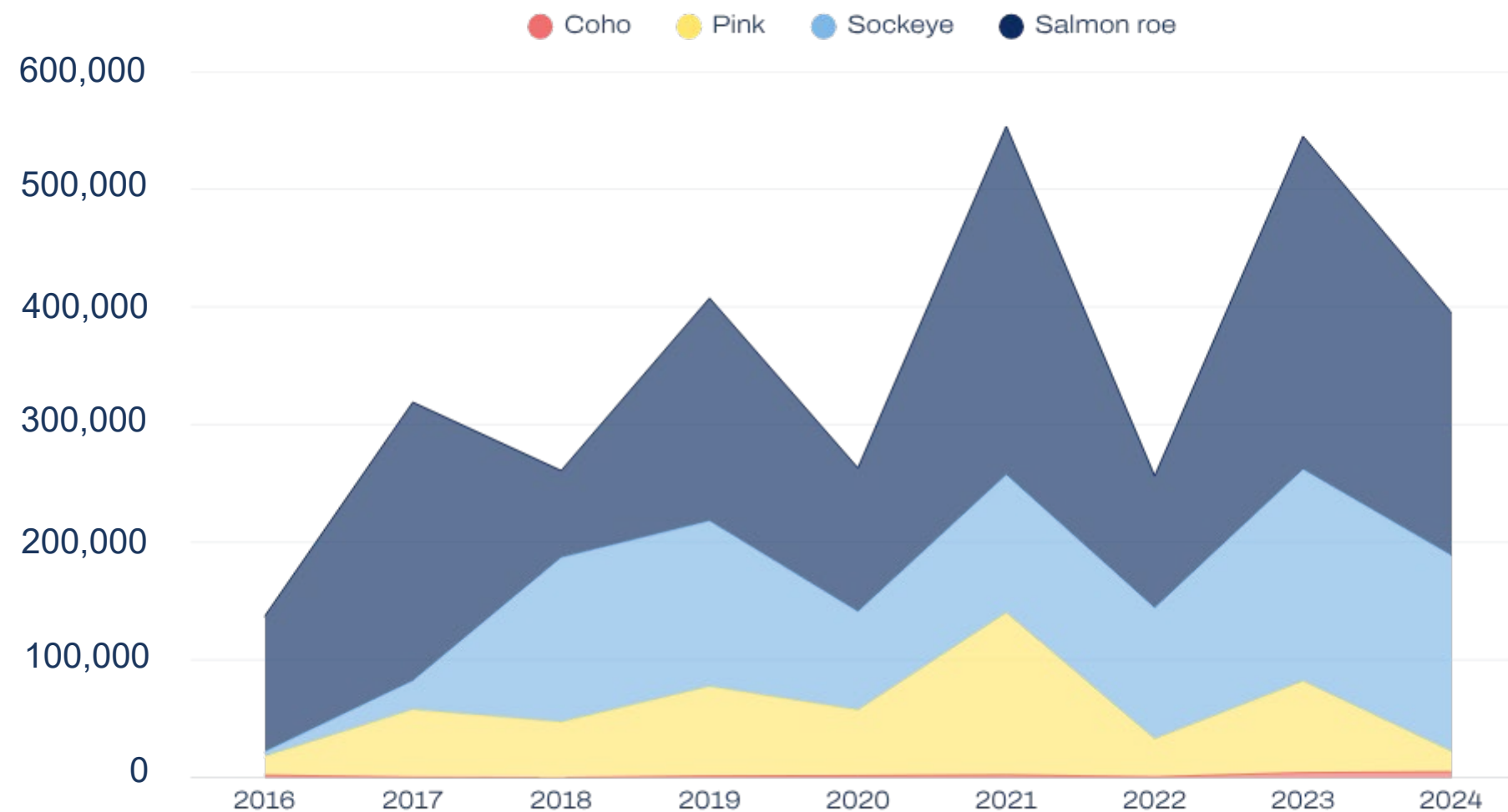


Source : NMFS export data

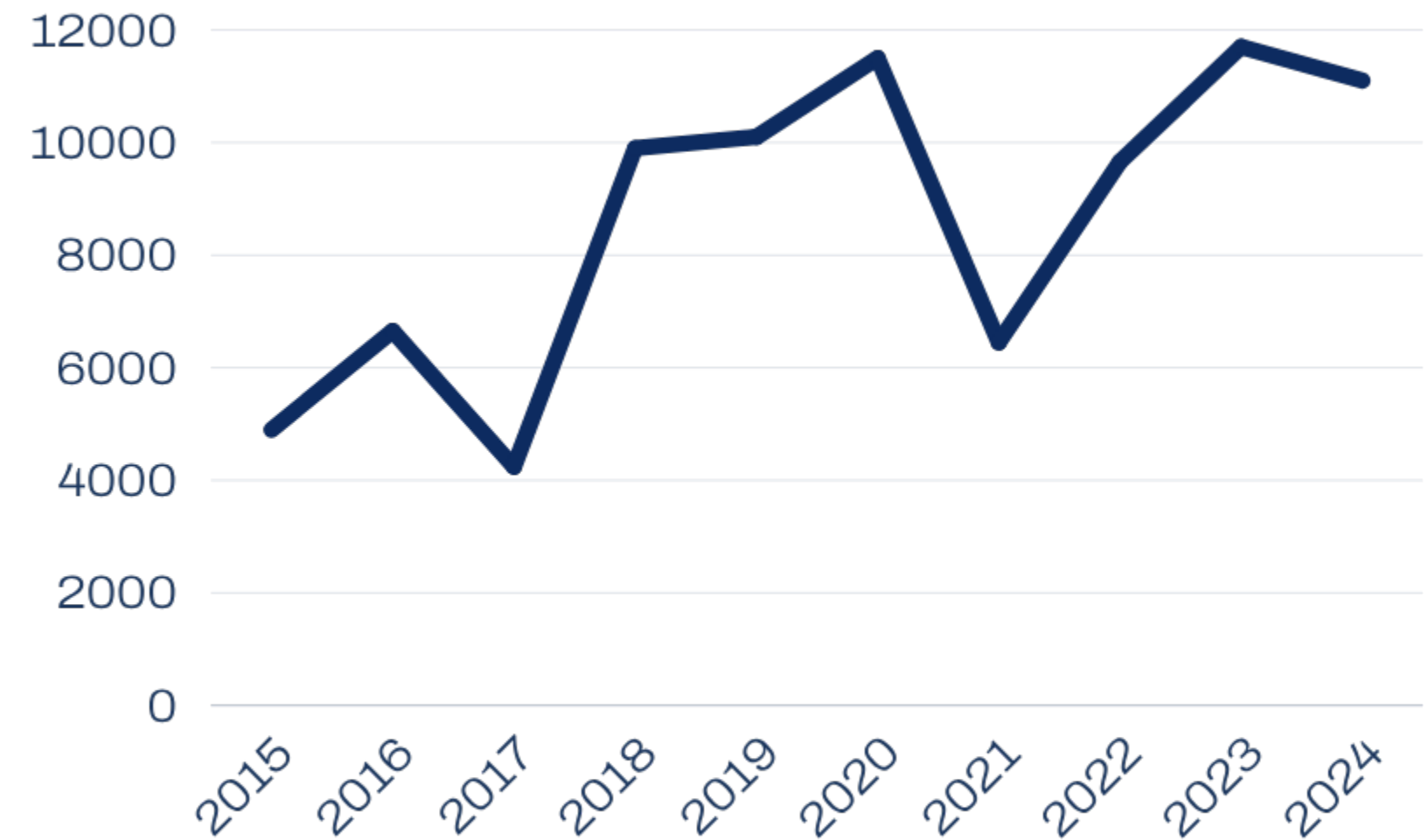
SEASON 2024/25. OVERVIEW



GRAPH #2. ALASKA SALMON EXPORTS TO THE EEU, 2016 –2024 . USD ('000)



GRAPH #3. ALASKA SURIMI AND MINCE EXPORTS TO LITHUANIA, 2015 –2024 (MT)



Source : NMFS export data

TRADE TARIFFS



EU TRADE AGREEMENT (EFFECTIVE JULY 27, 2025)

- New agreement with the EU sets tariffs at 15%
- EEU markets: Lithuania, Latvia, Estonia, Finland, and Romania



TARIFFS FOR UKRAINE, GEORGIA, ARMENIA, AZERBAIJAN, AND MOLDOVA (SINCE APRIL 2025)

- U.S. imposed 10% tariff on goods from these countries
- No official retaliatory tariffs on U.S. products as of late July 2025



FY24/25

SALMON PROMOTION



- **ACTIVE PARTNERS IN THE REGION (12)**
GoodWin e, Fozzy, Gelios, UIFSA, Fish Factory, Caviar House, Khan, Ocean Fish, Alfredo Seafood, Groenlanda, Trade House Rodina, Ocean Star
- **OPERATING COUNTRIES :**
Ukraine, Lithuania, Latvia, Estonia, Romania, Moldova, Israel
- **NEW PARTNERS IN 2025 :**
Caviar House, Khan, Trade House Rodina
- **SALMON PRODUCTS PROMOTED :**
Salmon roe, sockeye, pink salmon, keta
- **SPOTLIGHT :**
13 campaigns focused on promoting salmon roe
- **STRATEGIC FOCUS :**
Strengthening the link between promotions and sales

FY24/25 1ST CAVIAR COMPANY (GELIOS) TV PROMOTION IN UKRAINE

CAMPAIGN FORMAT :

- Collaboration with Gelios, holding 35 % of Ukraine's roe market
- Prime -time TV features during Dec 2024 – Jan 2025
- Social media and video content adaptations

RESULTS :

4.3 M

total views on
TV stories

1.5 M

views on social/video
adaptations

+20 %

year-over-year
sales increase



FY24/25 SALMON PROMOTION



OCEAN FISH RETAIL PROMOTION 



100% PRODUSE DIN ALASKA

REDUCERE DE LA 20%

La produsele Alaska SeaFood, perioada septembrie

46% SALES INCREASE

OCEAN FISH NEW YEAR RETAIL PROMOTION 

OCEAN FISH ÎȚI ADUCE DELICII DE SĂRBĂTORI!

Doar între 15-31 decembrie, borcanul de icre roșii 200g e la preț special de

350 Lei

în magazine sau pe www.oceanfish.md.



+472% SALES INCREASE
16,162 JARS SOLD

MAXIMA FISH FACTORY RETAIL PROMOTION 

ANEKDOTAS, o ne kaina! 

Balandžio 1-28 d.

-50% **4⁹⁹ €** ~~9,99 €~~

XXXXXX

Raudonųjų lašišų ikrai
ALASKA SEAFOOD

95 g

1 kg – 52,53 €



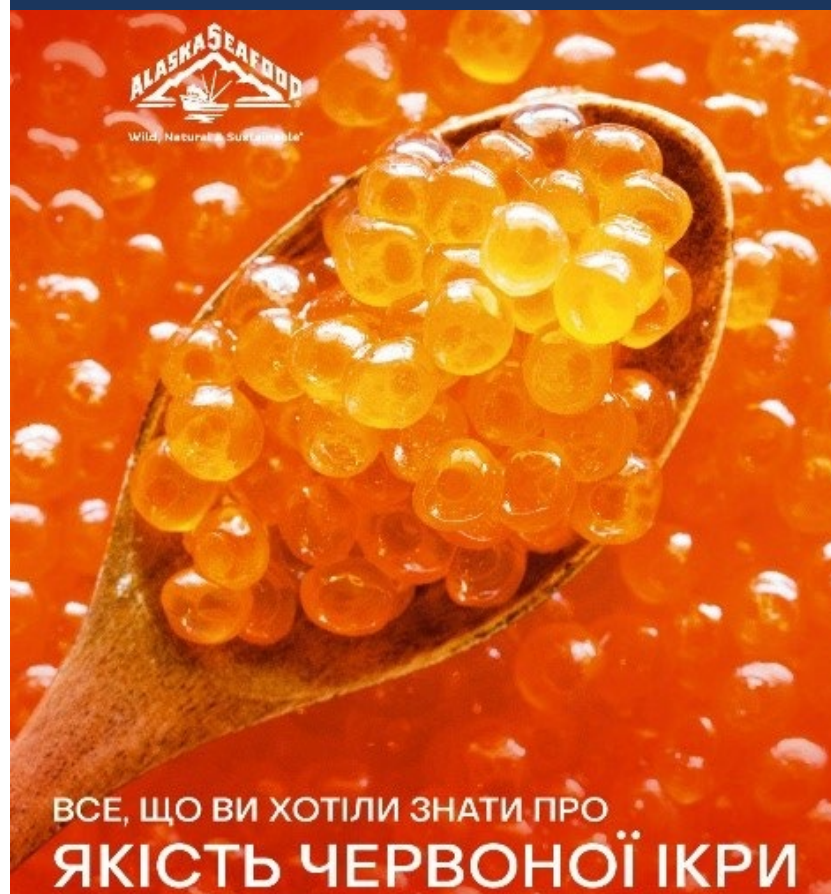
Prekių kiekis ribotas.

SALES INCREASE 5 TIMES!
36,000 CANS SOLD

FY24/25 SALMON PROMOTION



UIFSA NEWYEAR SALMON ROE
EDUCATION CAMPAIGN



ВСЕ, ЩО ВИ ХОТИЛИ ЗНАТИ ПРО
ЯКІСТЬ ЧЕРВОНОЇ ІКРИ

TOT AL REACH:
477,900

ALASKA WILD BOX, SOCIAL
MEDIA PROMOTION



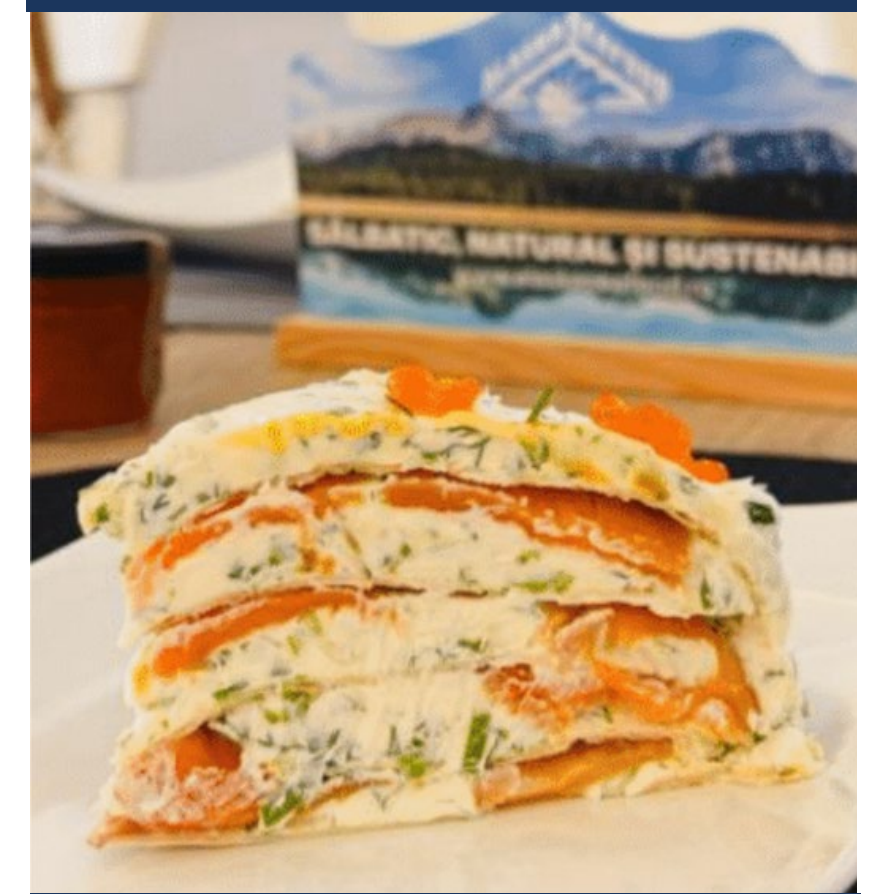
TOT AL REACH: 1M+

GOODWINE RETAIL
PROMOTION



42% S ALES INCREASE
DIGITAL REACH:
56.000+

MEDIA & INFLUENCER
COOKING MASTERCLASS



TOT AL REACH: 0.5M+

FY24/25 NEW PARTNERS



CAVIAR HOUSE (LEMBERG) SOCIAL MEDIA CAMPAIGN




20% SALES INCREASE
DIGITAL IMPRESSIONS: 812,000

KHAN HIGH-END RETAIL CAMPAIGN IN LATVIA




34% SALES INCREASE

RODINA CAVIAR HOUSE TASTING PROMOTION IN ISRAEL




**760+ LIKES AND ACTIVE
ENGAGEMENT IN
COMMENTS**

FY25/26

SALMON PROMOTION PLANS

PLANNED ACTIVITIES

UKRAINE :

- Salmon Roe PR campaign

THE BALTICS :

- Caviar House Social Media Campaign
- Reaton Foodservice Promotion

LATVIA :

- Stockmann Retail Promotion

LITHUANIA :

- Fish House Retail Promotion

MOLDOVA :

- Ocean Fish Retail Promotion

ROMANIA :

- Metro Staff Education Promotion

ISRAEL :

- Rodina Trade House Retail Promotion



FY24/25

WHITEFISH PROMOTIONS

- **ACTIVE PARTNERS IN THE REGION (4):**
Viciunai, Fozzy, Ocean Fish, Norven
- **COUNTRIES :**
Ukraine, Lithuania, Finland, Moldova
- **WHITEFISH PRODUCTS PROMOTED :**
Surimi, Alaska pollock fillets
- **SPOTLIGHT :**
Campaigns focused on debunking myths about surimi
- **STRATEGIC FOCUS :**
Strengthening the connection between promotions and direct sales

Repositioning Alaska pollock as a versatile, healthy superfood



FY24/25 SURIMI PROMOTION WITH

VICIUNAI



FINLAND



CAMPAIGN FORMAT :

- First Alaska surimi promotion in Finland
- Alaska Seafood logo placement on packaging
- Dedicated landing page highlighting health benefits
- Collaboration with local KOLs to educate through storytelling

RESU LTS :

- 7.2M+ impressions
- 1M+ reach
- 33% increase in premium surimi stick sales



LITHUANIA



CAMPAIGN FORMAT :

- Dedicated landing page featuring Alaska pollock as the key ingredient
- Banner ads on Google, YouTube, and Meta (CTR: 0.45%)
- Four PR articles on Lithuania's top media websites

RESU LTS :

- 14M+ impressions
- 44,400 clicks
- 36% increase in surimi snack sales



FOZZY GROUP OMNICHANNEL SEAFOOD PROMOTION IN UKRAINE



CAMPAIGN FORMAT :

- National campaign across Fozzy Group's 700 + stores
- Omnichannel push covering in-store activities and digital component

RESU LTS :

+177 %

total seafood sales (27,741 kg across 15 SKUs)

+370 %

Frozen Alaska pollock (H&G) sales

+257 %



Alaska pollock file t sales

8 M

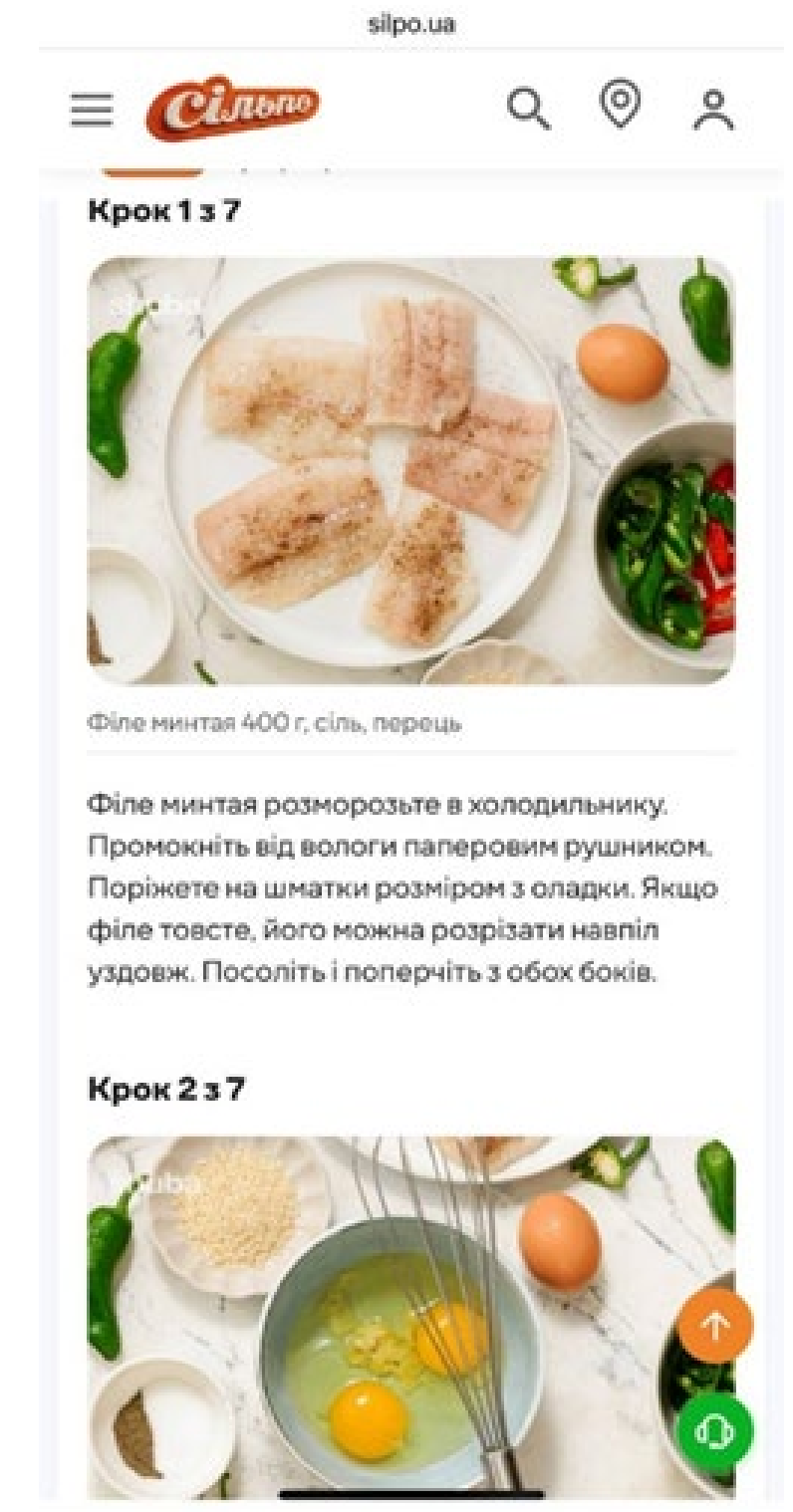
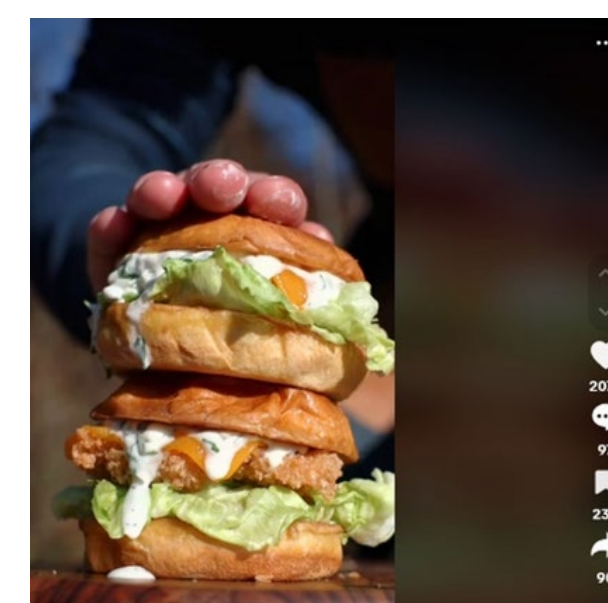
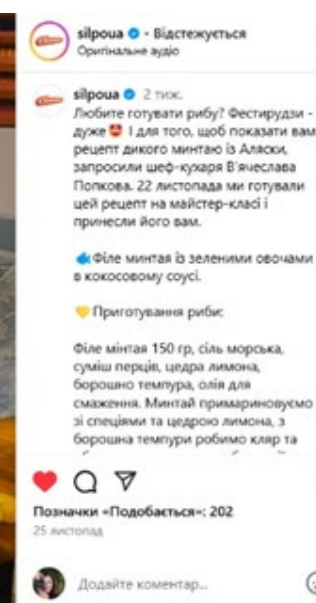
media impressions

ЦЕЙ МИНТАЙ З АЛЯСКИ, А ВИ ЗВІДКИ?

КОЛІР М'ЯСА: БІЛОСНІЖНИЙ
ТЕКСТУРА: НІЖНА
СМАК: М'ЯКИЙ

КАЛОРІЇ (ККАЛ)	82
БІЛОК (г)	20
ЖИР (г)	0,05
ОМЕГА-3 (мг)	331
ЗАЛІЗО (мг)	0,4
*на 100 г	



FY25/26

PAN -EUROPEAN SURIMI PROJECT

PROJECT MARKETS :
EEU, CEU, WEU, NEU, SEU



FROM CHALLENGE TO ACTION

NEGATIVE MYTHS & LOW AWARENESS ABOUT ALASKA POLLOCK SURIMI TISING

- Benchmarks perception, debunks misconceptions
- Consumers don't know surimi's content, its protein value, or sustainability story

CONSUMERS SEARCH BUT FIND NO CREDIBLE INFO

- Multilingual Content Hub
- Content based on real Google inquiries to fill knowledge gaps
- Mobile -first, evergreen platform for priority European markets
- Surimi Product Catalog + Store Locator
- Displays SKUs and where to buy ; drives actual sales



AUDIENCE RESEARCH
Awareness & Attitudes
Barriers & Drivers

SEO ANALYSIS
What people search for
Competitor content

CONTENT STRATEGY

PAID ADVERTISING

KOLs

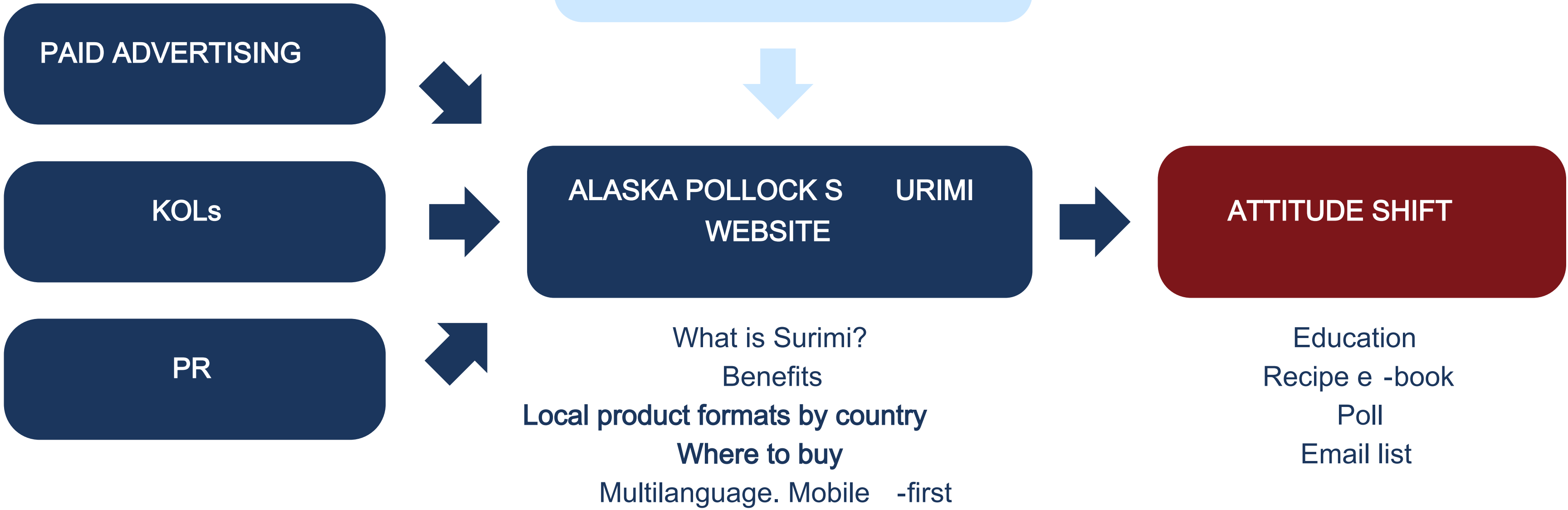
PR

ALASKA POLLOCK SURIMI WEBSITE

ATTITUDE SHIFT

What is Surimi?
Benefits
Local product formats by country
Where to buy
Multilanguage. Mobile -first

Education
Recipe e -book
Poll
Email list



CULINARY RETREAT PARTICIPATION



CHEF MARCO
CERVETTI



Fozzy Group : Leading Ukrainian retailer and importer



PLANNED ACTIVITIES :

- PR campaign in Fozzy media outlets
- Alaska -themed recipes, photo and video content
- In-store promo events by Cervetti
- Chef -to -chef training and upskilling

CHEF ROLANDS KIRSTEINS



Reaton : Leading foodservice operator in the Baltics



PLANNED ACTIVITIES :

- Introduction of wild Alaska salmon into Reaton's assortment
- Alaska –Reaton representational event at the U.S. Embassy in Lithuania or Latvia (USDA -supported) - September 2025
- B2B master classes for Reaton buyers

NEXT SEASON: **TRADE** **MISSION** TO THE **BALTICS**

TIMING :

May 2026 . Post -SEG .

LATVIA :

Lithuania, Latvia

WHY THE BALTICS :

- Lithuania - top importer of Alaska seafood
- 18,150 mt worth \$79.5M in 2024
- Klaipeda port (Lithuania) : key logistics hub for the EU
- Developed seafood processing sector
- High potential for pollock surimi & mince, sockeye, salmon roe

TENTATIVE MEETINGS :

- Surimi producers
- Salmon processors and canneries
- Salmon roe importers & processors
- Traders and foodservice distributors



ALASKA SEAFOOD COMPREHENSIVE GUIDE – 2025



WHY IT MATTERS:

A unified brochure gives buyers quick, credible access to abundant Alaska seafood information .

Purpose: A compact, versatile tool for trade shows, market visits, and events.

KEY FEATURES:

- Introduces Alaska as the source of wild, premium seafood
- Highlights key Alaska fish and seafood species
- Explains ASMI's mission and global promotional work
- Lists ASMI's global team contacts
- Includes QR codes linking to *Where to Buy*, *Technical manuals*, *Nutritional information* and multiple other online tools
- Brings all ASMI resources into one place: printed and digital materials, support programs, and contacts



ALASKA SEAFOOD COMPREHENSIVE GUIDE – 2025



FY24/25 DIGITAL ACTIVITIES



EASYFISH INSTAGRAM

33,200 👥
subscribers

354 ❤️
average likes
per post

14
average comments
per post

12
KOLs
collaborations

109 📷
number of posts

4.28M
impressions
(organic&paid)

563 👁️
Engagements
per post

EASYFISH WEBSITE :

60 📄
articles

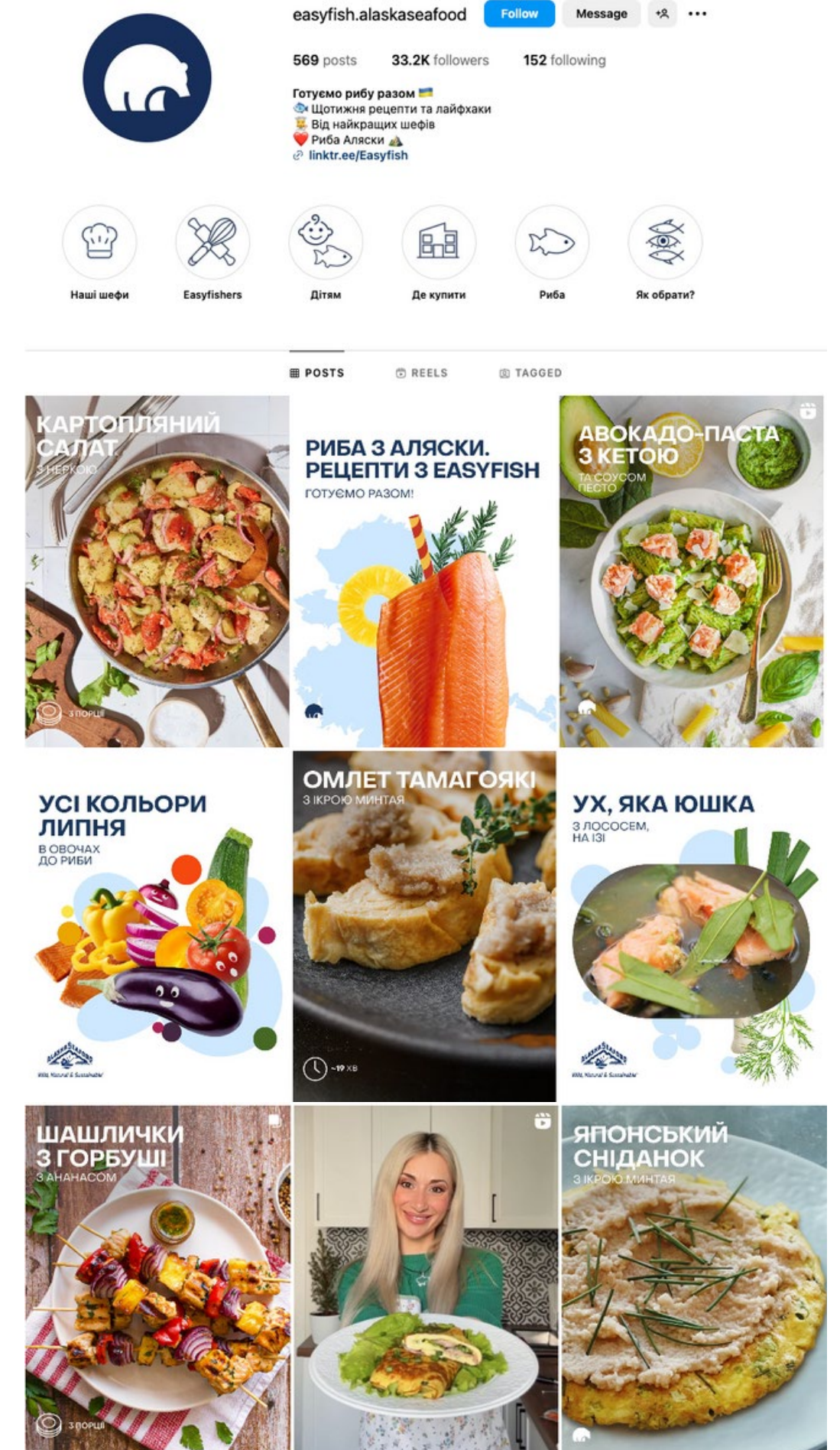
268 📍
recipes

7.9 🔍
average search
positions

134,900
active users

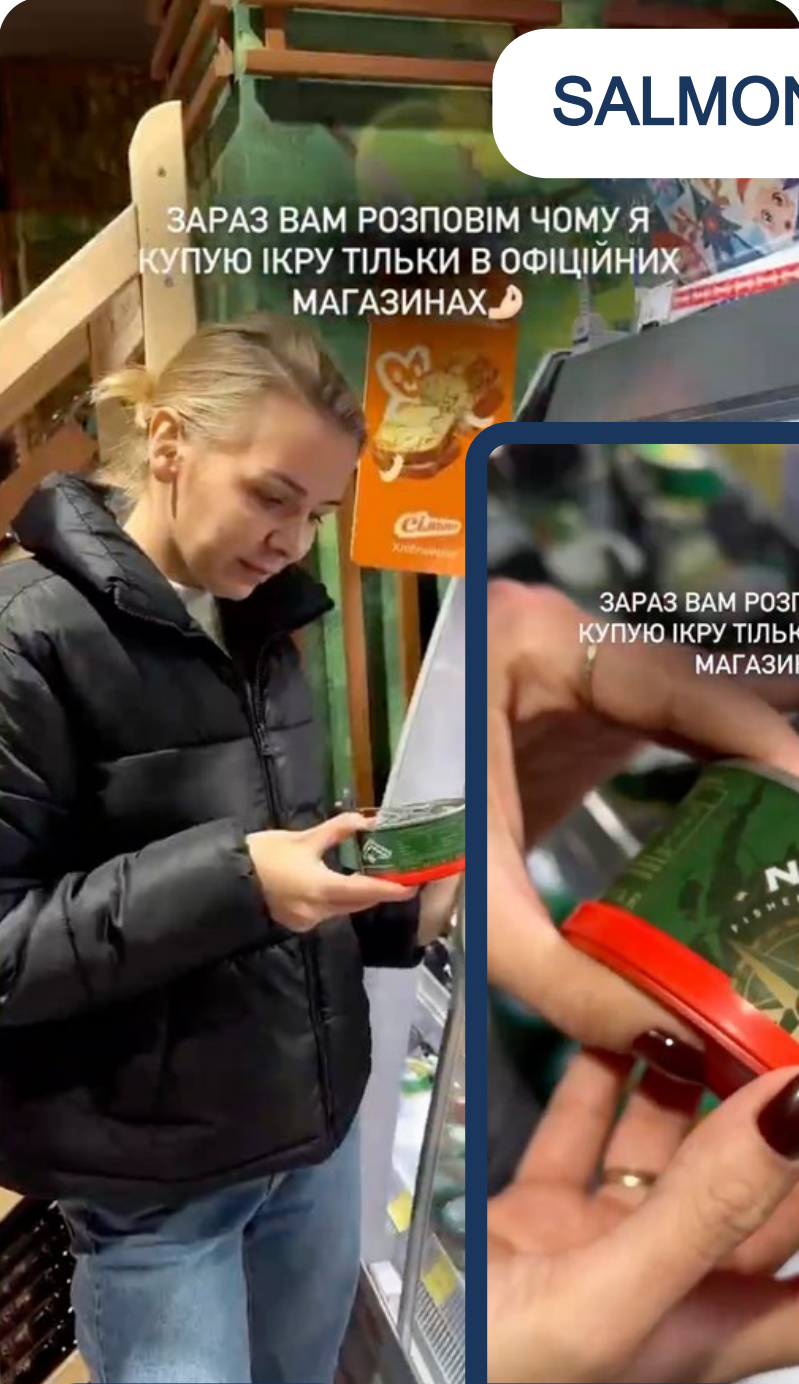
8,000
organic sessions
per month

AI
optimization
planned



LINKING DIGITAL TO SALES

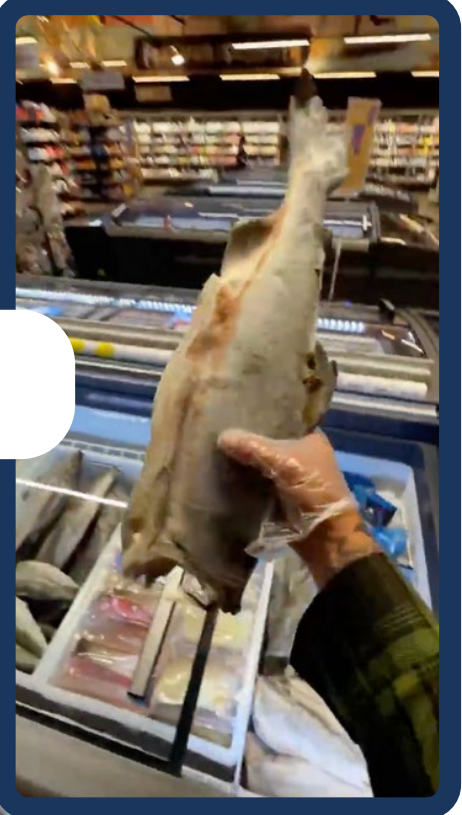
SALMON ROE



27,141
Total reach

34,635
Total impressions

SALMON



53,308
Total reach

70,548
Total impressions

ALASKA POLLOCK



24,913
Total reach

32,124
Total impressions



THANK YOU!

