



Wild, Natural & Sustainable®

DATE: October 18, 2013

TO: ASMI Board of Directors

FROM: Larry Andrews, Retail Marketing Director

SUBJECT: **RETAIL PROGRAM FY2013 ANNUAL REPORT**

RETAIL PROGRAM OBJECTIVES: Increase retail and consumer awareness of Alaska seafood by utilizing a three-tiered messaging platform:

- Differentiate wild Alaska seafood from other/farmed fisheries.
- Increase consumer preference for wild Alaska seafood.
- Increase retail merchandising and understanding of the importance of Alaska seafood through training and communication targeted directly to retailers.

Program activities fall under three separate initiatives:

1. Alignment with the Consumer Advertising/Public Relations program to increase awareness and preference for Alaska seafood;
2. Merchandising/POS development by retail chain partnerships; and
3. Retail training and communication.

All program activities reinforce the power of the Alaska Brand and engage both the consumer and the retailer.

Platform #1: Alignment with the Consumer Advertising/PR Program to Increase Awareness and Preference for Alaska Seafood

Activities include chef interviews/demonstrations, special events/sampling, national recipe releases and online banner advertising.

A. Chef Interviews/Demonstrations at Consumer Shows/Events: Members of the Alaska Seafood Chefs Alliance (ASCA) were featured at select high-end consumer events where ASMI was the exclusive seafood partner (in Newport, Boston and New York). Sponsorship included a full-page ad in the show program, logo and link on the show website, and chef appearances at the Chef Demo Stage.

ASMI Retail staff also secured product placements with participating restaurants and coordinated retail promotions so that Alaska seafood was featured prominently throughout the community.

FY2013 shows:

- Newport Mansions Wine & Food Festival, 9/21/2012 – 9/23/2012
Four premier chefs participating in the product placement program demoed Alaska seafood on the main stage.
6,000 attendees 3,500 samples/600# product 44,500 pcs. literature
- Taste of Atlanta, 10/5/2012 – 10/7/2012
Chef Carmichael Robinson of Legal Sea Foods gave an Alaska seafood grilling demonstration. ASMI also provided product to several local chefs for a cookoff competition.
8,000 attendees 5,000 samples/400# product 44,500 pcs. literature
- San Diego Bay Wine & Food Festival, 11/14/2012 – 11/18/2012 featuring Chef Sean Langlais of the Oceanaire Seafood Room in San Diego.
11,000 attendees 5,000 samples/200# product 44,500 pcs. literature
- Boston Wine Expo, 2/16/2013 – 2/17/2013 featuring Dan Enos, Executive Chef of the Oceanaire Seafood Room in Boston.
6,000 attendees 3,000 samples/200# product 22,500 pcs. literature
- New York Wine Expo, 3/1/2013 – 3/3/2013
8,000 attendees 4,000 samples/300# product 26,900 pcs. literature
- Blue Ridge Food & Wine Festival (Blowing Rock, NC), 4/11/2013 – 4/15/2013 featuring Philip Anderson, Executive Chef for Harris-Teeter.
2,000 attendees 1,000 samples/600# product 22,500 pcs. literature
- Minnesota GrillFest, 5/18/2013 – 5/19/2013
2,500 attendees 1,000 samples/80# product 18,100 pcs. literature

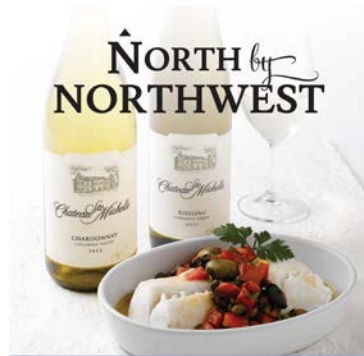
In cooperation with the Consumer PR program:

- Austin Food & Wine Festival, 4/26/2013 – 4/28/2013
- 10th Annual Nutrition & Health Conference (Seattle), 5/13/2013 – 5/15/2013
800 healthcare attendees 2,150 pcs. literature
- Aspen Food & Wine Classic, 6/14/2013 – 6/16/2013

New this year:

A partnership with Ste. Michelle Wine Estates (Chateau Ste. Michelle and Villa Maria Estate brands) involving recipe, video and website development plus co-exhibiting and tastings at two shows:

- **The Newport Mansions Food & Wine Festival**
- **The Minnesota GrillFest**



WILD ALASKA COD
WITH MEDITERRANEAN TAPENADE



Recipe Card

**QR Code on Recipe Cards
Link to new Website**

<http://chateaustemichelle.wildalaskaflavor.com/mobile>



B. National Recipe Releases

- “Easy Holiday Seafood Bites” – Three Alaska halibut appetizer recipes were issued via the Family Features Online Release program for placement during the holiday season; links to ‘how to’ videos on www.wildalaskaflavor.com were included in the release (sautéing, grilling/broiling).

Simple Seafood Appetizer Online Placement = 38.9 million impressions

Easy Halibut Seafood Bites Online Placement = 42.1 million impressions

- “Healthy Recipes for Lent” – New recipes for Alaska cod, halibut and salmon were issued for Lenten season placements:

- ⇒ A full-page, four-color print release
- ⇒ Family Features Online Release program

Placement totals = 58.5 million impressions (Print = 10.3 million; Online = 22.4 million; Newswire = 25.8 million)

Holiday Releases Featured Alaska Halibut Appetizers

Simple Seafood Appetizers for the Holidays
 (Family Features) For an easy, elegant holiday appetizer, try these Pitachio-Crusted Alaska Halibut Bites. These perfectly portioned nibbles come together in no time – and can even be prepped the night before. For more recipes and tips, visit www.wildalaskaflavor.com.

Pitachio-Crusted Alaska Halibut Bites
 Prep Time: 10 minutes
 Cook Time: 10 minutes
 Servings: 10 to 12 appetizers

1 pound skinless Alaska Halibut
 10 to 12 skewers (4 to 6 inches in length)
 1 cup pitachios, coarsely ground
 1/4 cup breadcrumbs
 Olive oil spray
 Salt and pepper, to taste
 10 to 12 butter lettuce leaves, small romaine leaves or endive

Yogurt Mint Sauce
 1/2 cup Greek yogurt (2% or non-fat)
 1 tablespoon fresh lemon juice
 1 tablespoon fresh mint, minced
 1 clove garlic, minced
 1/4 to 1/2 teaspoon salt, to taste
 1/4 to 1/2 teaspoon chili flakes, to taste

Cut a piece of aluminum foil to fit a heavy-duty baking sheet; set aside. Heat baking sheet in oven at 425°F while prepping halibut.
 Cut halibut into 1 1/2-inch wide pieces (by 2 to 3 inches long, depending on skewer length), then skewer.
 Mix pitachios and breadcrumbs; sprinkle onto plate. Roll in or press pitachio crust onto halibut pieces. Spray fish and aluminum foil with olive oil spray; season bites with salt and pepper.
 Remove baking sheet from oven. Transfer foil, with halibut skewers, onto baking sheet and return to oven. Roast for 8 to 10 minutes, turning once during cooking. Cook just until fish is opaque throughout.
 Whisk together yogurt, lemon juice, garlic, salt and chili flakes to make sauce.
 Place halibut bites on butter lettuce and serve with sauce.

©11/13/14 OK
 Source: Alaska Seafood Marketing Institute

Online Placements = 38.9 million

Easy Holiday Seafood Bites
 Halibut Cakes
 Shrimp Cakes
 Salmon Salad Bites

Halibut Cakes
 (Family Features) Make your holiday party a delicious affair by serving easy and elegant seafood appetizers. These bite-sized nibbles are made with Alaska halibut, and are a great way to stretch a little seafood into enough to feed a crowd!

Halibut, known as the crown of seafood, has a firm, flaky texture and holds its shape when cooked. It has a sweet, delicate flavor and can be used in a wide variety of recipes and cooking methods.

These two recipes are easy to make and will set the tone for a great holiday gathering. Find more holiday recipes to inspire your guests at www.wildalaskaflavor.com.

Halibut Cakes

Online Placements = 42.1 million

Lenten Release Featuring Alaska Halibut, Cod & Salmon

Food

Healthy Recipes for Lent

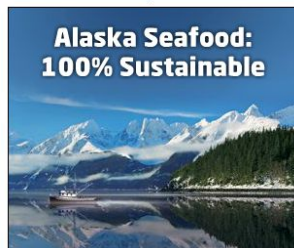
11378: Healthy Recipes for Lent
 All materials courtesy of Alaska Seafood Marketing Institute
familyfeatures.com

Lenten impressions = 58.5 million

C. Digital Marketing/Online Banner Advertising: Online banner advertising supports key messages and initiatives such as sustainability, recipes/cooking tips and COOK IT FROZEN! techniques. The banner ads appear on leading websites (such as cooks.com, youtube.com, sparkpeople.com, foodnetwork.com, nytimes.com, tasteofhome.com and Facebook.com) using an auction-based platform; click-through actions take consumers to a corresponding website (wildalaskaflavor.com, CookItFrozen.com) or a themed landing page that has links to recipes, ‘how to’ videos and cooking tips.

New this year:

- AdReady now offers mobile advertising via Google Mobile (keyword based), extending our campaigns to consumers on their smartphones and tablets.
- Sustainability ads were strategically placed during the Lenten season:
 - ⇒ In Alaska, during the legislative session
 - www.JuneauEmpire.com
 - www.ADN.com (Anchorage Daily News)
 - ⇒ In Cincinnati (re: Kroger), late spring 2013



Display ad; panels depict movement



Mobile ad

	<i>FY2013</i>	<i>FY2013</i>
	<i>Impressions</i>	<i>Clicks</i>
www.alaskaseafood.org (grilling)	36,815,456	42,703
www.COOKITFROZEN.com	25,286,060	9,541 to website 24,809 to App Store 11,868 to Droid Market
www.wildalaskaflavor.com	28,024,419	48,663
Retailer websites	75,524,087	111,153
TOTAL:	165,650,022	248,737

Click Through Rate (CTR): 0.15%

Cost Per Click (CPC): \$0.60

Cost Per Thousand (CPM): \$0.90

Lenten season ad



Cinco de Mayo ad



Summer grilling ad

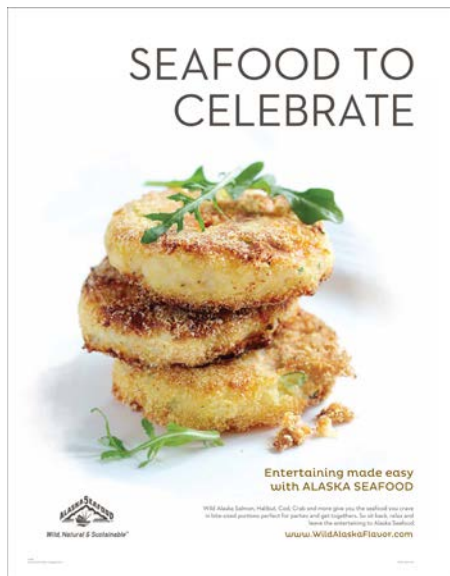


Platform #2: Merchandising/POS Development by Retail Chain Partnerships

Larry Andrews and Mark Jones, ASMI's Retail Marketing Representative, make retail headquarter/division calls throughout the year offering retailers promotion assistance, training and point-of-sale material. The promotions tend to be either:

- Seasonal or themed; or
- Custom, involving the development of co-branded point-of-sale materials or programs utilizing frequent shopper/reward card offers.

New this year: ASMI's Retail team developed several suites of themed/seasonal POS.



Holiday Appetizer POS:

- 22" x 28" poster
- Recipe leaflet
- On-pack (Alaska Sockeye Salmon Bites recipe)

In-store promotions:

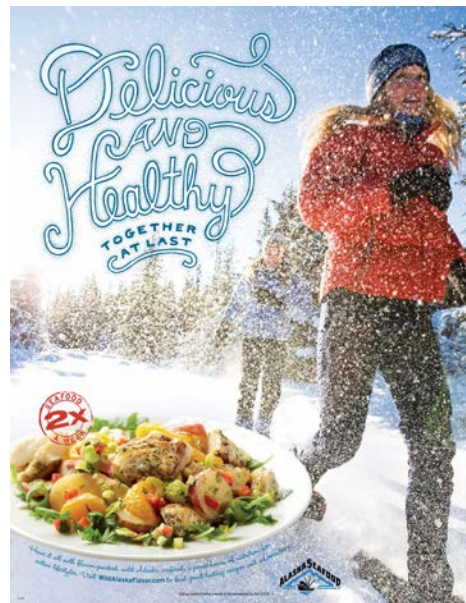
- Albertsons Market (217 stores)
- Fiesta Mart (61 stores)
- Haggen/TOP Foods (30 stores)
- Harris-Teeter (203 stores)
- Heinen's (17 stores)
- Hy-Vee (318 stores)
- Roundy's Supermarkets (156 stores)
- Rouse's (37 stores)
- Tops Markets (138 stores)

Healthy POS Materials for Lent:

- 22" x 28" poster
- Recipe leaflet
- In-ice topper: Alaska Seafood 2x Week

In-store promotions:

- Basha's/AJ's Fine Foods (129 stores)
- H.E.B. (292 stores)
- Harris-Teeter (203 stores)
- Hy-Vee (318 stores)
- Lunds/Byerly's (21 stores)
- Publix Supermarkets (1,051 stores)
- Roundy's Supermarkets (156 stores)
- Schnuck Markets (17 stores)
- Tops Markets (138 stores)





Alaska Fish Tacos for Cinco de Mayo:

- 24 additional Alaska Fish Taco recipes were added to the Alaska Fish Taco Toolkit and distributed to retailers.

Participating retailers:

- H.E.B. (292 stores)
- Harris-Teeter (203 stores)
- Lunds/Byerly's (21 stores)
- Publix (1051 stores)
- Schnuck Markets (117 stores)
- Tops Markets (138 stores)

100% American POS:

- 14" x 8" case dividers (use two to configure to 28" x 8" case sets)
- In-ice sign
- Static cling
- 22" x 28" poster, with dry-erase area for retailers to write in featured Alaska seafood species
- Recipe leaflet
- Recipe box holder



(back of in-ice sign)



It should be noted that for each seasonal/themed promotion, numerous assets have to be developed for implementation at retail:

- Recipe development
- Photography
- Video production
- Seasonal recipe section header
- Website updates
- Banner advertisements
- Landing pages
- Tweet decks for social media postings

Seasonal Promotions: The Retail Marketing Committee directed that an Alaska Salmon promotion be developed for the summer of 2013 featuring Alaska Sockeye and Keta salmon. Ste. Michelle Wine Estates (SMWE) was approached for a national promotion involving in-store displays, instant-redeem coupons, mail-in rebates, and seafood department point-of-sale material. A promotion featuring SMWE's Chateau Ste. Michelle wines was developed for summer 2013 (June through September 2013). A second co-op promotion featuring Alaska cod will be conducted in Fall 2013. SMWE had primary responsibility for retail sell-in and execution; ASMI paid all coupon redemption.

Co-op elements included:

- Small case displays in seafood departments
- Seafood department POS:
 - ⇒ Counter card
 - ⇒ Tear-off recipe pad
- Updates to the ASMI/SMWE website/mobile website:
 - ⇒ Add new recipes developed for Alaska Keta and Sockeye salmon
 - ⇒ Add videos:
 - How to grill a whole salmon (Keta)
 - How to grill a Sockeye salmon side



Participating Retailers:

- Albertsons (AB Acquisition; 1064 stores)
- Associated Wholesale Grocers (1806 stores)
- Ahold USA
 - ⇒ Giant Food (185 stores)
- Basha's/AJ's Fine Foods (129 stores)
- Bi-LO/Winn-Dixie (690 stores)
- Delhaize America
 - ⇒ Sweetbay (106 stores)
- Fiesta Mart (61 stores)
- Giant Eagle (386 stores)
- H.E.B./Central Market (292 stores)
- Haggen/TOP Foods (30 stores)
- Harris-Teeter (203 stores)
- Hy-Vee (318 stores)
- Kroger, Corporate (3247 stores)
 - ⇒ Fred Meyer (130 stores)
 - ⇒ QFC (68 stores)
 - ⇒ Tom Thumb (113 stores)
- Publix Supermarkets (1051 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (381 stores)
- Roundy's (156 stores)
- Rouses Supermarkets (37 stores)
- Safeway, Corporate (1702 stores)
- Schnuck Markets (117 stores)
- Sprouts Farmers Markets (150 stores)
- The Markets (17 stores)

Co-op participation summary: 22 retailers, representing 12,265 stores

In addition to the SMWE co-op, retailers across the country promoted Alaska salmon using ASMI-supplied point-of-sale materials and assets (videos, recipes, photography and artwork).



POS kits were supplied to these retailers; bold text denotes retailers using the new 100% American point-of-sale materials.



831,000 pieces of POS/training materials were shipped from mid-April to mid-July, 2013.

In-store display summary: an additional 19 retailers, representing 2,943 stores

Summer 2013 Summary:
41 retailers, representing 15,208 stores

Participating Retailers:

- A & P, Corporate (334 stores)
- **Albertsons Market (217 stores)**
- **AWG Kansas City (291 stores)**
- Basha's/AJ's Fine Foods (129 stores)
- Big Y (60 stores)
- **Bi-LO/Winn Dixie (690 stores)**
- Delhaize America
 - ⇒ Food Lion (1177 stores)
 - ⇒ **Sweetbay (106 stores)**
- **Dorothy Lane (3 stores)**
- Earth Fare (23 stores)
- **Fiesta Mart (61 stores)**
- Fresh & Easy (182 stores)
- Giant Eagle (386 stores)
- H.E.B./Central Market (292 stores)
- Hagen/TOP Foods (30 stores)
- **Harris-Teeter (203 stores)**
- **Heinen's (17 stores)**
- Hy-Vee (318 stores)
- Ingle's Markets (202 stores)
- Kowalski's Market (9 stores)
- Kroger, Corporate (3247 stores)
 - ⇒ **Dillon Stores (90 stores)**
 - ⇒ Fred Meyer (130 stores)
 - ⇒ **King Soopers/City Mkt. (144 stores)**
 - ⇒ **Kroger Mid-South (Louisville, 164)**
 - ⇒ QFC (68 stores)
- **Lunds/Byerly's (21 stores)**
- Marsh Supermarkets (97 stores)
- Price Chopper/Golub Corp. (127 stores)
- Ralphs Grocery Co. (381 stores)
- **Reasor's, OK (17 stores)**
- Rouses Supermarkets (37 stores)
- Safeway, Corporate (1702 stores)
- **Schnuck Markets (117 stores)**
- **Shop & Save Warehouse Foods (45 stores)**
- **Sunset Foods, IL (5 stores)**
- **Tops Markets, NY (138 stores)**
- Wakefern/ShopRite (328 stores)
- Wegmans Food Markets (79 stores)
- WinCo Foods (79 stores)

A. Headquarter/Division Calls:

- A & P, Corporate (334 stores)
- Ahold USA
 - ⇒ Giant Food (185 stores)
 - ⇒ Stop & Shop (401 stores)
- Albertsons Market (217 stores)
- Aldi USA (1,095 stores)
- Amazon Fresh (online)
- AWG Kansas City (291 stores)
- BJ's Wholesale Club (190 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (129 stores)
- Big Y (60 stores)
- Bi-LO/Winn-Dixie (690 stores)
- Clark's Markets (7 stores)
- Costco Wholesale (533 stores)
- Crosby's Markets (6 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
 - ⇒ Food Lion (1177 stores)
 - ⇒ Hannaford (179 stores)
 - ⇒ Sweetbay (106 stores)
- DeMoulas Mkt. Basket (65 stores)
- Dierbergs Markets (23 stores)
- Dorothy Lane (3 stores)
- Earth Fare (23 stores)
- Fiesta Mart (61 stores)
- Food City, ME (8 stores)
- Foodland (32 stores)
- Fred Meyer (130 stores)
- Fresh & Easy (182 stores)
- Fry's Food & Drug (122 stores)
- Gelson's Markets, CA (18 stores)
- Giant Eagle (386 stores)
- H.E.B./Central Market (292 stores)
- Haggen/TOP Foods (30 stores)
- Harmon's Markets (14 stores)
- Harris-Teeter (203 stores)
- Heinen's (17 stores)
- Homeland Stores (72 stores)
- Hugo's Family Mkts, ND (8 stores)
- Hy-Vee (318 stores)
- Ingle's Markets (202 stores)
- Kennies Markets, MD (2 stores)
- King Kullen (49 stores)
- King Soopers/City Mkt. (144 stores)
- Kowalski's Market (9 stores)
- Kroger, Corporate (3247 stores)
 - ⇒ Atlanta (214 stores)
 - ⇒ Central (Indianapolis, 149 stores)
 - ⇒ Cincinnati (113 stores)
 - ⇒ Delta (Memphis, 112 stores)
 - ⇒ Michigan (132 stores)
 - ⇒ Mid-Atlantic (Roanoke, 125 stores)
 - ⇒ Mid-South (Louisville, 164 stores)
 - ⇒ Southwest (Houston, 207 stores)
- Lowes Food Stores (109 stores)
- Lunds/Byerly's (21 stores)
- Marsh Supermarkets (97 stores)
- Meier (373 stores)
- Met Foods, NY (4 stores)
- Net Cost Market, NY (7 stores)
- Piggly Wiggly Carolina (95 stores)
- Price Chopper/Golub Corp. (127 stores)
- Publix Supermarkets (1,051 stores)
- QFC (68 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (381 stores)
- Reasor's, OK (17 stores)
- Roundy's Supermarkets (156 stores)
- Rouses Supermarkets (37 stores)
- Safeway, Corporate (1702 stores)
- SAM's Club (609 stores)
- Schnuck Markets (117 stores)
- Shaw's Supermarkets (176 stores)
- Smith's Food & Drug (133 stores)
- Stew Leonard's, CT (4 stores)
- Sunflower Market, CO (35 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (4302 stores)
 - ⇒ Cub Foods (48 stores)
- Target (253 SuperTargets)
- The Fresh Market (106 stores)
- Tops Markets, NY (138 stores)
- Unified Grocers
 - ⇒ Pacific NW (229 stores)
 - ⇒ Seattle (184 stores)
- United Supermarkets, TX (51 stores)
- Wakefern/ShopRite (328 stores)
- Wal-Mart (4153 stores)
- Wegmans Food Markets (79 stores)
- Whole Foods, Corporate (305 stores)
 - ⇒ Florida (16 stores)
 - ⇒ Mid-Atlantic (38 stores)
 - ⇒ South (22 stores)

- WinCo Foods (79 stores)
- Woodman's Food Mkts, WI (13 stores)

B. Custom promotions were developed with the following retailers:

- **Albertsons Market (217 stores), Alaska salmon, cod and halibut**
- Basha's/AJ's Fine Foods (129 stores), multi-species
- Bi-LO/Winn-Dixie (690 stores), multi-species
- Delhaize America, all-species
⇒ **Sweetbay (106 stores), multi-species**
- Fiesta Mart (61 stores)
- **Fred Meyer (130 stores), multi-species**
- Giant Eagle (386 stores), Alaska cod
- **H.E.B. (292 stores), multi-species**
- Hagen/TOP Foods (30 stores), multi-species
- **Harris-Teeter (203 stores), multi-species**
- Hy-Vee (318 stores), multi-species
- **King Soopers/City Mkts (144 stores), Alaska salmon**
- **Lunds/Byerly's (21 stores), all-species**
- Price Chopper/Golub (127 stores), cod
- **Publix (1,051 stores), Alaska salmon, cod**
- **Rouses Supermarkets, LA (37 stores), multi-species**
- **Schnuck Markets (117 stores), multi-species**
- SuperValu, Corporate (4302 stores), Alaska cod and halibut
- **Tops Markets (138 stores), multi-species**
- Wakefern/ShopRite (328 stores), multi-species

Bold = retail promotions supported with banner ad campaigns.

Platform #3: Retail Training and Communication

A. Trade Advertising: ASMI's Retail program conducts print and online trade advertising to support three key messages:

- 1) The Power of the Alaska Brand: 80% of consumers surveyed say that seeing the Alaska Seafood logo on product would increase their likelihood to purchase.
- 2) COOK IT FROZEN! support: 84% of consumers surveyed say they are likely to purchase frozen fish.
- 3) Sustainability: 100% of Alaska Seafood is sustainable.

▪ ***Intrafish.com***

- ⇒ September 2012: Eblast (100% Sustainable) *Sent = 10,005; Opened = 12%*
- ⇒ October 2012: Eblast (COOK IT FROZEN!) *Sent = 9,815; Opened = 9%*
- ⇒ January 2013: Eblast (themed: Delicious & Healthy POS for Lent)
Sent = 9,588; Opened = 8%
- ⇒ February 2013: Eblast (COOK IT FROZEN!) *Sent = 9,549; Opened = 9%*
- ⇒ March 2013: Eblast (100% Sustainable) *Sent = 9,471; Opened = 14%*
- ⇒ April 2013: Eblast (80% Power of the Alaska Brand)
Sent = 9,456; Opened = 13%
- ⇒ May 2013: Eblast (100% Sustainable) *Sent = 9,357; Opened = 13%*
- ⇒ June 2013: Eblast (themed: Summer Salmon) *Sent = 9,320; Opened = 10%*

- **Grocery Headquarters** magazine. Total circulation: 33,120/issue
 - ⇒ July 2012: Print ad: two-page spread (100% Sustainable)
 - ⇒ August 2012: Print ad: full-page (100% Sustainable)
 - ⇒ September 2012: Print ad: full-page (100% Sustainable)
Print ad: tip-in (COOK IT FROZEN!)
Print ad: *Fresh Food Handbook* supplement (100% Sustainable)
 - ⇒ October 2012: Eblast (COOK IT FROZEN!)
 - ⇒ November 2012: Print ad: *Selling Wellness Handbook* supplement (100% Sustainable)
 - ⇒ January 2013: Print ad: inside back cover (themed: Delicious & Healthy POS)
Print ad: full-page (80% Power of the Alaska Brand)
1/10/2013 Eblast (themed: Delicious & Healthy POS)
 - ⇒ February 2013: Print ad: faux cover (100% Sustainable)
Print ad: back cover (themed: Delicious & Healthy POS)
 - ⇒ March 2013: Print ad: faux cover (100% Sustainable)
Print ad: back cover (COOK IT FROZEN!)
 - ⇒ April 2013: Print ad: inside back cover (80% Power of the Alaska Brand)
Print ad: full-page (100% Sustainable)
 - ⇒ May 2013: Print ad: back cover (100% Sustainable)
 - ⇒ June 2013: Print ad: inside front cover (themed: Summer Salmon)

- **Progressive Grocer** magazine. Total circulation: 37,625/issue
 - ⇒ July 2012: Print ad: two-page spread (100% Sustainable)
 - ⇒ September 2012: Eblast (80% Power of the Alaska Brand)
 - ⇒ October 2012: Print ad: inside front cover (100% Sustainable)
 - ⇒ December 2012: Print ad: inside back cover (COOK IT FROZEN!)
 - ⇒ January 2013: Print ad: inside back cover (themed: Delicious & Healthy POS)
 - ⇒ February 2013: Eblast (themed: Delicious & Healthy POS)
 - ⇒ March 2013: Print ad: full-page (100% Sustainable)
Eblast (themed: Delicious & Healthy POS)
 - ⇒ April 2013: Print ad: full-page (80% Power of the Alaska Brand)
 - ⇒ May 2013: Print ad: full-page (100% Sustainable)
 - ⇒ June 2013: Print ad: full-page (themed: Summer Salmon)

- **Seafood.com** Video views January through June: 24,000
 - ⇒ January 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ February 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ March 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ April 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ May 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ June 2013: Video sponsorship (themed: Summer Salmon)

- ⇒ **Seafood Business** magazine. Total circulation: 17,480/issue
 - ⇒ July 2012: Print ad: inside front cover (100% Sustainable)
 - ⇒ March 2013: Print ad: inside front cover spread (100% Sustainable)

- **Canadian Grocer** magazine. Total readership: 70,000/issue
 - ⇒ November 2012: Print ad: full-page (100% Sustainable)

- Refrigerated Food Association’s annual membership directory
 - ⇒ August 2012: Full-page ad in the annual membership directory: “Sales Force of Nature” re: Alaska surimi seafood
 - ⇒ October 2012: Full-page ad in the Seafood HACCP Workshop and Fall Symposium directory: “Sales Force of Nature”
- *Today’s Dietitian* magazine. Total readership: 110,000/issue
 - February 2013: Print ad: full-page (themed: Delicious and Healthy)
Free online banner ad on www.todaysdietitian.com, February 2013. 130,000 unique visitors/month
- *Northwest Travel* magazine. Total audience: 125,000/issue
 - ⇒ Sept/Oct 2012: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
 - ⇒ Nov/Dec 2012: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
 - ⇒ Jan/Feb 2013: Print ad: full-page (COOK IT FROZEN! “Finger Food”)
 - ⇒ Jan - March 2013: Free online banner ad on www.nwtravelmag.com:
“Finger Food.” 311 click-throughs to www.cookitfrozen.com

B. Tradeshow:

- Refrigerated Food Association’s 2012 Seafood HACCP Workshop & Fall Symposium, 9/10/2012 – 9/13/2012
- International Boston Seafood Show, 3/10/2013 – 3/12/2013

C. Retail/Industry eBlasts:

- “Catch Holiday Customers with the Unparalleled Luxury of Wild Alaska Seafood”
Themed eblast announcing new SEAFOOD TO CELEBRATE point-of-sale materials for holiday promotions sent to ASMI’s seafood industry list on November 26, 2012.
Sent = 473; Opened = 29.1%
- “Catch Holiday Customers with the Unparalleled Luxury of Wild Alaska Seafood”
Media released issued December 7, 2012. *Sent = 208; Opened = 19.5%*
- “Delicious and Healthy POS from Alaska Seafood Marketing Institute”
Themed eblast announcing new Delicious & Healthy point-of-sale materials for Lenten season promotions sent to ASMI’s retail contacts on January 8, 2013.
Sent = 99; Opened = 27.5%
- “Delicious and Healthy POS from the Alaska Seafood Marketing Institute”
Media release issued January 23, 2013. *Sent = 114; Opened = 29%*
- “ASMI Prepared Foods Challenge: Photos and Recipes Now Available”
Press release to retail industry issued January 24, 2013. *Sent = 242; Opened = 26.3%*
- “Make A Date With Alaska Seafood in Boston!”
Bilingual eblast sent to Canadian retailers on February 20, 2013 inviting them to stop by the ASMI booth at the International Boston Seafood Show.
Sent = 17; Opened = 35%

D. Retail Training:

- HEB 2012 Holiday Meat and Seafood Selling Show, 10/9/2012 – 10/10/2012.
COOK IT FROZEN! techniques were demonstrated to approximately 300 seafood managers from across Texas.

End Report