



Wild, Natural & Sustainable®



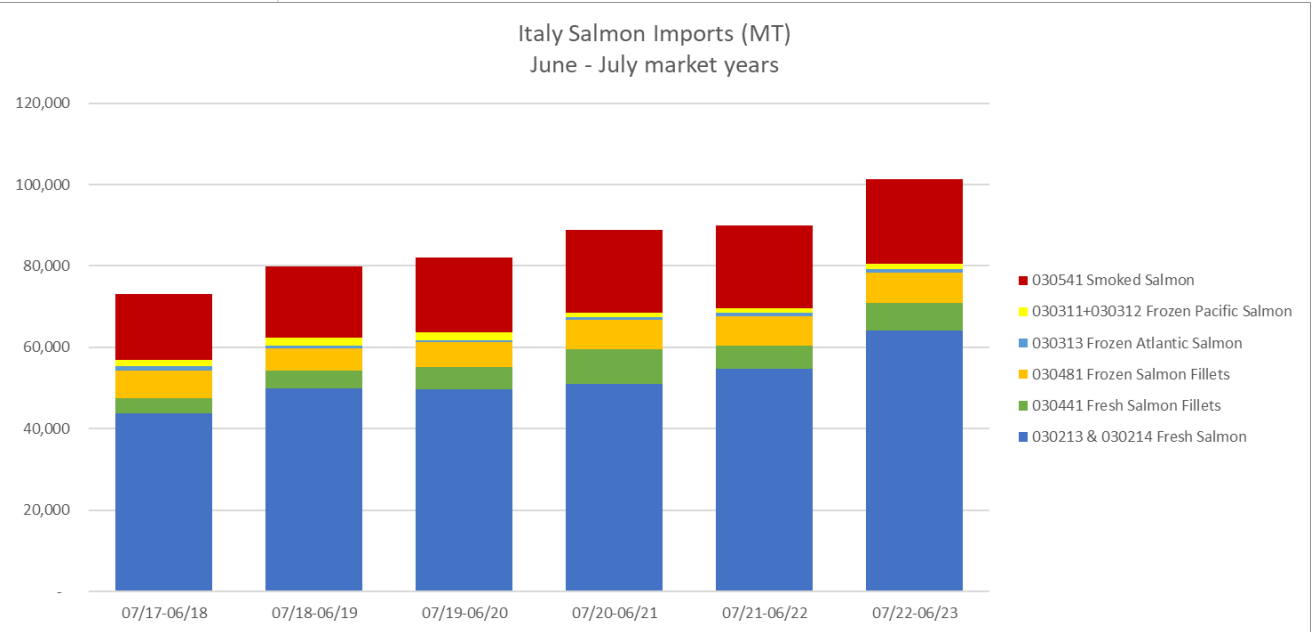
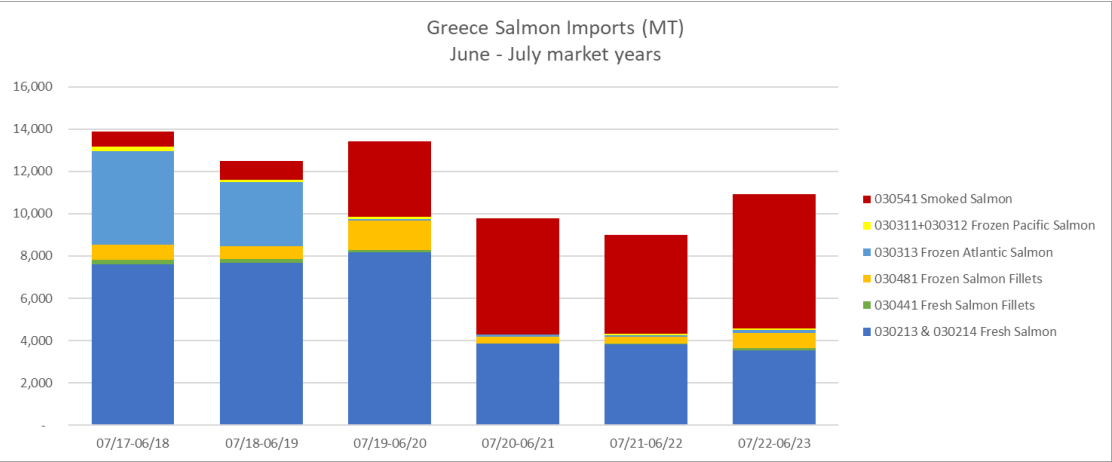
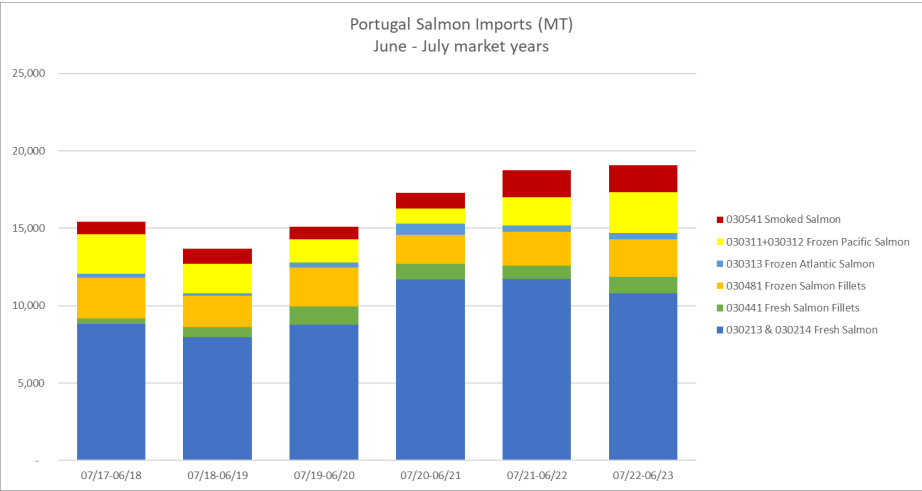
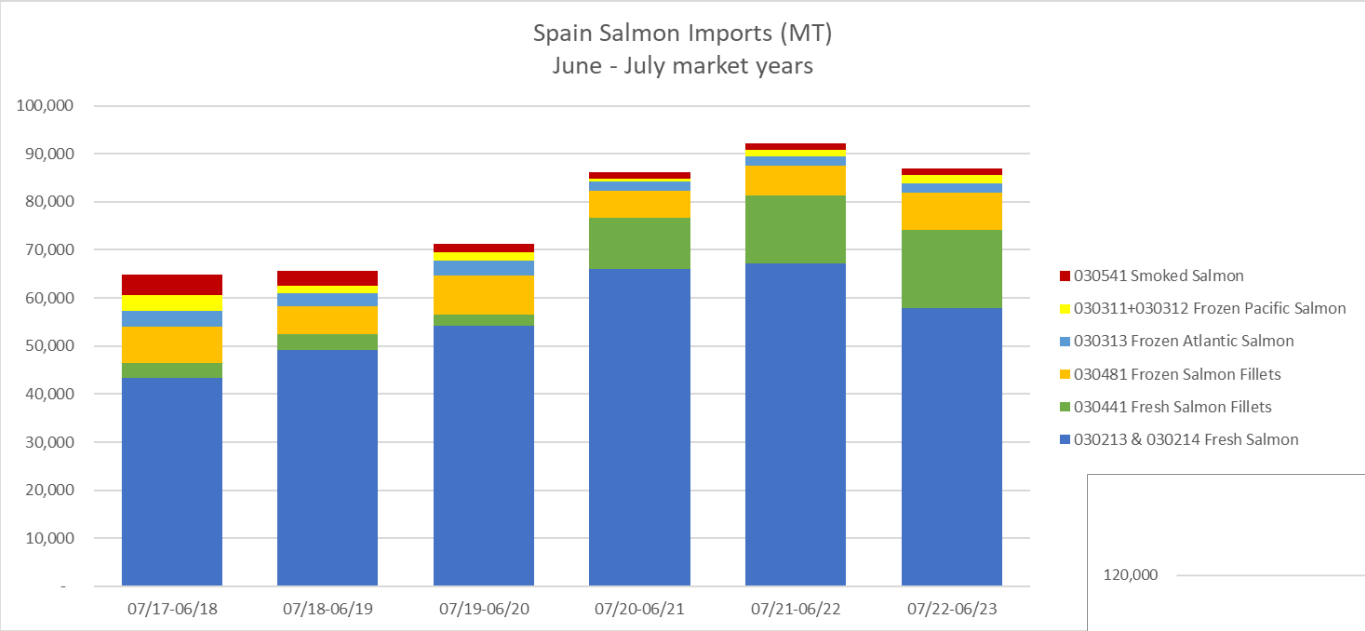
BUILDING THE ALASKA SEAFOOD BRAND IN SOUTHERN EUROPE SPAIN, PORTUGAL, ITALY, GREECE

Alaska Seafood Marketing Institute
David McClellan, Regional Representative
Barcelona, Spain

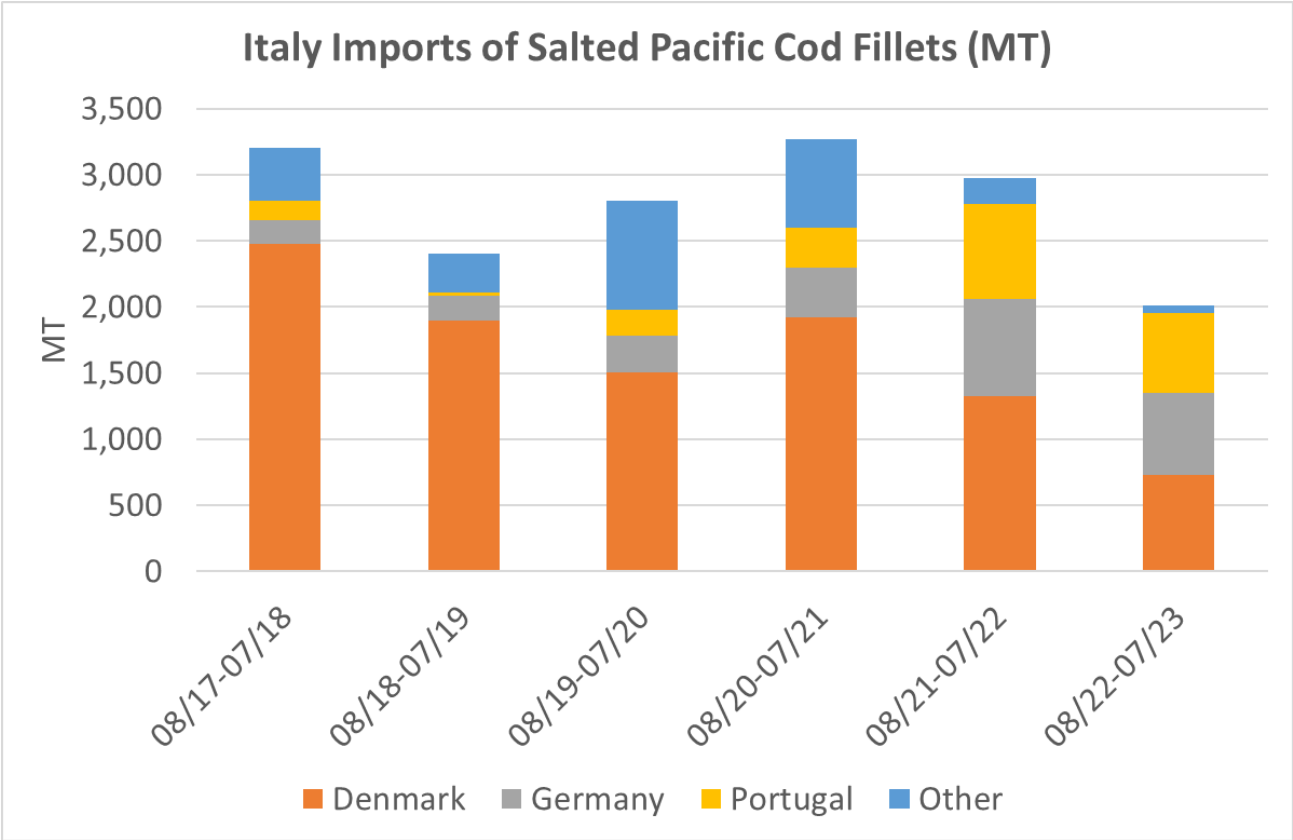
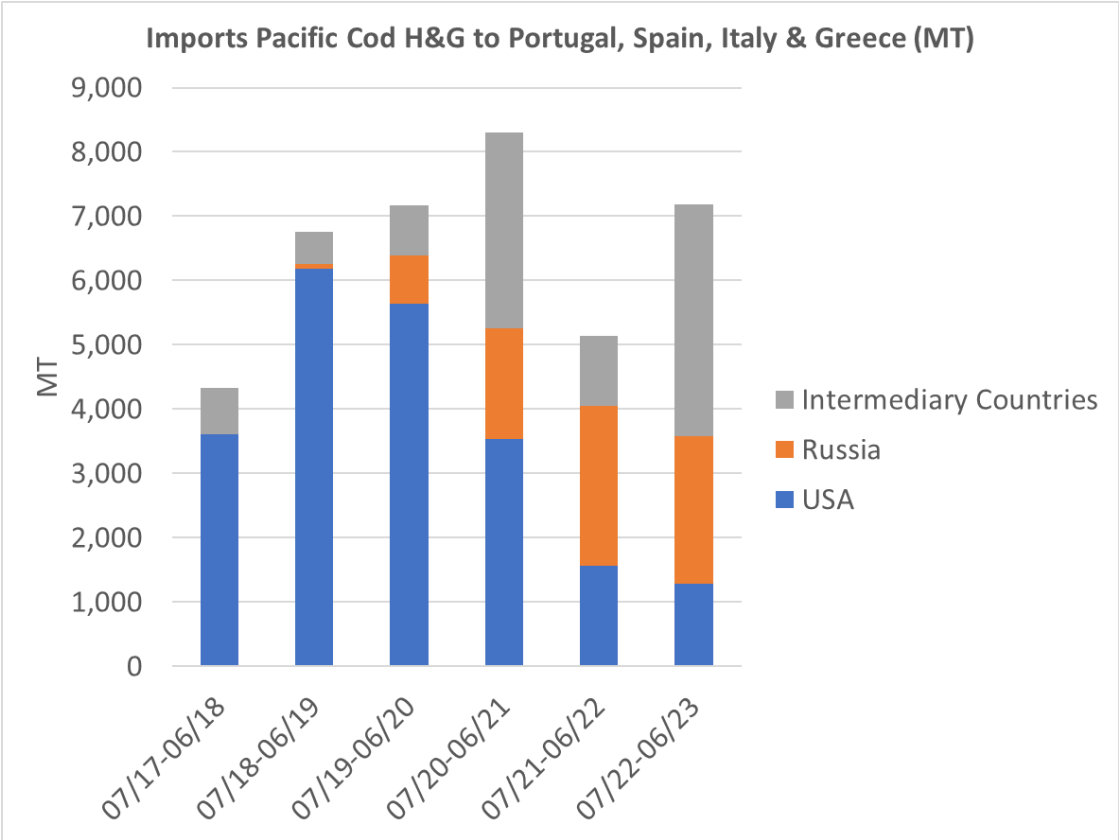


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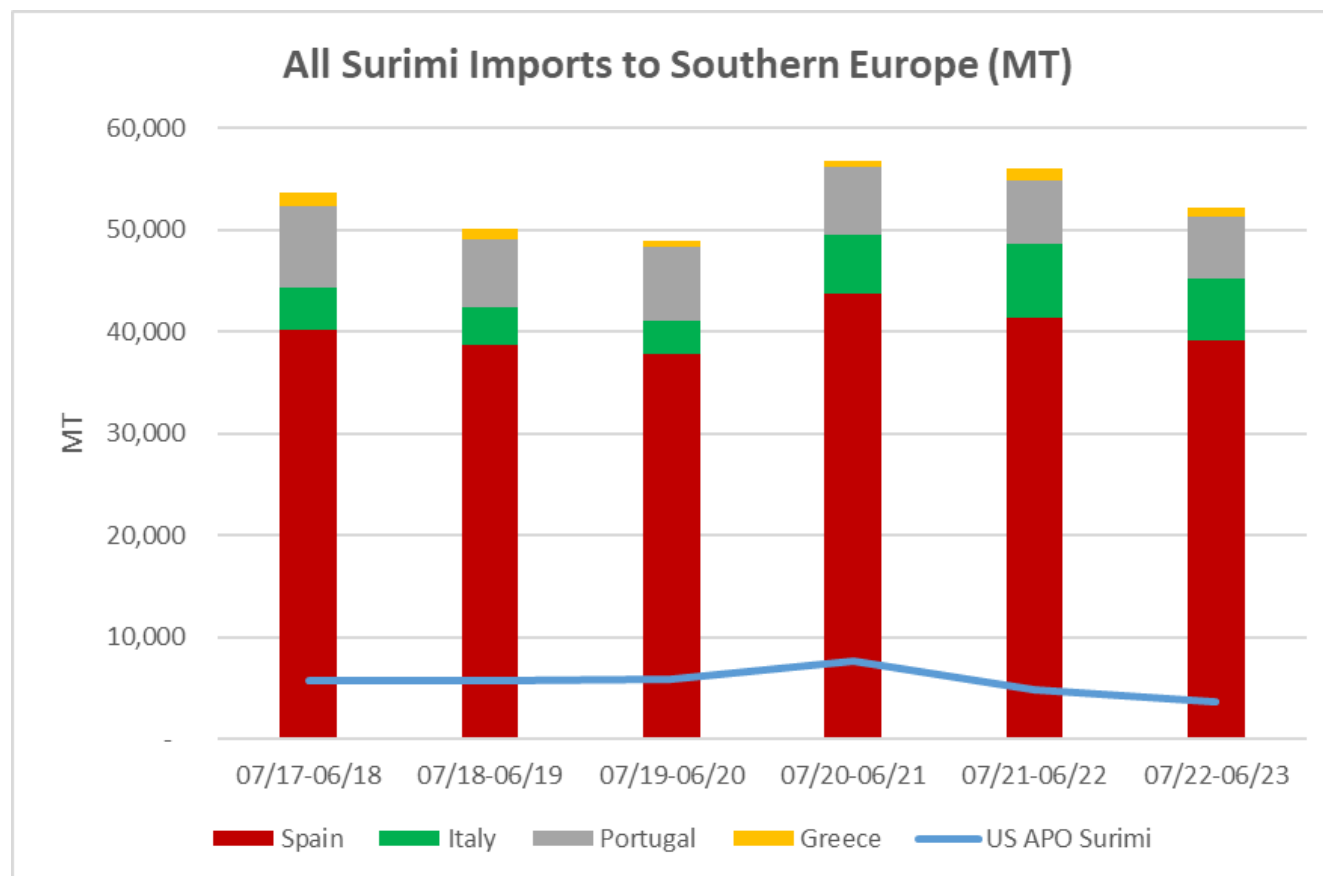
Southern Europe Salmon Imports (July-June market years)



Southern Europe Imports of Pacific Cod



Southern Europe Imports of Surimi (July-June market years)



Building the Alaska Seafood Brand

Creating a wild Alaska salmon category at retail

Smoked **Norwegian** Salmon



CONSILIA
SALMONE AFFUMICATO NORVEGESE

100 g - 59,90 €/KG



5,99 €

-

1 pz

+



Smoked **Scottish** Salmon



CONSILIA
SALMONE AFFUMICATO SCOZZESE

100 g - 54,90 €/KG



6,99 €

5,49 €

-

1 pz

+



Smoked **Wild Alaska** Salmon



CONSILIA
SALMONE AFFUMICATO SELVAGGIO D'ALASKA

100 g - 79,90 €/KG



7,99 €

-

1 pz

+



Smoked **Salmon Pieces**



THE ICELANDER
RITAGLI DI SALMONE AFFUMICATO CON LEGNO DI FAGGIO

200 g - 17,95 €/KG

3,59 €

-

1 pz

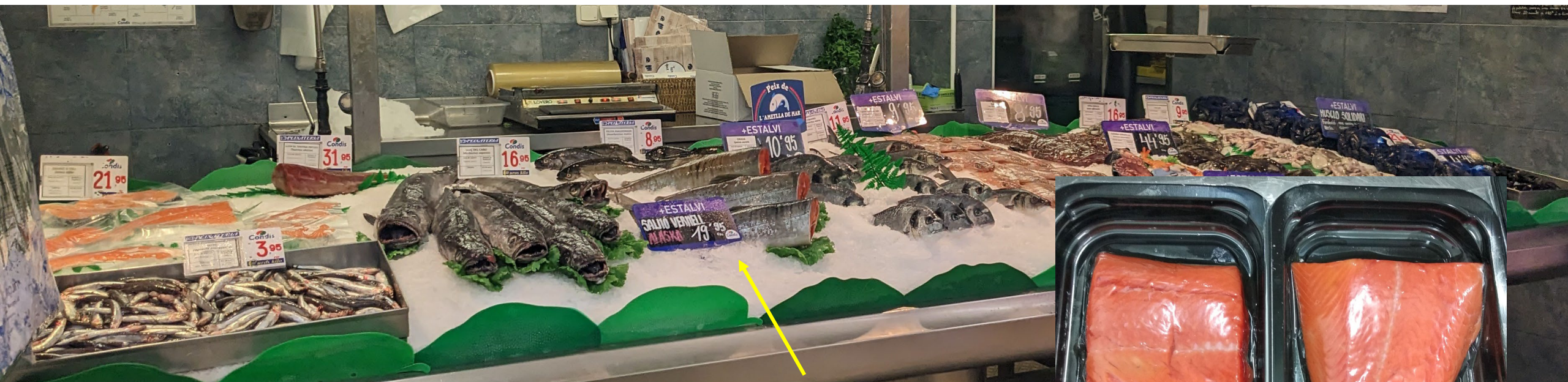
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**Smoked wild Alaska sockeye salmon is now sold by almost every retailer in Italy.
Growing distribution in Spain and Portugal.**

Building the Alaska Seafood Brand

Creating a wild Alaska salmon category at retail



Growing distribution of refreshed wild Alaska sockeye H&G and fillets in Spain



Building the Alaska Seafood Brand

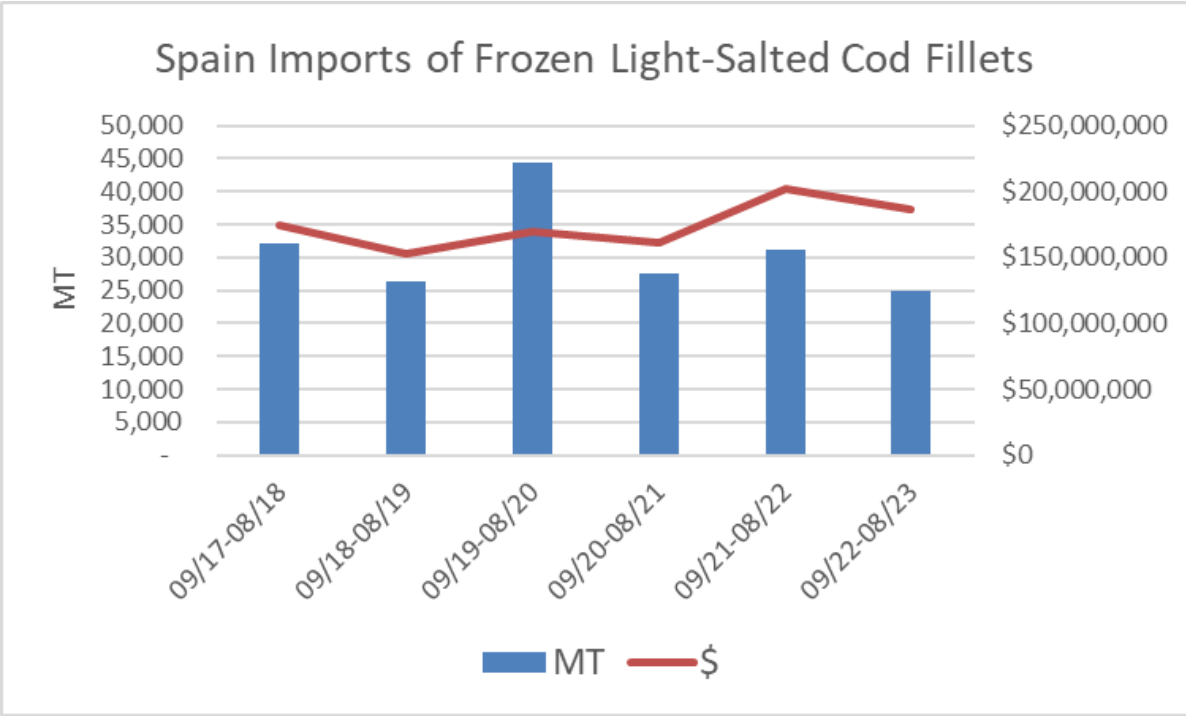


Creating a wild Alaska salmon category at retail



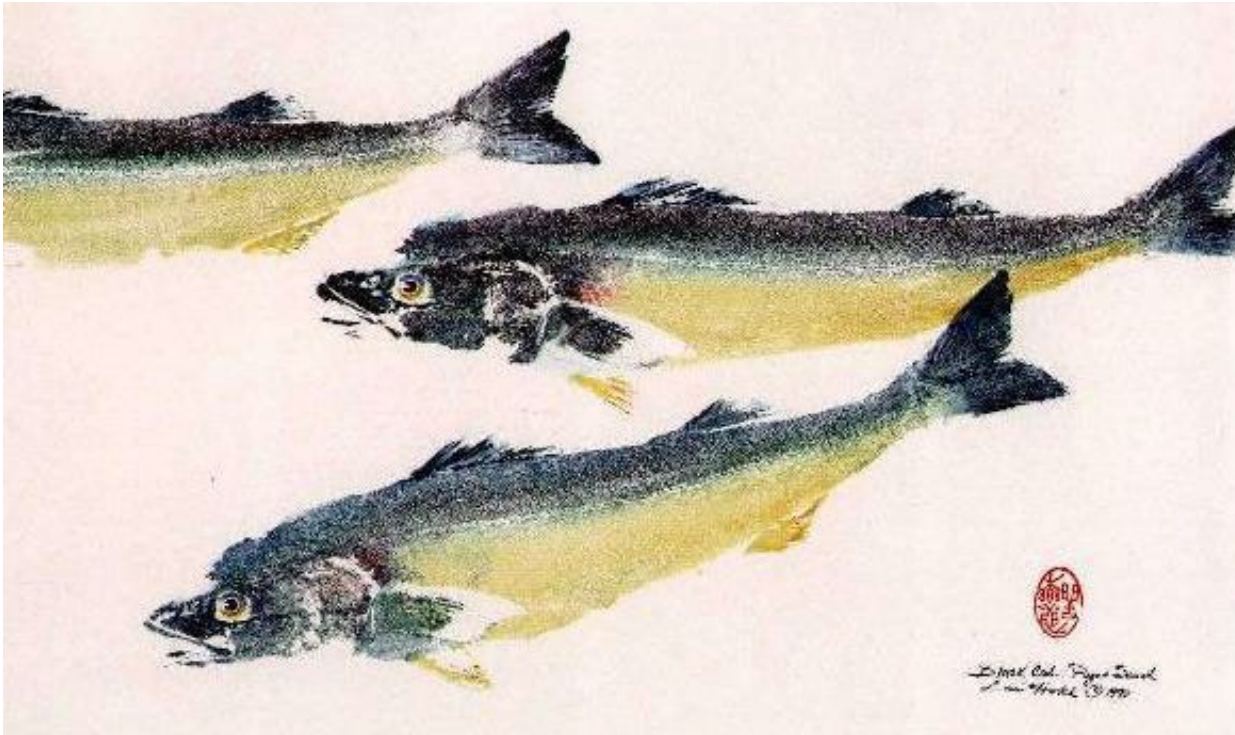
Growth in canned wild Alaska salmon products for sale in Spain and Italy.

Building the Alaska Seafood Brand



We have maintained Alaska cod products in Spain.

Building the Alaska Seafood Brand

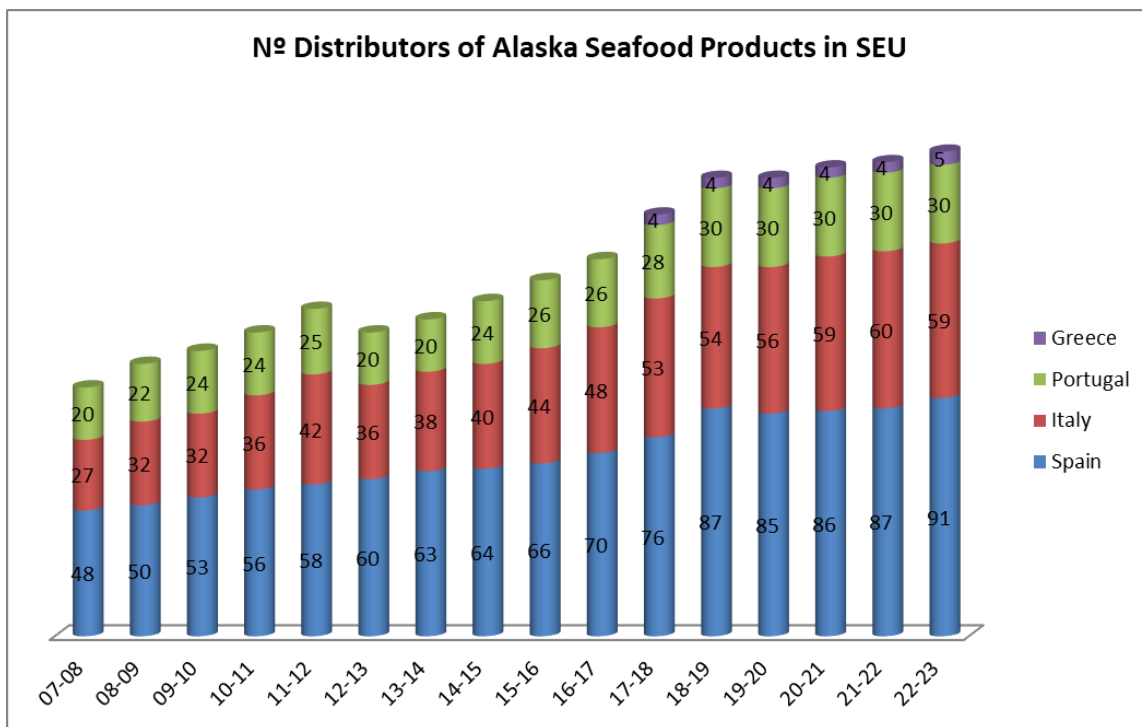


Carbonaro con Miso Nobu

**Alaska black cod is now served in most mid and high-level
Oriental restaurants in Italy and Spain.**

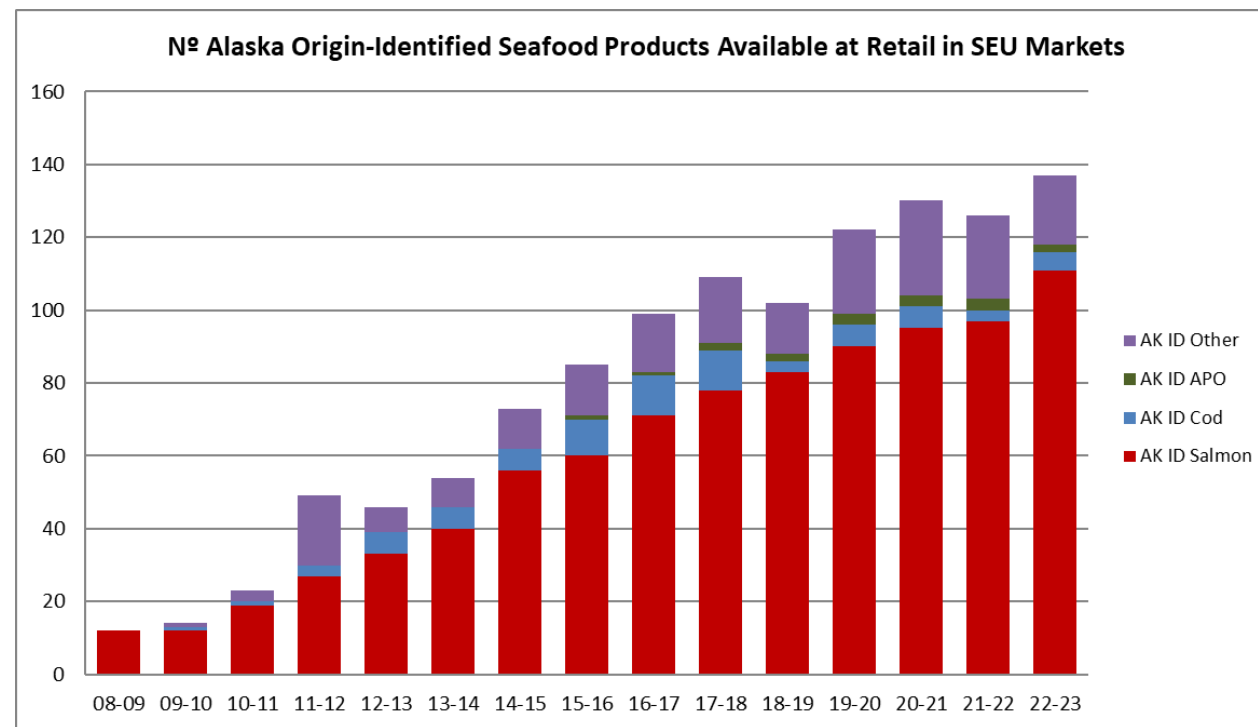
Building the Alaska Seafood Brand

Nº Distributors of Alaska Seafood Products in SEU



Nº of distributors of Alaska seafood products in SEU keeps growing.

Nº Alaska Origin-Identified Seafood Products Available at Retail in SEU Markets



Nº of origin-identified Alaska seafood products in SEU keeps growing.

Building the Alaska Seafood Brand in Southern Europe

Push Strategy: Seafood Trade Shows CONXEMAR & Seafood Expo Global



Seafood Expo Global in Barcelona, Spain
25-27 April, 2023



CONXEMAR in Vigo, Spain
3-5 October, 2023

Building the Alaska Seafood Brand in Southern Europe

Pull Strategy nº1: Chef Education Campaign



Alaska Seafood Masterclass at the Altaviana chef academy
in Valencia, Spain on May 9, 2023



Gastronomic Forum Barcelona HRI trade show
in Barcelona, Spain on Nov. 7-9, 2023

Building the Alaska Seafood Brand in Southern Europe

Pull Strategy nº1: Chef Education Campaign



Marbella All Stars Chef Congress/Trade Show in Marbella, Spain on June 19, 2023



Building the Alaska Seafood Brand in Southern Europe

Pull Strategy nº1: Chef Education Campaign



Halibut salvaje de Alaska confitado y salsa de pimienta negra y salmón salvaje de Alaska a la brasa con beurre blanc de sus huevas - Ikura / ALASKA SEAFOOD

Diez restaurantes de Barcelona proponen una 'Semana Salvaje' de salmón de Alaska

Entre el 22 de abril y el 29 de abril, Alaska Seafood promoverá el consumo de productos capturados desde una pesca sostenible y responsable y cocinados por chefs de prestigio

4 Wild Alaska Seafood Week restaurant promotions per year

22 DE ABRIL AL 29 DE ABRIL - BARCELONA

SEMANA SALVAJE



HRI Promotions in 2022-23

- 11 HRI Trade Shows
- 16 HRI PR events
- 6 Chef Training Classes
- 3 Alaska Seafood Week restaurant promotions
- 4 Social media campaigns in Spain, Portugal, Italy, and Greece
- 56 HRI trade journal ads and advertorials

4 Alaska Seafood websites

Building the Alaska Seafood Brand in Southern Europe

Pull Strategy n°2: Retail Promotions



Retail Promotions 2022-23 in 3,229 stores for 73,598 store days of promotions:

- Consum Spain
- Eataly Italy
- Pam Panorama Italy
- El Corte Inglés Spain & Portugal
- Sanchez Romero Spain
- Fish Shops Spain
- Taste of America Spain
- Condis Spain
- Foodlab Italy

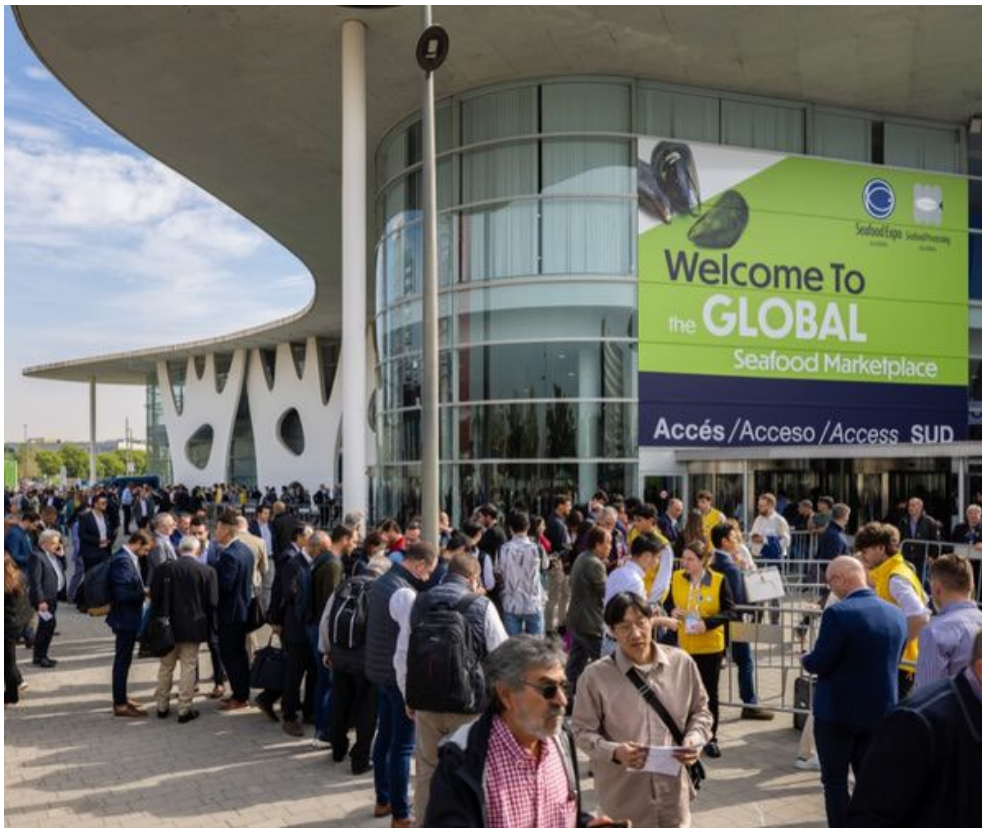


Upcoming Events in Southern Europe

Seafood Expo Global

Barcelona, Spain

23-25 April, 2024



CONXEMAR

Vigo, Spain

1-3 October, 2024





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ALASKA SEAFOOD MARKETING INSTITUTE SOUTHERN EUROPE

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