BUILDING THE ALASKA SEAFOOD BRAND IN SOUTHERN EUROPE
SPAIN, PORTUGAL, ITALY, GREECE
Southern Europe Salmon Imports (July-June market years)

Spain Salmon Imports (MT)  
June - July market years

Portugal Salmon Imports (MT)  
June - July market years

Italy Salmon Imports (MT)  
June - July market years
Southern Europe Imports of Pacific Cod

**Imports Pacific Cod H&G to Portugal, Spain, Italy & Greece (MT)**

**Italy Imports of Salted Pacific Cod Fillets (MT)**

- Intermediary Countries
- Russia
- USA

- Denmark
- Germany
- Portugal
- Other
Southern Europe Imports of Surimi (July-June market years)
Creating a wild Alaska salmon category at retail

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.
Alaska black cod is now served in most mid and high-level Oriental restaurants in Italy and Spain.
Building the Alaska Seafood Brand

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

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
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 n°1: Chef Education Campaign

Marbella All Stars Chef Congress/Trade Show in Marbella, Spain on June 19, 2023
Pull Strategy nº1: Chef Education Campaign

4 Wild Alaska Seafood Week restaurant promotions per year

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
Pull Strategy nº2: 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
ALASKA SEAFOOD
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SOUTHERN EUROPE

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