Earth Fare

- 33 stores in the Southeast
- Promotion dates: April-May
- 66 demos executed by Earth Fare Demo Team
- Product form: Frozen Sockeye Sides
Earth Fare Email Ads

Valid 5/15 - 5/17/15 ONLY!
SAVE $7.01/lb.
Wild Alaska
Sockeye Salmon Fillets
$9.98/lb.
Wild Caught
Previously Frozen

2.4 million Email ads sent to customers April-May
Earth Fare In-store Execution
Giant Eagle

- 60 stores in the Midwest
- Promotion dates: April-May
- 60 demos executed by Giant Eagle Demo Team
- Product form: Frozen Sockeye Sides, Sockeye Burgers
- Maintained share even with much lower farmed salmon cost
Giant Eagle Ads

Gourmet Salmon Burgers
Value Pack, 4 Salmon Burgers Per Package, Made with Wild Alaska Salmon

Save an additional $4 with purchase of two packs in one transaction with your

7.99 lb.

Bantry Bay Seafood Entrées
9 oz., Seasoned Fish Fillets with Vegetables, Ready to Cook

5.99 ea.

Wild, Natural & Sustainable Copper River Sockeye Salmon Fillets Frozen

12.99 lb.
ALASKA COPPER RIVER SOCKEYE SALMON

Wild Alaska Sockeye Salmon from the famous Copper River, harvested and frozen at the peak of freshness.
Giant Eagle In-store Execution
Publix

- 950 stores in the Southeast
- Promotion dates: May 14-17
- 3800 demos (26 hours over 4 days) executed by Publix Aprons Team
- COOK IT FROZEN! pan-searing technique used
- Product form: 12 oz. packages of frozen portions
- Highest sales ever on Frozen Sockeye in company history
Publix Ad

Save on secret ingredients.
Our seafood butters and sauces make it easy to whip up a restaurant-quality meal.

Publix Sockeye Salmon Fillets
Frozen, Wild, 12 oz pkg. 12.99

16 million weekly ads distributed
Publix In-store Execution
Lunds/Byerly’s

- 10 stores in the upper Midwest
- Promotion dates: April-May
- 10 demos executed by LFHI Demo Team
- Product form: Frozen Sockeye Sides
Lund's/Byerly's Ad (Mother's Day)
Lunds/Byerly’s In-store Execution
Hy-Vee

- 195 stores in the Midwest
- Promotion dates: April-May
- 380 demos executed by Hy-Vee Demo Team
- Product form: Refreshed Sockeye
- Huge increases in Alaska Salmon, Cod, Halibut and Crab
Hy-Vee Ad (Mother’s Day)

2.99 lb.
1 1/4" Thick cut pork loin chops
Value pack pork loin center cut chops
Pork loin back ribs
Hormel marinated pork loin fillet
Chicken breast skewers
Boneless perkinlo butterfly or America’s Cut chops

4.99
Just BARE boneless skinless chicken breasts, tenders 14 oz.
or thighs 20 oz. save $1 per pack with each 2 you purchase
Value pack BARE fresh split chicken breast 100% natural

9.98 lb.
Wild Alaska sockeye salmon
Enjoy salmon sampling
Friday, May 6, 4:00-7:00 p.m.
Saturday, May 7, 12:00 noon to 4:00 p.m.
Alaska halibut portion 6 oz.
Alaska snow crab clusters
Alaska snow crab clusters For recipe ideas and more information about seafood, visit seafoods.hy-vee.com

3.49 lb.
Chicken grillers select varieties 8 oz.

1.79 lb.
Le Gruyere Swiss cheese

18.99 lb.
Smoked salmon 4 oz.

2.40 lb.
Maple Leaf red wax or smoked Gouda
The naturally smoked Gouda...save 1/2 your gain with each ham purchased

5.00 lb.
Swedish steak

10.99 lb.
Natural cooked shrimp 31 to 40 ct.
Hy-Vee In-store Execution
Harris Teeter

- 100 stores in the Mid-Atlantic
- Promotion dates: April-May
- 100 demos executed by Chefs USA
- Product form: Frozen Sockeye Sides, Portions
- COOK IT FROZEN! pan-searing technique used
- Huge lift in Alaska Cod at the same time
270 stores nationwide
Promotion dates: late April-June
Approximately 270 demos executed by Chefs USA in 14 Kroger Divisions
COOK IT FROZEN! pan-searing technique used
Product form: Frozen/Refreshed Sockeye Sides, Portions
Kroger In-store Execution
Schnuck’s

- 105 stores in the Midwest
- Promotion dates: April-June
- 105 demos executed by Schnuck’s Cooks Demo Team
- Product form: Frozen Sockeye Sides, Refreshed Sockeye
Schnuck’s Ad

What’s For Dinner? SEAFOOD!

Wild Caught From Alaska!

Cod Loins
- Thick flaky heart of the fillet—sliced from the cold Bering Sea.
- 6.99 per lb.

9.99 per lb
- Sockeye Salmon Filets
- Fresh at the peak of the season.

10.99 per lb
- Bairdi Crab
- A rare treat with sweet and silky textured meat.

$3 per lb
- Salmon Burgers
- 5 oz., average—Choose from garlic, wasabi or Italian flavored.

Extra Jumbo
8.99 per lb
- 16-20 ct. Raw EZ Peel Shrimp

3.99
- Gorton’s Fish Sticks or Fillets
- 16-24 oz. bag—Selected varieties

Dynamite Deal

BUY 9.99
- Schnucks 71-90 Ct. Cooked Shrimp
1 lb. bag—Cocktail style

GET FREE
- Schnucks Cocktail Sauce
12 oz. bottle

Buy 1 Get 1 FREE
- Trans Ocean Crab Classic Surimi
- 5 oz. pkg. — All varieties: A blend of Alaska pollock and king crab.

Wild, Natural & Sustainable®
Schnuck’s In-store Execution
Haggen

- 51 stores in the Pacific Northwest
- Promotion dates: April-June
- 51 demos executed by Haggen Demo Team
- Product form: Frozen Sockeye Sides, Portions
Haggen In-store Execution
Whole Foods Mid-Atlantic and No. Cal

- 44 Stores in the Mid-Atlantic (1 demo per store)
- 39 Stores in No. Cal (2 demos per store)
- Promotion dates: May-June
- Approximately 122 demos executed by Whole Foods Demo Team
- Product form: 12 oz. packages of frozen Sockeye portions
- COOK IT FROZEN! pan-searing technique used
Whole Foods In-store Execution
2015 Sockeye Demo Program Results

- Total: 4964 Alaska Sockeye Salmon Demos
- 1857 stores in 10 Retail Chains across the U.S.
- Promotion dates: April - early June
  - $54.31 Avg. cost/demo
  - 29% Avg. price reduction
  - 56.2% Avg. total YTD sales lift