DATE: July 10, 2015

TO: ASMI Board of Directors and Customer Advisory Panel

FROM: Larry Andrews, Retail Marketing Director

SUBJECT: FY2015 RETAIL PROGRAM UPDATE

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**

A. **Consumer Shows/Events:** The number of consumer shows/events was reduced this year: ASMI staff conducted sampling only at events negotiated as part of the Consumer Advertising buy with *Food & Wine* and *Cooking Light* magazines. The booth/exhibit space, catering and all travel costs were applied to the Consumer Advertising budget so there were no direct costs to the Retail program.

- Newport Mansions *Food & Wine* Festival, Newport, Rhode Island: 9/19/2014 – 9/21/2014
  - Alaska Snow crab cocktail claws were sampled to over 5,000 attendees
  - The new VIVA COCINA ALASKA recipe booklet featuring recipes from Chef Jake Rojas (Tallulah on Thames restaurant) was distributed to attendees
- San Diego Bay Wine & Food Festival, San Diego, California: 11/22/2014
  - Alaska seafood was featured in the *Cooking Light* booth
  - *Cooking Light* promoted the event in their magazine and via targeted eblasts:
    - Logo inclusion on event promotion within *The Dish in Cooking Light*: 11.5 million impressions
    - Featured on geo-targeted promotional e-blast: 49,790 impressions
    - Exposure to guest attendees: 10,000 impressions
    - Total event impressions: 11,560,490
  - Wild Alaska Canned Salmon Quinoa Cakes were sampled to 1000 attendees
  - Alaska Smoked [Sockeye] Salmon Summer Pasta Salad was sampled to over 5,000 attendees at the Grand Tasting event
  - Chef Jonathan Waxman cooked Alaska Seafood during his “What a Catch, Passport to See Food” demonstration. Species included: Alaska spot prawns, Dungeness crab, razor clams and rockfish
  - Alaska Sole and Snow Crab Ceviche, Alaska Smoked [Sockeye] Salmon Summer Pasta Salad and Alaska Crab Claws were sampled to over 5,000 attendees

Upcoming events:

<table>
<thead>
<tr>
<th>FY2015 Consumer Show/Events to date</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of attendees:</td>
<td>16,000+</td>
</tr>
</tbody>
</table>

B. Consumer Advertising: At the direction of the Retail Marketing Committee, consumer ads were placed to further support the frozen Alaska Sockeye demo program:

- **Print Ads:**
  - *Bon Appetit* magazine (circulation: 1,299,385/issue)
    - Full-page print ads in May and June 2015
  - *Southern Living* magazine (circulation: 2,737,020/issue)
    - Full-page print ads in May and June 2015
  - *Garden & Gun* magazine (circulation: 310,697/issue)
    - Full-page print ad in the June/July 2015 combination issue

- **Digital/Online Banner Ads:**
  - Direct digital ad placements were made with select online publications:
    - *AllRecipes.com* and *EatingWell.com* (unique monthly impressions: 18,586,000)
      - The schedule included Homepage takeovers on *EatingWell.com* as well as banner ads on the BBQ & Grilling Channel and Healthy Channel on *AllRecipes.com*
    - *Bon Appetit.com* (unique monthly impressions: 2,426,000)
      - The schedule included Homepage takeovers on BonAppetit.com, iPad/iPhone tiles on Epicurious.com, and banner ads on the Frozen Food, Food/Travel & Well Being channel.
- SouthernLiving.com (unique monthly impressions: 2,766,000)
  - The schedule including site skins and sponsorship of the Healthy & Light editorial package for desktop, mobile and tablet.

⇒ The Retail program also funded AdReady’s national online banner advertising from July through November 2014, keeping key messages and initiatives such as sustainability and recipes/cooking tips in front of the consumer. In December, the Consumer Advertising program took over funding for the AdReady banner ad campaigns, leaving only retailer campaigns (such as Fred Meyer, Harris-Teeter and King Soopers) to hit the Retail budget.

Digital ad; panels depict movement
C. **National Recipe/Video Releases:** To help move Alaska Sockeye salmon during the Lent and Summer timeframe, two national recipe/video releases were issued via Family Features:

- “Simple Seafood Recipes for Lent” is a premium release (one recipe released in print; digital release includes a video). After Lent, the copy was edited to remove any reference to Lent and the release remains available to editors.
  - Featured recipe: Pan-Steamed Alaska Seafood Marseilles (all-species recipe)
  - Featured video: Pan-Steaming Alaska Sockeye Salmon (250,000 guaranteed video plays)

- The “Sensational Seafood on the Grill” full-page feature was released in May and included grilling recipes for Alaska Sockeye salmon and cod.
  - Featured recipes:
    - Alaska Sockeye Salmon with Herbs and Garlic
    - Border Grill Alaska Cod Tacos
  - Sockeye salmon nutritional information was included in a sidebar
  - Videos included with online placements:
    - Grilling Alaska Sockeye Salmon (500,000 guaranteed video plays)
    - Alaska Cod Tacos featuring Border Grill Chef Mary Sue Milliken (100,000 guaranteed video plays).

- ASMI also received a free recipe in a “Recipe Roundup,” a themed co-op release typically featuring three or four products. We selected one of the new “Alaska Grown” recipes from the Communications Program for the Farm-to-Table themed release, which was issued in June.
  - Featured recipe: Bear Tooth Alaska Cod Tacos

It should be noted that all three recipe releases are still active and will continue to generate impressions throughout the summer, although the video budget has been expended.
Placement totals = 134,542,212 impressions
Print: 1,032,308
Online: 133,509,904
Video plays: 253,908

Placement totals = 157,203,283 impressions
Print: 4,094,430
Online: 153,108,853
Video plays: 605,709

Placement totals = 165,846,685 impressions
Print: 897,392
Online: 164,949,293

**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
- Custom promotions involving the development of co-branded point-of-sale material or other tactics that have worked for the retailer such as targeted emails, in-store merchandising contests, frequent shopper/reward card offers, etc.

**Headquarter/Division Calls:**

- **A & P, Corporate (283 stores)**
- **ACME Stores (110 stores)**
- **Ahold USA**
  - Giant Food (169 stores)
  - Stop & Shop (400 stores)
- **Albertsons LLC**
  - Intermountain (93 stores)
  - Southern Cal (178 stores)
  - Southwest (112 stores)
- **Aldi USA (1,219 stores)**
- **Amazon Fresh (online)**
- **Associated Wholesale Grocers**
  - Kansas City (276 stores)
  - Springfield (335 stores)
- **Kroger, Corporate (3449 stores)**
  - Atlanta (213 stores)
  - Central (Indianapolis, 138 stores)
  - Cincinnati (113 stores)
  - Columbus (125 stores)
  - Delta (Memphis, 116 stores)
  - Michigan (129 stores)
  - Mid-Atlantic (Roanoke, 121 stores)
  - Mid-South (Louisville, 161 stores)
  - Southwest (Houston, 211 stores)
- **Lowe’s Food Stores (102 stores)**
- **Lunds/Byerly’s (23 stores)**
- **Marsh Supermarkets (83 stores)**
- **Meijer (370 stores)**

---

**Simple Seafood Recipes**

If you find your recipe repertoire growing stale, now is the perfect time to experiment with new seafood recipes your family will love. Seafood makes a delicious cornerstone of any meal, and preparing seafood can actually be quite simple. Pan-searing is one easy preparation that leaves the seafood moist and makes a quick and easy sauce, too. The technique, demonstrated in this recipe for a rich, buttery lemon sauce, is perfect for Alaska Spot Fin salmon, as the fat in the fish adds moisture to the food. All the grocery stores, look for high-quality fish, such as Alaska Spot Fin, which is offered fresh, raw or cut. Full of heart-healthy omega-3 fatty acids, sustainable practices used in fishing Alaska salmon, shellfish and shellfish valley loops can mean you can feel good about serving Alaska seafood by your family.

---

**Pan-Seared Alaska Seafood Marselles**

Prep time: 15 minutes
Cook time: 10 minutes
Servings: 4

- 4 Alaska salmon or whitefish fillets (4 to 6 oz each, fresh or thawed)
- 1 lemon, thinly sliced
- 1/4 teaspoon paprika
- 1/4 teaspoon onion powder
- 1/2 tsp fish sauce
- 2 cloves garlic, minced
- 2 tablespoons minced fresh parsley
- 1 tablespoon olive oil

Remove seafood fillets from refrigeration 15 minutes before cooking.

Fill 12-inch skillet with 1 inch of water. Add lemon slices and bring to a simmer over medium-high heat.

Rinse seafood in cold water and pat dry; season with salt and pepper.

Add seafood to pan, skin side down. Cover pan tightly and cook for 5 minutes, or until seafood is lightly golden brown in the pan, charring at the bottom part. Remove seafood from pan and let rest a minute or two to finish cooking from vegetable oil. Remove lemon slices from simmering liquid.

Create quick reduction sauce with remaining liquid by adding wine, butter, garlic, and herbs to pan. Combine ingredients and continue to simmer, allowing liquid to reduce to desired thickness.

Serve, transfer lemon slices and fillets to plates; drizzle fillets with sauce.
- BJ’s Wholesale Club (200 stores)
- Balls/Hen House (28 stores)
- Basha’s/AJ’s Fine Foods (125 stores)
- Big Y (64 stores)
- Bi-Lo/Winn-Dixie (699 stores)
- Clark’s Markets (8 stores)
- Costco Wholesale (533 stores)
- Crosby’s Markets (6 stores)
- D&W Fresh Markets (11 stores)
- Dan’s Supermarkets (6 stores)
- Delhaize America
  ⇒ Food Lion (1,183 stores)
  ⇒ Hannaford (183 stores)
- DeMoulas Market Basket (72 stores)
- Dierbergs Markets (25 stores)
- Dorothy Lane (3 stores)
- Earth Fare (28 stores)
- Fiesta Mart (61 stores)
- Food City, ME (8 stores)
- Foodland (32 stores)
- Fred Meyer (132 stores)
- Fresh & Easy (175 stores)
- Fry’s Food & Drug (120 stores)
- Gelson’s Markets (CA, 18 stores)
- Giant Eagle (419 stores)
- H.E.B./Central Market (311 stores)
- Haggen/TOP Foods (20 stores)
- Harmon’s Markets (17 stores)
- Harris-Teeter (222 stores)
- Heinen’s (18 stores)
- Homeland Stores (84 stores)
- Hugo’s Family Mkts (ND, 8 stores)
- Hy-Vee (367 stores)
- Ingle’s Markets (204 stores)
- Kennies Markets (MD, 2 stores)
- King Kullen (45 stores)
- King Soopers/City Mkt. (145 stores)
- Kowalski’s Market (9 stores)
- Met Foods (NY, 4 stores)
- Piggly Wiggly Carolina (94 stores)
- Price Chopper/Golub Corp. (132 stores)
- Publix Supermarkets (1,080 stores)
- QFC (67 stores)
- Raley’s Supermarkets (137 stores)
- Ralphs Grocery Co. (369 stores)
- Reasor’s, OK (22 stores)
- Rouses Enterprises (43 stores)
- Safeway, Corporate (1,363 stores)
- SAM’s Club (631 stores)
- Schnuck Markets (105 stores)
- Shaw’s Supermarkets (155 stores)
- Smith’s Food & Drug (133 stores)
- Sunflower Leonard’s, CT (4 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (3,651 stores)
  ⇒ Cub Foods (44 stores)
- Target (251 SuperTargets)
- The Fresh Market (156 stores)
- Tops Markets, NY (162 stores)
- Unified Grocers
  ⇒ Pacific NW (224 stores)
  ⇒ Seattle (166 stores)
- United Supermarkets, TX (59 stores)
- Wakefern/ShopRite (352 stores)
- WalMart (4,536 stores)
- Wegmans Food Markets (83 stores)
- Whole Foods, Corporate (365 stores)
  ⇒ Florida (20 stores)
  ⇒ Mid-Atlantic (42 stores)
  ⇒ South (28 stores)
- WinCo Foods (94 stores)
- Woodman’s Food Mkts, WI (15 stores)

**Seasonal Promotions:**
A national co-op promotion with Ste. Michelle Wine Estates (SMWE) featuring Alaska salmon (Sockeye and Keta) was executed over the Summer of 2014, ending September 30th. The promotion centered around in-store case displays in the seafood department, with coupons off Alaska salmon/seafood. Note: The coupon/rebate offer applied to all Alaska seafood species.

ASMI paid for all coupon redemption which ran extremely high, particularly in the Southeast where we saw 40% redemption from one retailer. Inquiries show strong Alaska salmon sales in the region over the promotion timeframe (+40%) and Ste. Michelle reported wine sales were also up +40%.
Participating Retailers, Summer 2014:

- Albertsons
  - Intermountain (93 stores)
  - Southern Division TX (86 stores)
  - Southern California (178 stores)
  - Southwest Division AZ (112 stores)
  - Jewel Osco (180 stores)
  - United TX (59 stores)
- Basha’s/AJ’s Fine Foods (125 stores)
- Bi-Lo/Winn-Dixie Stores (699 stores)
- Delhaize America
  - Food Lion (1183 stores)
  - Hannaford Bros. (183 stores)
- Giant Eagle (419 stores)
- Haggen/TOP Foods (20 stores)
- Hy-Vee (367 stores)
- Kroger, Corporate (3449 stores)
  - Fred Meyer (130 stores)
  - Harris-Teeter (222 stores)
  - QFC (68 stores)
  - Ralphs (369 stores)
  - Smith’s Food & Drug (133 stores)
- Lowes (102 stores)
- Publix Supermarkets (1080 stores)
- Red Apple Market (13 stores)
- Schnuck Markets (105 stores)
- Sprouts Farmers Markets (171 stores)
- Target, Southeast (246 stores)
- The Markets (15 stores)
- United Supermarkets TX (59 stores)
- WalMart, Southeast (670 stores)
- WinCo Foods NW Division (35 stores)
- Woodman’s Food Mkts (15 stores)

**Summer 2014 Co-op Participation:**
25 retailers, representing 10,586 stores

**Coupon redemption finals:**
- $2 IRC = 19.2% \ LY = 9.6%
- $1 IRC = 3.8% \ LY = 1.0%
- $4 Mail in rebate = <1% \ LY = <1%

**Total coupon redemption cost = $71,765**
Summer 2015 Co-op Promotion: Another summer co-op promotion with SMWE featuring Alaska Sockeye salmon was launched nationally in June. This promotion shares many of the tactics from last year’s promotion:

- Wine displays located in/near the seafood department, including counter cards for seafood cases
- Coupons off Alaska salmon/seafood: $2 IRC, $1 IRC and a $4 MIR (offer will vary based on state liquor laws)
- New this year, both ASMI and SMWE are conducting themed social media postings to strengthen the promotion at the consumer level.

SMWE has primary responsibility for sell-in at the retail level; at this time coupons have been allocated to the following retail accounts:

- Ahold USA (767 stores)
- Albertsons/Safeway
  - Intermountain (80 stores)
  - Northern California (277 stores)
  - Portland (141 stores)
  - Southern Division TX (109 stores)
  - Southern California (350 stores)
  - Southwest Division AZ (219 stores)
  - United TX (76 stores)
- Basha’s/AJ’s Fine Foods (120 stores)
- Haggen/TOP Foods (119 stores)
- H.E.B./Central Market (311 stores)
- Hy-Vee (374 stores)
- Kroger, Corporate (3430 stores)
  - Fred Meyer (132 stores)
  - Fry’s Food Stores (119 stores)
  - Harris-Teeter (231 stores)
  - QFC (65 stores)
  - Ralphs (334 stores)
  - Smiths Food & Drug (139 stores)
- Publix Supermarkets (1106 stores)
- Raley’s Supermarkets (137 stores)
- Save Mart (101 stores)
- Schnuck Markets (104 stores)
- Sprouts Farmers Markets (169 stores)
- Stater Bros. (168 stores)
- United Supermarkets TX (76 stores)
- Wegmans Food Markets (86 stores)
- WinCo Foods, Corporate (100 stores)

Note: Promotions will continue to roll out throughout the summer.
Confirmed Summer 2015 Co-op Participation to date:  
24 retailers, representing 5,697 stores

Social media results to date:  
94,000 Facebook “likes”  
23,000 Twitter “followers”  
1050 Instagram “followers”  
138 photos created and pinned

Coupon redemption has only just started to come in:  
$2 IRC = 4 coupons redeemed  
LY = 19.26%  
$1 IRC = 15 coupons redeemed  
LY = 3.8%  
$4 Mail in rebate = 0 redeemed  
LY = <1%

A. **Custom Promotions:** ASMI’s new digital asset library has been a tremendous resource for retailers across the country, as they now have instant access to over 800 assets: recipes, photography and videos. We continue to load assets into the library as they are developed, and are also adding sections for Alaska’s Regional Seafood Development Associations.

# of user accounts to date: 393  
# of assets in the system: 802  
# of asset downloads to date: 5,407
Fall/Holiday 2014 Custom/In-store Promotions: In addition to the national co-op promotion which ran through the summer and ended September 30th, we had the following custom promotions in-store over the fall/holiday period:

- ACME Stores (110 stores): Alaska cod
- Albertsons LLC
  - Southern Cal (178 Stores): Alaska cod
  - Southwest (112 stores): Alaska salmon and cod
- Bi-Lo/Winn-Dixie (699 stores): Alaska Pollock and salmon
- Delhaize America
  - Hannaford (183 stores): Alaska cod
- Fiesta Mart (61 stores): Alaska salmon and cod
- Fred Meyer (132 stores): Alaska salmon and cod
- Harmon’s Markets (17 stores): Alaska cod and crab
- Harris-Teeter (222 stores): Alaska salmon and cod
- Heinen’s (18 stores): Alaska salmon and cod
- Hy-Vee (367 stores): Alaska salmon, cod and crab
- King Soopers/City Mkt. (145 stores): Alaska cod
- Roundy’s Supermarkets (150 stores): Alaska crab
- Rouse’s Enterprises (43 stores): Alaska salmon, cod and crab
- Tops Markets, NY (162 stores): Alaska salmon and cod

Custom/In-Store Promotions Lent 2015:

- AWG: Alaska Cod
  - Kansas City (276 stores)
  - Springfield (335 stores)
- ACME Stores (110 stores): Alaska salmon and cod
- Cub Foods (69 stores): Alaska salmon and cod
- Dan’s Supermarkets (6 stores): Alaska salmon
- Earth Fare (28 stores): Alaska salmon, cod and Bairdi
- Fiesta Mart (61 stores): Alaska pollock, salmon and cod
- Fry’s Food & Drug (120 stores): Alaska salmon, cod and shellfish
- Giant Eagle (419 stores): Alaska salmon, cod and halibut
- Harris-Teeter (222 stores): Alaska salmon and cod
- Heinen’s (18 stores): Alaska salmon, cod and halibut
- Hy-Vee (367 stores): Alaska salmon and cod
- King Soopers/City Mkt. (145 stores): Alaska salmon and cod
- Lunds/Byerly’s (23 stores): Alaska salmon, cod and shellfish
- Roundy’s Supermarkets (150 stores): Alaska King crab
- Schnuck Markets (105 stores): Alaska salmon, cod and salmon burgers
- Shaw’s Supermarkets (155 stores)
- Top’s Markets (162 stores): Alaska Pollock, cod and salmon
- Wakefern/ShopRite (352 stores): Alaska salmon and cod
- WalMart (4,536 stores): Rolling out new Alaska seafood sections which include Alaska salmon, cod, halibut, rockfish, sole and crab (King and Snow)
**COOK IT FROZEN! Promotions 2015:** Over the course of the year, many retailers conducted COOK IT FROZEN! promotions using ASMI’s point-of-sale material:

- Posters
- On-pack recipe leaflet
- Static case clings
- Recipe tear pad
- Training CD’s & DVD’s
- Plus assets from ASMI’s Creator Select website:
  
  www.alaskaseafood.creatorselect.com

Static cling

On-pack recipe leaflet

Recipe tearpad

In total, over 15,100 pieces of COOK IT FROZEN! point-of-sale were ordered by 1,495 retail stores:

- AWG (200 stores)
- Farm Fresh (45 stores)
- Fiesta Mart (75 stores)
- Harris Teeter (235 stores)
  - Featured Alaska Seafood on website
- HEB (350 stores)
  - Featured Alaska Seafood on website
- Heinen’s (25 stores)
- Hy-Vee (235 stores)
  - Featured Alaska Seafood on website
- Shaw’s/ Star (155 stores)
- Shopper’s Foods (70 stores)
- Tops Markets (105 stores)
  - Featured Alaska Seafood on website
- Retailers also linked to:
  - www.WildAlaskaSeafood.com COOK IT FROZEN! section to educate their customers re: cooking frozen Alaska Seafood is so convenient and healthy!
- COOK IT FROZEN! technique used in 4000+ Alaska Sockeye salmon in-store demos
  - Many retail partners decided to forgo their Lent promotions, instead using COOK IT FROZEN! techniques to promote Alaska sockeye with in-store demos.
- Promotion dates: April – early June 2015
Frozen Sockeye In-Store Demo Promotion 2015 Recap:

- 4964 Alaska Sockeye salmon in-store demos
- Promotion dates: April – early June
- 1857 stores in 10 retail chains across the United States
- $54.31 average cost/ per in-store demo
- 29% average price reduction
- 56.2% average total YTD sales lift

Recap by Partner:

- **Earth Fare**
  - 33 stores in the Southeast
  - Promotion dates: April – May
  - 66 in-store demos executed
  - Product form: frozen Sockeye sides
  - 2.4 million email ads sent to customers during April - May

- **Giant Eagle**
  - 60 stores in the Midwest
  - Promotion dates: April – May
  - 60 in-store demos executed
  - Product form: frozen Sockeye sides and Sockeye burgers

- **Haggen**
  - 51 stores in the Pacific Northwest
  - Promotion dates: April – June
  - 51 in-store demos executed
  - Product form: frozen Sockeye sides and portions

- **Harris Teeter**
  - 100 stores in the Mid-Atlantic
  - Promotion dates: April – May
  - 100 in-store demos executed
  - Product form: frozen Sockeye sides and portions
  - Huge lift in Alaska cod at the same time

- **Hy-Vee**
  - 195 stores in the Midwest
  - Promotion dates: April – May
  - 380 in-store demos executed
  - Product form: refreshed Sockeye
  - Huge increase in Alaska salmon, cod, halibut and crab

- **Kroger**
  - 270 stores Nationwide
  - Promotion dates: late April – June
  - Approximately 270 in-store demos executed in 14 divisions
  - Product form: frozen/ refreshed Sockeye sides and portions
- Lunds/Byerly’s
  - 10 stores in the upper Midwest
  - Promotion dates: April – May
  - 10 in-store demos executed
  - Product form: frozen Sockeye sides

- Publix
  - 950 stores in the Southeast
  - Promotion dates: May 14 – 17
  - 3800 in-store demos executed (26 hours over 4 days)
  - Product form: 12 oz. packages of frozen Sockeye portions
  - Highest sales ever on frozen Sockeye in company history
  - 16 million weekly ads distributed

- Schnuck Markets
  - 105 stores in the Midwest
  - Promotion dates: April – June
  - 105 in-store demos executed in 14 divisions
  - Product form: frozen Sockeye sides and refreshed Sockeye

- Whole Foods
  - 44 stores in the Mid-Atlantic (1 in-store demo per store)
  - 39 stores in Northern California (2 in-store demos per store)
  - Promotion dates: May – June
  - Approximately 122 in-store demos executed
  - Product form: frozen Sockeye sides and portions

---

B. **Total Retail POS:** In FY15, ASMI’s Retail program placed 180 orders for over 43 retailers, totaling 1,038,974 pieces of literature.

---

### Platform #3: Retail Training and Communication

**A. Trade Advertising:** The trade advertising budget was reduced by 50% in FY2015, reflecting a shift to digital ads (print ads were scheduled only in *Grocery Headquarters*, along with a free half-page ad in several issues of *Supermarket News* magazine). A new ad was developed to highlight the results of the Encore retail research study which identified a $300 million retail opportunity and “Best of Class” promotion tactics.
FY2015 Trade Advertising Schedule:

- **Grocery Headquarters** magazine
  - Print (total circulation: 33,037/issue):
    - Full-page print ads monthly, January through June 2015
    - Mock cover (double sided) April 2015 – Seafood Expo issue
    - Fresh Food Handbook (September 2014): 8 consecutive pages adjacent to seafood data
    - Consumer Perishables (June 2015): 8 consecutive pages adjacent to data
  - Digital (33,311 unique monthly impressions; 291,473 monthly page views)
    - 619x74 ad in 52 weekly newsletters
    - 619x74 ad in all 26 bi-weekly “Focus on Fresh” enewsletters
  - Free editorial: **Grocery Headquarters** June 1, 2015 article, featuring an interview with Larry Andrews:

- **Seafood.com**
  - Digital (38,563 unique monthly impressions; 194,435 monthly page views)
    - Video sponsorship July 2014 through June 2015
    - 300x250 ad on website July 2014 through June 2015

- **SeafoodSource.com**:
  - Digital: 300x250 ad in monthly newsletter, January through June 2015

- **Intrafish.com**
  - Digital (18,430 unique monthly impressions; 121,121 monthly page views)
    - 160x600 ad on website October and November 2014, March, April and June 2015

- **Supermarket News**
  - Print (paid circulation: 10,260 plus 17,513 unpaid; total circulation 27,773/issue)
    - Free half-page ad December 2014, March and June 2015
  - Digital (125,514 unique monthly impressions; 600,656 monthly page views)
    - 300x250 ad on website October 2014, January through June 2015 (excluding April)

**B. Tradeshows:**
- Seafood Expo North America (Boston), 3/15/2015 – 3/17/2015
C. Retail Training:
- The Alaska Seafood U web-based interactive training program was updated
  ⇒ All videos were re-edited with contemporary graphics
  ⇒ Website redesigned (responsive desk-to-tablet, plus a mobile version)
  ⇒ The training program was also ported to a flash drive – it doesn’t require an internet connection – so retail associates can train even without internet access
    o Many of ASMI’s retail training materials were added to the flash drive:
      • Video: Meeting the Quality Challenge: Recommended Alaska Seafood Quality Practices for Retail Associates
      • New Video: Refreshing Seafood: Proper Thawing Techniques
      • Video: A Basic Overview of Alaska’s Major Seafood Species
      • Filleting and Steaking Instructions:
        - Alaska Halibut Cutting Brochure
        - How to Fillet an Alaska Salmon
        - How to Steak a Whole Alaska Salmon
        - Video: Filleting and Steaking Instructions
        - Wild Alaska Salmon Trim Guide
      • Line Art to Identify the Alaska Salmon Species:
        - Chinook Salmon Physical Diagram
        - Chum Salmon Physical Diagram
        - Coho Salmon Physical Diagram
        - Pink Salmon Physical Diagram
        - Sockeye Salmon Physical Diagram
      • Alaska Seafood Buyers Guides
        - Alaska King Crab Specification Guide
        - Alaska Salmon Buyers Guide
        - Alaska Shellfish Buyers Guide
        - Alaska Snow Crab Specification Guide
        - Alaska Whitefish Buyers Guide
        - Characteristics of Common Flatfishes
        - Sustainable Alaska Sole & Flounder
Uber-Athlete Promotion:

Last fiscal year the Board allocated additional funding for a canned pink salmon campaign that targeted current customers as well as a program to develop a new user group: the uber-athlete. Based on the overwhelmingly positive feedback received at marathons/sampling events, ASMI staff recommended moving forward with the uber-athlete program in FY2015 using Retail program funds. Several program refinements were made:

- The initial program focused on canned pink salmon; this year red/Sockeye salmon was included.
- A series of new print ads was developed to put more emphasis on nutrition and ease of preparation. The ads run with a free 1/3-page ad on the adjacent page in Competitor, Triathlete and Women’s Running magazines.

“ASMI Quinoa Cakes”
“ASMI Benedict”

THE PERFECT FOOD FOR FINISHERS.

The final pre-race breakfast. Test your energy levels in the morning with a light, yet hearty meal that is sure to give you the fuel you need for the race. The ASMI Benedict is packed with protein, vitamins, and minerals to keep you running strong to the finish line.

Ingredients:
- 2 eggs
- 2 slices whole grain bread
- 1 avocado
- 1 tomato
- 1 oz. smoked salmon
- Fresh herbs
- Salt and pepper

Instructions:
1. Preheat a non-stick skillet over medium heat.
2. Crack eggs into the skillet and cook until the whites are set and the yolks are still runny.
3. Toast the bread.
4. Slice the avocado and tomato.
5. Top the eggs with smoked salmon, herbs, and season with salt and pepper.
6. Assemble on toasted bread and enjoy!

“ASMI Flatbread”

THE ULTIMATE FOOD FOR RUNNERS ON THE RUN.

Ready to snack on-the-go? The ASMI Flatbread is the perfect addition to your race day or training day menu. It’s packed with protein and healthy fats to keep you fueled and satisfied.

Ingredients:
- 1 whole wheat flatbread
- 1 oz. smoked salmon
- 1 avocado
- 1 tomato
- Fresh herbs
- Salt and pepper

Instructions:
1. Lay the flatbread on a cutting board.
2. Top with smoked salmon, avocado, tomato, and herbs.
3. Season with salt and pepper.
4. Roll up and enjoy on-the-go!

RECIPE
- Serves 1
- Prep Time: 5 minutes
- Cook Time: 5 minutes
- Total Time: 10 minutes

Note: The nutritional information provided is approximate and may vary based on the exact ingredients used.

ASMI Benedict
- Calories: 400
- Protein: 30g
- Fat: 15g
- Carbohydrates: 20g

ASMI Flatbread
- Calories: 350
- Protein: 25g
- Fat: 10g
- Carbohydrates: 15g
Two digital ads were created, along with a new landing page and nutrition page:

“Training Table”

“Fuel”

Landing page: http://www.alaskaseafood.org/trainingtable/
- Uber-Athlete media schedule: Insertions in red were funded by the Consumer Advertising program.

  ⇒ **Competitor** magazine
  - Print: Full-page ad with free 1/3-page ad January and February 2015
  - Digital: 300x250 and 970x90 ads on Competitor Group network from January through May 2015

  ⇒ **Triathlete** magazine
  - Print: Full-page ad with free 1/3-page ad February, March, April and May 2015

  ⇒ **Women’s Running** magazine
  - Print: Full-page ad with free 1/3-page ad January, March, April and May 2015

  ⇒ **Bicycling** magazine
  - Print: Full-page ad March, April and June 2015

  ⇒ **Runner’s World** magazine
  - Print: Full-page ad March, May and July 2015

- Consumer events/sampling:

  ⇒ Chicago Rock ‘n’ Roll Marathon: 7/18/2014 – 7/19/2014
  - Alaska Salmon Pesto Pasta Salad and Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (41,000 attendees)
  - Event sponsorship included ads on Rock ‘n’ Roll Marathon website and print publicity, generating 194,014,612 media impressions (print, broadcast and online)

  - Alaska Salmon Pesto Pasta Salad and Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (over 100,000 attendees)

  - Alaska Salmon Salad Sandwiches were sampled at the Health and Fitness Expo (44,000 attendees)
  - Event sponsorship included ads on Rock ‘n’ Roll Marathon website and print publicity, generating 102,907,176 media impressions (print, broadcast and online)

  ⇒ Phoenix Rock ‘n’ Roll Marathon: 1/16/2015 – 1/17/2015
  - Alaska Salmon Salad Sandwiches were sampled at the Health & Fitness Expo (over 35,000 attendees)

Moving forward, we have finalized ASMI’s sponsorship of Ryan and Sara Hall through November 2015 and are developing an all-species “training table” recipe/nutrition brochure using recipes supplied by Sara. There aren’t any new consumer sampling/events scheduled until the training table materials are ready for distribution to attendees.

In the meantime, the uber-athlete program has been incorporated into the Consumer PR program and has generated several good hits to date.

In addition, Ryan Hall attended the Mayor’s Midnight Sun Marathon in Anchorage on June 20th. Tweeting out to his 88,700 Twitter followers and 86,152 Facebook followers, Ryan had this to say about Alaska Seafood, the Mayor’s Midnight Sun Marathon, and his first ever trip to Alaska:
Ryan Hall @ryanhall3
Jun 20
Not a bad place to end a morning run!
Now on to some King Salmon fishing with @Alaska_Seafood !!

Ryan Hall @ryanhall3
Jun 19
In Alaska encouraging kids to run and be healthy with @Alaska_Seafood! Loving the endless days and cool weather here

Ryan Hall @ryanhall3
Jun 19
Best crab legs I’ve ever had!
@Alaska_Seafood has got the good stuff!

End Report