

IMC MEETING 2023

PROGRAM UPDATE WEU & CEU

presented by mk² gmbh



Competitor Campaigns

CEU & WEU

SEAFOOD

Norwegian Seafood Council

- 2020: Presenting Partner for TV show “The Taste”
- 2022: Wide-scaled mainstream radio campaign in Germany
- 2022-2023: “My Internship on an Arctic Cod Fishing Boat”
 - Dec: Search for applicants
 - Feb: Start of internship on fishing boat
 - Feb/Mar: Accompanying internship on social media
- 2022: TV commercial for Norwegian salmon & Skrei
- 2023: Social Media Campaign “Norwegian World Tour”
 - Recipes for typical foods from different countries



Competitor Campaigns

CEU & WEU

SEAFOOD

Label Rouge Scottish Salmon

- Label rouge Scottish Salmon Circle
- Targeting chefs & professionals
- In-bound Missions to Scotland
- Goal to build bonds with origin
- Pure, natural to counter farmed image

Saupiquet brand marketing strategy

- All started with Kevin Costner spots
- Strong TV commercial presence
- Most-known canned fish brand
- Focus on sustainability and taste
- Innovation based on retail high performers

Campen
mit Geschmack

Jetzt
PREMIUM-CAMPER
gewinnen!

*GARANTIERT
1€
SAUPIQUET
COUPON
bei jeder Teilnahme

Abfahren auf Premium-Genuss!



Competitor Campaigns

CEU & WEU

Meat

German Meat Industry Association (VDF) Program

- First joint marketing approach of the meat industry
- Counters decreasing meat consumption in Europe
- Goal is image-building, education, and sales support
- Includes all types of meat products / species

French Charoluxe branded retail campaign

- Exclusive partnerships with mid-sized retail chains
- POS information program at the meat counters
- Strong focus on the origin France for quality beef
- Traditional in-store B2C marketing activities
- Producers as credible marketing spokespersons

Wir Züchter empfehlen:
5 TIPS FÜR EINE ERSTKLASSIGE ZUBEREITUNG

1. Servieren Sie Qualitätsrindfleisch. Woran Sie das erkennen? Es hat eine gleichmäßig rote Farbe und ist fein marmoriert.
2. Lagern Sie das Fleisch richtig: verschlossen und bei 4 °C im Kühlschrank. Verzehren Sie es innerhalb von vier Tagen.
3. Schneiden Sie rohes Fleisch in kühlem Zustand und immer gegen die Faser, nicht mit der Faser. So bleibt es schön zart.
4. Für den idealen Geschmack: setzen Sie größere Fleischstücke vor der Zubereitung, kleine erst danach.
5. Wählen Sie die passenden Fleischstücke für die gewünschte Zubereitungsart. Ihr Fleischhändler berät Sie gern.

„QUALITÄT FÄNGT AUF DER WEIDE AN.“

Charoluxe: französisches Charolais-Rindfleisch aus naturnaher, tierfreundlicher Haltung
MIT REZEPTEN UND ZUBEREITUNGSTIPPS

WEITERE INFORMATIONEN UND TIPPS GIBT'S AUF WWW.CHAROLUXE.DE

CHAROLUXE - QUALITÄT SEIT 25 JAHREN - WWW.CHAROLUXE.DE

UNSERE ALLESFRESSER FRESSEN NICHT ALLES.

KEINE LEISTUNGSFÖRDERER
Hormone und Antibiotika zur Leistungsförderung sind in der Schweiz verboten.

KEINE GVO
Unsere Tiere erhalten keine gentechnisch veränderten Futtermittel.

92,5% BTS
Der grösste Teil unseres Mastgeflügels wird nach den Normen für eine «Besonders Tierfreundliche Stallhaltung» gehalten.

FRISCHE LUFT
Ausserdem hat das Geflügel in BTS-Ställen tagsüber stets Zugang zu einem Wintergarten.

ERHÖHTE SCHLAFPLÄTZE
In BTS-Betrieben stehen den Masthühnern erhöhte Schlafplätze zur Verfügung, was ihren natürlichen Bedürfnissen entspricht.

Schweizer Fleisch
Der feine Unterschied.

Warum Fleisch aus der Schweiz nachhaltiger ist: der-feine-unterschied.ch

Competitor Campaigns

CEU & WEU

Plant-Based – Market Update

- Generally steady growth and fast innovation
- High market demand for new products
- Fast moving category with low brand loyalty
- Lidl: reduction of offered products based on animal protein
- Aldi: commitment to highest animal welfare standards
- Carrefour: doubled its number of vegetarian products in 2019
- TU-NAH / BettaF!sh (chickpeas and seaweed)
- Veggie Fish / FRoSTA – former “Fish from the Field”
- Planted chicken from Switzerland



Competitor Campaigns

CEU & WEU

PLANT BASED

Rügenwalder Mühle (GER)

- 2021: first TV spot focusing on veggie product line
- 2023: vegan sausage promotion
 - Partnership with German football club BVB
 - Sale of the product in the stadium during games
 - Organization of a joint raffle with BVB and REWE



Competitor Campaigns

CEU & WEU

PLANT BASED

Happy Vore (FR, BE)

- Billboard advertisement all year round
- In summer: huge barbecue campaign
 - TV spot
 - Barbecue Giveaway
 - Foodtruck



Longtime Projects CEU & WEU FITNESS

- 2017: Materials on APO for athletes
- 2019: Truck served samples at sport events
- 2020: Alaska seafood was sponsoring the 40K Run & cooperation with Abramczyk for basketball campaign started
- 2021: food truck at Womens Health Camps across Europe, fitness influencer partnerships during WASM
- 2022: Sponsorship Team Wolff for Ice Cross Downhill races.
- Today, ASMI sponsors the EU Crossfit Champion Moritz Fiebig
 - Qualified for the Games 2022 & 2023
 - the “21st fittest men on earth”
 - #thealaskaathlete / #fueldbyalaska / #buildbynature



2017-2018
"Fit with Alaska"
Flyer

2018-2019
Foodtruck @
Sport Events

2020-2021
40K Run &
Polish Basketball
Team

2021-2022
Blogger
Collaboration &
Food Truck
@Women's Health
Camps

2022-2023
Ice Cross
Downhill

2023-2024
Cross Fit &
GHOST Racing

Longtime Projects CEU Foodservice Promo

- 2018: First time working with HRI giant Chefs Culinar
- 2021: development of a range of foodservice-friendly recipes & matching information materials on AK species
- 2022: production of masterclass showcasing AK portfolio
- Since 2022: Chefs Culinar presents AK at house shows with its own section
- Today:
 - Offering materials for Alaska-theme-weeks to customers
 - in-house shows are still ongoing to present AK products
 - So far, nine independent caterers have ran AK weeks



2018-2019
Sales Catalogue
Ad

2021-2022
Development
of materials

2022-2023
Masterclass &
In-House Shows

2023-2024
Independent
Alaska Weeks

Longtime Projects CEU Polish Processor Outreach

- Looking for new processing options in Europe
- 2018 / 2019, trade mission to Gdansk to build connections
 - Run meetings with domestic manufacturers
 - Visit processing plants in the market
- 2019 - 2023 attend in the Polish Processors Congress
- 2019 / 2020 present Alaska at the Polish Chef Congress
- 2020 exhibit at HoReCa Poland as key industry show
- 2019 - 2023 work with Polish FAS team to widen network
- 2023 SEG meetings and Polish reception to strengthen bonds
- 2023 Campaigns in the market (Suempol, Contimax, Graal etc.)

- 2024 - Possibility of new Mission to connect industry
 - Inbound mission to Alaska for Polish processors
 - Plant and processing facility Mission to Poland



2018-2019
Trade Mission
to Gdansk

2019-2020
Chef Congress &
PPC

2020-2021
PPC & HoReCa
Poland

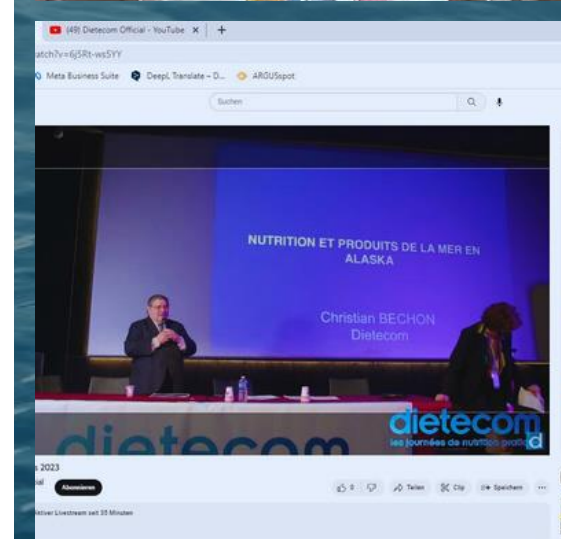
2021-2022
PPC & Blogger
Collaborations

2022-2023
PPC, Poland
Reception, SEG
Meetings &
campaigns in PL

2023-2024
Possible new
Mission

Longtime Projects WEU HEALTH PROGRAM

- 2018 displaying "Fit with Alaska"-Flyer in doctor's waiting rooms
- 2019 development of healthy recipes with online platform Jow
- 2019 work with cooking school Atelier des Chefs for classes
- In 2021, ASMI sponsored Congrès RHD as only seafood partner
 - Directly approach professionals and showcase Alaska
 - Provide education materials for pandemic times
- 2023 actively approach dieticians and nutritionists
 - Dietecom - Virtual French congress targeting nutritionists.
 - JDP - in-person event for doctors and nutritionists
- Upcoming - Blogger Collaboration:
Partnered with French influencer and nutritionist @camillennutrition



2017-2018
Doc Office
Promotion

2018-2019
Atelier des Chefs

2019-2020
Jow partnership

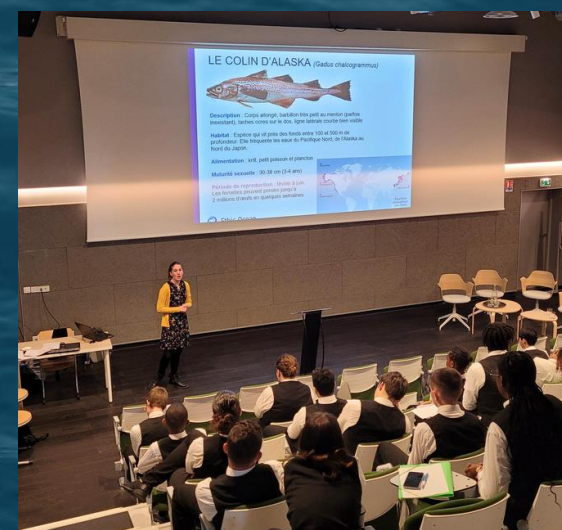
2020-2021
Congrès RHD

2022-2023
Dietecom,
JDP & Blogger
Collaboration

2023-2024
More to come

Longtime Projects WEU EDUCATION PROGRAM

- 2018: develop materials for children and teenagers
- 2018: run classes in elementary schools and high schools
- 2018 / 2019: informative mailing for school cafeterias
- 2019 / 2020: Implement classes with cooking schools
- 2021: Online classes for HRI students and designated chefs
- 2022: in-person classes at renowned universities
- 2023: AK as official part of Ethic Ocean education program
 - Focus on sustainability, nutrition and easy preparation
- 2024: Develop contest for chefs
 - Work with strong partner to reach large audience



2018-2019
Contest, Classes
& Mailing

2019-2020
Contest & Classes
at Cooking Schools

2020-2021
Online Classes

2021-2022
Classes at
universities

2022-2023
Ethic Ocean
Education
Program

2023-2024
More to come

Longtime Projects WEU SALMON SALES CHANNELS

- 2018 / 19 focus more on new sales channels for AK salmon
 - Conduct trade meetings with processors
 - Send out information materials to smokers & manufacturers
- 2020 / 2021 exhibit at SIRHA trade show to present Alaska
 - Send samples to processors to for R&D
 - Share produced virtual HRI masterclasses
 - Start discussions about canned marketing efforts
- 2022 organize in-market trip to Boulogne-sur-Mer
 - Conduct visit with processors focusing on Sockeye
 - Raise interest in re-freshed segment for AK salmon
- 2023 first canned salmon campaign in Belgium (160,000 cans)
- 2023 agreement for launch of refreshed product (keta)
 - Close communication to support Fjord Import & Frais Embal



2018-2019
Smokehouse
mailing

2020-2021
SIRHA

2022-2023
Market Visit
In France & first
Canned Salmon
campaign

2023-2024
Agreement re.
refreshed products

UPCOMING EVENTS

CEU & WEU

FISCHWIRTSCHAFTS- GIPFEL



What: Conference
Focus: Fish & Seafood
Organizer: FischMagazin (trade magazine)
Industry: Trade & HRI

FISH INTERNATIONAL



What: International trade show
Focus: Fish & Seafood
Organizer: Messe Bremen
Industry: Trade & HRI



TRANS GOURMET | seafood INNOVATIONSHOW



What: In-house trade show
Focus: Fish & Seafood Innovations
Organizer: TransGourmet (Wholesaler)
Industry: HRI

UPCOMING EVENTS

CEU & WEU

MISSION TO ALASKA



What: Trip to Alaska in 2024
Focus: Connecting Polish buyers & AK industry
Organizer: ASMI
Industry: Trade, Processing

TRADE SHOWS



[Agecotel](#), Feb. 24, Nizza (HRI)
[Horeca Expo](#), Nov. 23, Gent (HRI)
[Tavola](#), March. 24, Kortrijk (Fine Food)

RUNGIS EVENT



What: In-house trade show
Focus: U.S. Foods
Organizer: RUNGIS & USDA / FAS
Industry: Trade

Wunderbar meeting you in Seattle

Thank you!

