WEU PROGRAM

ALL HANDS MEETING 2022
SALES PROMOTION

• Retail window banner advertisement with Naturalia
• High-visibility during pre-Christmas sales season
• Include all Alaska products in retailer’s assortment
  ➢ Placing at 150 stores across France
  ➢ Reach of around 4.8 million unique contacts
  ➢ Generate USD 520,000+ retail sales value

• Sales catalogue and webshop promotion
• Include Carrefour, Auchan, System U, Intermarché
• Highlight all AK species available in WEU
  ➢ 1.8 million catalogues printed
  ➢ 9+ million user contacts online
  ➢ Sales value of over USD 940,000
HRI PROGRAMS

• Strong presence at gastronomy events in WEU
• Sponsorship of 50’s Best Restaurants 2021
• Exhibition at Salon des Saveurs
• AK presentation at Parabere and Tavola
  ➢ Connect with 1,400+ WEU HRI contacts
  ➢ Media reach of more than 248,000

• Alaska lessons at well-known culinary academies
• Presentation of species to future chefs
  ➢ Personally educate 460 gastro students
  ➢ Partner with Lycée François Rabelais à Dardilly Lycée hotelier Bellerive
    Institution Robin Vienne
CONSUMER CAMPAIGNS

• New culinary program with Flymenu
• Combine inspiration and sales incentives
• Recipe platform directly linked to retail webshops
  ➢ Upload 60 ASMI recipes to database
  ➢ Visible at three major retail chains
  ➢ Carrefour, Intermarché, Casino or Auchan
  ➢ 68,000 clicks & 4,700 product placements

• Development of virtual assets to spread AK message
• Creation of non-promotional GIFs and themed-clips
  ➢ Expand AK visuals to non-ASMI communication
  ➢ Make Alaska materials available for anybody
  ➢ Target consumers on emotional level
WHAT’S COOKING ALASKA

• Picking up health campaign approach for WEU
• Put nutritional value in the spotlight for all species
• Convince customers why AK is worth its price

• Run own booth and workshops at dieteecom
• Present AK at Journées De Printemps
• Target doctors, researchers, dieticians, nurses
• Team up with French nutritionists to support ASMI
• Adapt for social media and magazine campaign

• Address 6,000+ experts from nutrition sector
• Reach more than 460,000 consumers through media
WHAT’S COOKING ALASKA

- Represent Alaska at key trade shows for trade and HRI
- Important to address trade to directly support industry
- Call to action “Alaska – The Value of the Wild”

- Partner with Food Export USA to save costs for SIRHA
- Largest food show after SIAL with seafood focus
- Generic booth and support for program partners
- Showcase versatility of Alaska through cooking demos

- Attend smaller shows with selected audiences
- HoReCa Show and Gault Millau in Belgium