

January 2018

[View this email in your browser](#)

# ALASKA SEAFOOD MARKETING INSTITUTE

## Marketing Update



### SENA Appointment Reservations

Seafood Expo North America (SENA) is around the corner, and we're now accepting reservations in 55-minute time slots for on-site meetings at our booth (#1633). There will be a six-top and eight-top table available for you to use, but we do ask that you keep all meetings within the 55-minute timeframe. SENA will be held March 11-13, 2018 at the Boston Convention and Exhibition Center in Boston. Please contact Emily Gisler at [egisler@alaskaseafood.org](mailto:egisler@alaskaseafood.org) with your name and day/time preference to reserve your spot.

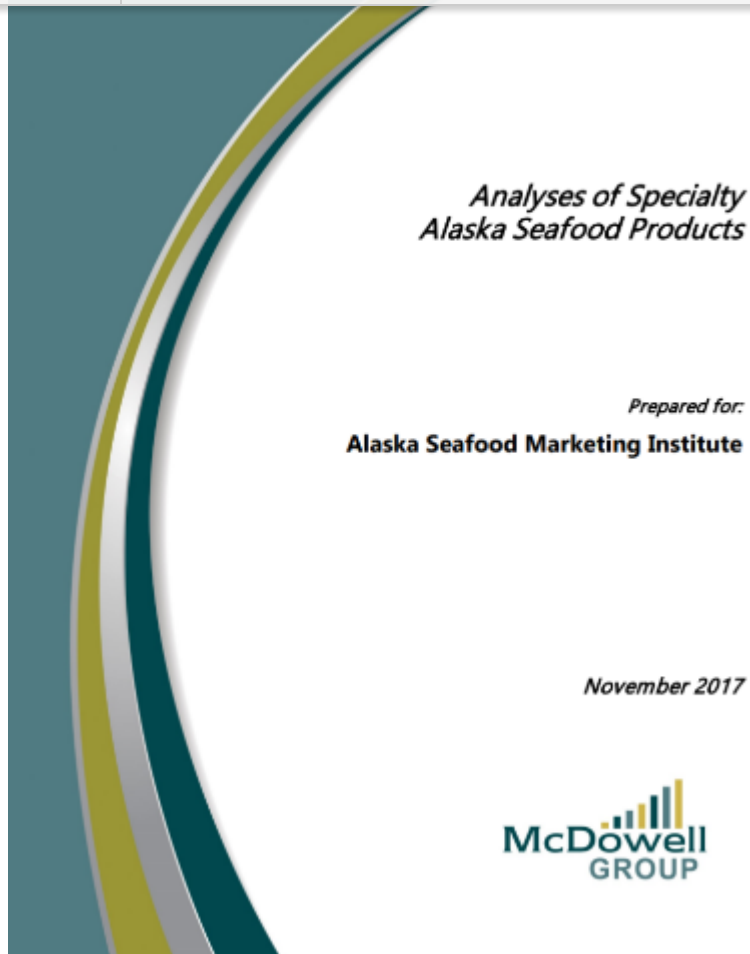
## THE SEAFOOD MARKETPLACE FOR NORTH AMERICA

SEAFOOD EXPO NORTH AMERICA  
SEAFOOD PROCESSING NORTH AMERICA

**MARCH 11-13, 2018 | BOSTON, USA**  
BOSTON CONVENTION AND EXHIBITION CENTER

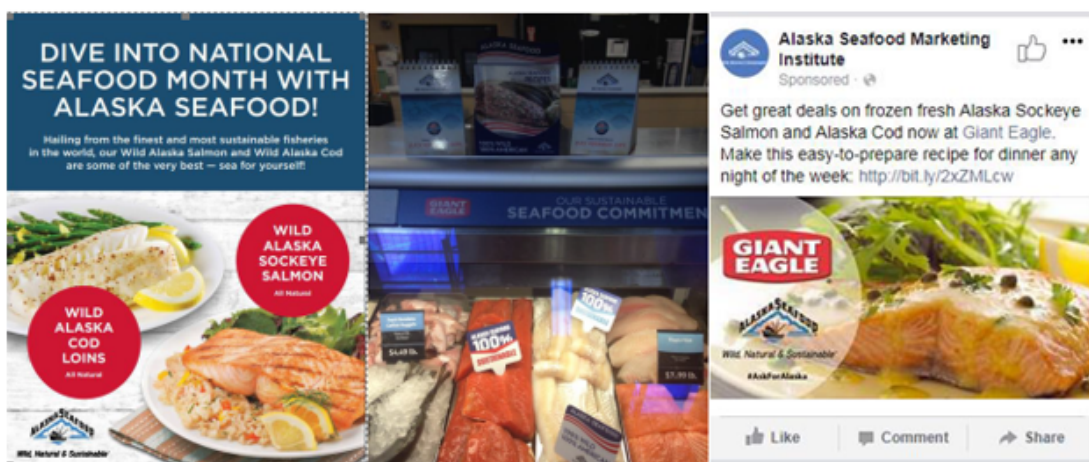
### Analyses of Specialty Products Published

An Analyses of Specialty Products for Alaska seafood has been [published online](#). The document contains reference information and identification of development challenges/opportunities for specialty seafood products from Alaska. It is funded by ASMI and produced by McDowell Group.



## Giant Eagle's National Seafood Month Success

ASMI partnered with Giant Eagle during the month of October 2017 to promote Alaska cod and sockeye salmon for National Seafood Month. Promotions took place in 235 stores throughout the Midwest with custom signage, targeted emails and social media support. A total of 80,000 pounds of Alaska cod and salmon were sold. The team was excited to see such a successful National Seafood Month promotion.



## ASMI and Del Taco Renew Partnership for 2018 Lent

ASMI has agreed to partner again with Del Taco, renewing a longstanding partnership promoting Alaska seafood during the 2018 Lenten season. This partnership gives Alaska seafood visibility across the chain of more than 560 locations nationwide.

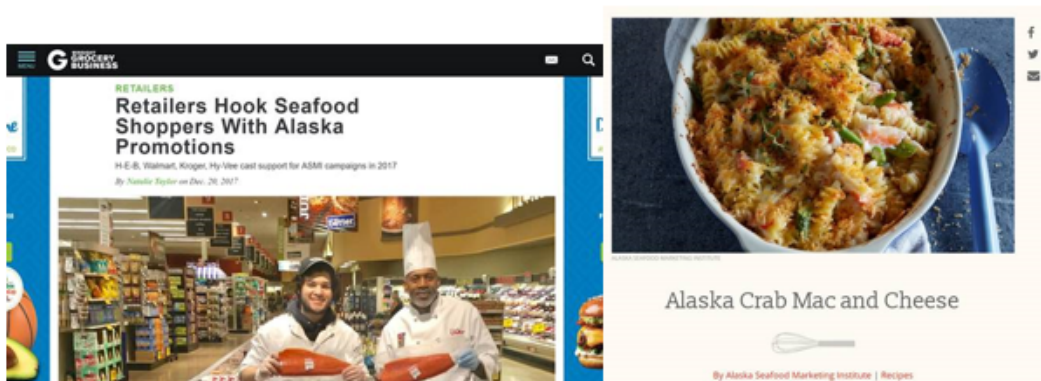
## ASMI Brazil Creates Video with Chef Ambassador Highlighting Alaska Pollock

ASMI Brazil produced a promotional video featuring Alaska pollock and highlighting its pure, natural and sustainable aspects, as well as its high quality compared to pollock processed in other countries. Chef Ambassador Carla Elage starred in the video, comparing Alaska pollock imported directly from Alaska to other pollock available in the market in terms of appearance, smell, taste, and water content. The [video](#) is being used for Alaska seafood promotions and was published on ASMI Brazil's Facebook, which has over 800,000 followers.

---

## Industry Media Outlets Feature SWAP Meat Recipes

ASMI gained coverage in industry media through two new articles highlighting Alaska seafood in both the retail and foodservice industries. FSR covered ASMI's Alaska Crab Mac and Cheese SWAP Meat recipe with a focus on comfort food. SWAP Meat is ASMI's campaign inspiring foodservice chefs to swap meat for Alaska Seafood in their recipes. Grocery Business covered ASMI's 2017 retail promotion successes and upcoming 2018 promotions in Retailers Hook Seafood Shoppers with Alaska Promotions. The coverage was featured online and in an e-newsletter to an industry subscriber audience.



---

## Alaska Seafood Featured on Brazil TV Show Todo Seu

On December 18, 2017, Alaska salmon was featured on the show *Todo Seu* ("All Yours") in Brazil, hosted by well-known former pop singer Ronnie Von. Chef Marcel Sasaki featured Alaska salmon sushi rolls and talked to Ronnie and his guest about Japanese cuisine, Alaska sockeye salmon, and the Alaska seafood industry.



## Alaska Seafood Recipe Featured on Jamie Oliver's Food Tube

A video of ASMI Northern Europe partner chef Bart van Olphen preparing Alaska salmon was featured on Jamie Oliver's Food Tube. In the video, which was shot on the banks of the Yukon River, Van Olphen makes roasted salmon with spicy herb salsa and potato salad and discusses the benefits of eating Alaska salmon. Van Olphen is the co-founder of Fish Tales, a magazine devoted to promoting sustainable seafood, and recently published a seafood cookbook containing over 100 recipes. The video was posted on December 13th and already has over 63,000 views.

<https://www.youtube.com/watch?v=H1YnulqRtGU&sns=em>



### Roasted Whole Salmon & Potato Salad | Alaska | Bart's Fish Tales

53,519 views

👍 2K    💬 31    ➦ SHARE    ⚙️    ⋮



**Jamie Oliver** ✓  
Published on Dec 13, 2017

**SUBSCRIBE 3.4M**



[Beyond the Deadliest Catch: the Fishermen in Pursuit of One of the World's Great Delicacies](#), *Robb Report*, December 13, 2017

[Danger and Routine](#), *Food & Wine*, December 28, 2017

[Salmon Recipes](#), *Food & Wine*, December 2017

[Global Seafood Expo](#) -- *Miami*, January 23-25

[Seafood Expo North America](#) -- *Boston*, March 11-13

[Seafood Expo Global](#) -- *Brussels, Belgium*, April 24-26



---

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)