

March 2018

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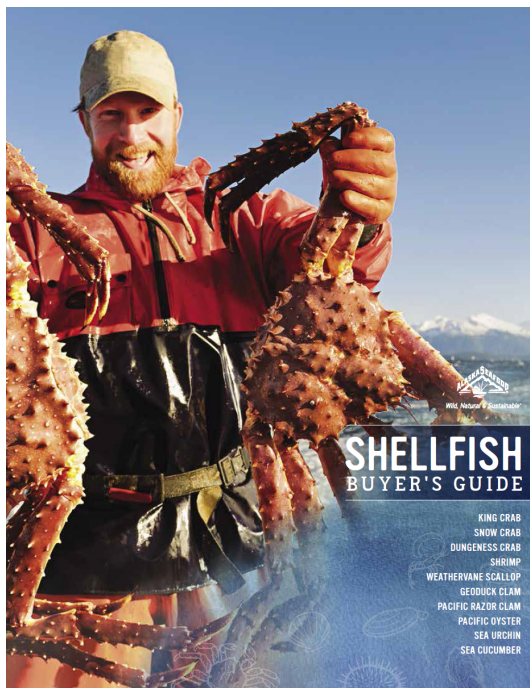


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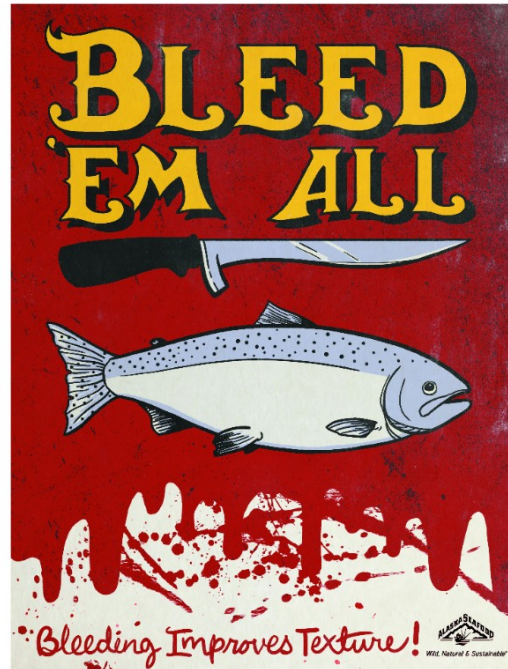
Publications

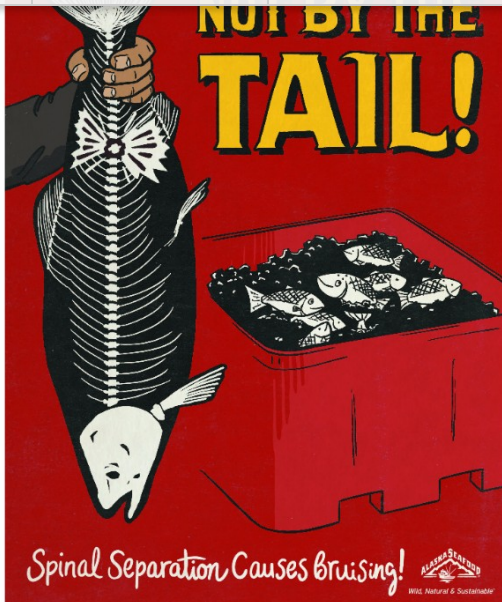
Updated Shellfish Buyer's Guide Published



ASMI's Shellfish Buyer's Guide is dedicated to species of Alaska shellfish, and includes technical information, fishery details, catch methods, and sustainability measures. To order this 24-page publication please visit our [website](#) and online catalog.

Quality Handling Posters Now Available





Partnerships and Promotions

ASMI Partners with Restaurant Operators to Promote Alaska Seafood During Lent and Beyond

With the Lenten season underway, restaurant chains across the U.S. have launched new seafood promotions, giving ASMI visibility nationwide across more than 7,900 establishments. Partners include Freddy's Frozen Custard & Steakburgers, Texas Dairy Queen, Macy's Restaurants, White Castle, Sonic, Del Taco, Jack in the Box, Carl's Jr., and Hardees.



Lenten Promotions Feature Alaska Pollock, Salmon and Cod at Retail

ASMI has partnered with several retailers, including Kroger, Lunds & Byerlys, and Giant Eagle for Lenten promotions. Kroger is featuring Alaska sockeye salmon and cod in 225 Texas division stores with in-store chef demos, while Lunds & Byerlys Twin Cities locations are running 52 Alaska pollock, sockeye salmon and cod demos. Giant Eagle is also promoting Alaska cod and sockeye salmon at 235 locations, and adding digital support

Each promotion displays Alaska Seafood point of sale materials and distributed recipes and sustainability information. Chefs at featured events tout the health benefits and strong sustainability of Alaska seafood.



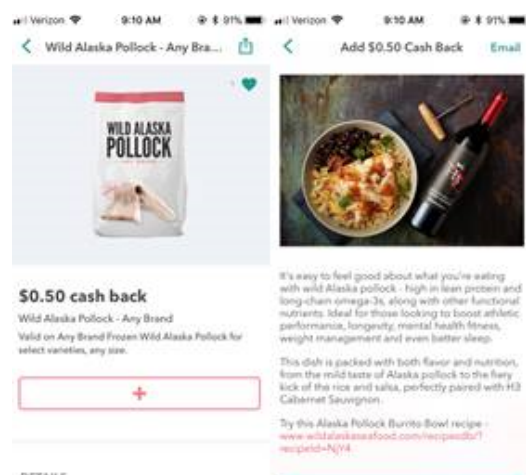
ASMI Partners with Gordon Food Service

ASMI partnered with Gordon Food Service (GFS) to support their Lenten promotion of Alaska seafood. This digital promotion provides ASMI brand visibility through 12 GFS operating divisions with more than 1,000 sales associates and 50,000 customers nationwide, highlighting Alaska pollock, salmon and surimi. Promotion efforts include banner ads, culinary ideas and customer rebates.



Ibotta Lenten Promotion Features Alaska Pollock

Alaska pollock is currently showcased on the popular digital coupon app Ibotta for a Lenten promotion that began February 14, headed by ASMI. In partnership with wine brand Columbia Crest H3, a joint bonus offer is available when purchasing both frozen Alaska pollock products and select H3 wines (up to \$3.00 off in the app). In the first 20 days, there were over 7M



QFC Highlights Wine & Alaska Pollock In-Store with added Sales Contest

Quality Food Center (QFC), a division of Fred Meyer, is partnering with ASMI's preferred wine partner Chateau Ste. Michelle to showcase wine displays in the seafood department, promoting ASMI's new Ibotta campaign that bundles Alaska pollock with H3 wines (up to \$3 off in the app). Additionally, the retail chain has implemented a sales contest highlighting the Ibotta promotion, with cash sales incentives offered to the top three stores per district with the highest percent increase of Alaska seafood sales, as well as district prizes for the top performing employees.

Events and Sponsorships

Seafood Expo North America

ASMI attended the Seafood Expo North America (SENA) in Boston March 11-13. SENA is North America's largest seafood trade exposition, attracting over 1,340 companies from over 50 countries. ASMI's booth space at SENA can be used by Alaska seafood companies to facilitate meetings with prospective buyers.



Seafood Consumer Primary Research Presented in Seattle, WA

On March 1, 2018, Will Notini with Technomic presented the primary seafood consumer research at Ray's Boathouse in Seattle, Wash. This research, commissioned by ASMI, is part two of a two-phased study that seeks to better understand and target the current and future seafood consumer. Following the secondary research presented at All Hands 2017, this primary research aimed to identify future trends in seafood consumption and how ASMI can best position itself in a dynamic marketplace. Anyone who is interested in receiving a copy of the presentation deck can email Emily.Gisler.

Seafood Consumer of the Future

Primary Research Findings and Segmentation



ASMI Participates at SWAMC

ASMI Communications Director Jeremy Woodrow was part of a four person panel March 2, 2018 at the Southwest Alaska Municipal Conference in Anchorage. The title of the panel was “Adding Value in Alaska to Grow a \$4.2 Billion Industry.” Panelists included: Paula Cullenberg, Alaska Sea Grant; Garrett Evridge, McDowell Group; Stefanie Moreland, Trident Seafoods. The ASMI portion of the panel included a brief presentation that provided an update on consumer trends in the marketplace and included examples of ASMI international and domestic marketing efforts aimed at increasing the economic value of the Alaska seafood industry.

United Tribes Technical College Hosts Alaska Seafood Event

ASMI partnered with United Tribes Technical College (UTTC) Feb. 14, 2018 to bring an Alaska seafood event to their campus. UTTC Chef and Foodservice Director Anthony Bauer served wild Alaska sockeye salmon and provided samples of baked salmon, salmon cakes, and salmon spread. As diners arrived, business administration student and Alaskan, Noelle George demonstrated her family’s traditional method of filleting salmon using an ulu knife, while another student prepared salmon en papillote (salmon in paper) for staff and students to sample. George grew up in the village of Akiachak, Alaska where she learned to process seafood along with her sister and mother once it was harvested by her brother Ryan, also a student at UTTC.



ASMI sponsors Careers through Culinary Arts Program Annual Benefit

ASMI provided wild Alaska sockeye salmon to the Careers through Culinary Arts Program (C-CAP) Annual Benefit on Tuesday, Feb. 27, 2018. This year’s event was held in honor of renowned chef and humanitarian, José Andrés, for more than 900 attendees. Chef Yvan Lemoine created a Salmon en Croute a la Paul Bocuse with the salmon provided by ASMI. This year’s Annual Benefit raised more than 1 million dollars for C-CAP programs across



International

[ASMI China Launches Week-Long E-commerce Promotion with JD.com](#)

ASMI China partnered with JD.com – one of the largest e-commerce platforms in the world – for a promotion of Alaska seafood including yellowfin sole, cod, pollock, perch, rock sole, flathead sole, plaice, black cod and pink salmon. The two week promotion, which featured a banner on JD.com, and a prize contest, anticipated sales of over 42,000 kgs of Alaska seafood between February 15 – February 28, 2018. ASMI recipe leaflets were included with all orders during the promotion period.

[ASMI Japan Collaborates with GAPP at Tokai Denpun Trade Show](#)

ASMI Japan collaborated with the Genuine Alaska Pollock Producers (GAPP) to promote Alaska pollock surimi at the Tokai Denpun Food Festival trade show on February 23, 2018. Tokai Denpun Co., Ltd. is a Japanese food industry trading company operating various import/export, processing, wholesale, and seafood businesses worldwide. Surimi is one of their signature items.

Every two years, Tokai Denpun holds a "Food Festival" trade show for its customers, clients and food industry representatives, which has become one of the most influential surimi trade shows in Japan. ASMI Japan distributed Alaska pollock surimi brochures at the trade show and showed visitors short movies about the Alaska pollock surimi process. Of the 2,000 attendees, approximately 60 percent were in the surimi industry. ASMI Japan and GAPP also met with several Japanese media and buyers during the event.



ASMI Participates in the Identità Golose trade show in Milan

ASMI participated in Italy's annual premier HRI congress/trade show, Identità Golose, in Milan March 3-5, 2018. Identità Golose features a series of chef demonstrations and workshops conducted by many of Italy's and the world's top chefs. These workshops attract thousands of chefs and HRI professionals to the show, making it one of the best venues in Southern Europe for presenting Alaska seafood products to the HRI sector. The Alaska Seafood booth featured product display with Alaska salmon, cod, black cod, crab, pollock and herring roe. The booth focused on the messages of wild Alaska seafood's superior flavor, healthiness and sustainability using video, printed materials and product tastings.



ASMI Western Europe at The Omnivore World Tour in Paris

The Omnivore World Tour, a global cuisine festival March 4-6, 2018, brought together international chefs and resident chefs to "share cuisines, question techniques, confront cultures and create a movement to better imagine the future," as described by French food critic, Luc Dubanchet. The ASMI team is working with French chef Polly Ann Legendre to conduct master class cooking workshops at the festival in order to educate chefs and gastronomy representatives about Alaska seafood species. The master classes are aimed at informing and inspiring chefs to use Alaska seafood and to highlight the culinary versatility and quality of Alaska pollock and salmon in modern cuisine.



ASMI Northern Europe Sponsors the Parabere Forum in Malmö

The Parabere Forum, March 4-5, 2018, is an event focusing on women empowerment in gastronomy and attracts over 300 leaders from all over the world representing international scientists, farmers, academia, business owners and top chefs. Following up on the success of last year's event, ASMI sponsored the forum and Alaska seafood was showcased at a "seafood bar" in the conference center throughout the event. Alongside the seafood bar is an opportunity to virtually experience Alaska fishing through the 360 virtual reality film produced by the Northern Europe team.



ASMI Germany Attends Fish International in Bremen

ASMI Germany partnered with Transgourmet to host a booth at Fish International in Bremen Feb. 25-27, 2018 showcasing Alaska seafood. Fish International, "The Fair in Germany about Fish," is Germany's largest seafood show with around 11,000 visitors. The ASMI Germany team ran a press table to meet with journalists in Central Europe and talk about the ASMI program and Alaska seafood, and to meet with industry representatives and partners. Event guests enjoyed popular Alaska seafood dishes at the Alaska Seafood food truck.



News and Events



[Crab Fight! Aboard Alaska's Quest to be King of American Crab](#), *Forbes*, February 27, 2018

[Alaska Salmon Burgers with Rhubarb Chutney](#), *Associated Press*, February 14, 2018

[12 Standout Fast-Food Meals to Order During Lent](#), *QSR*, February 2018

[Menu Tracker](#), *Restaurant News*, February, 2018



[Comfish](#) -- Kodiak, AK, March 22-24

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

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