

May 2018

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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



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Announcements

Coming Soon: Alaska Seafood Commercial Fishing Photo Contest

Pack your camera! ASMI will once again be holding the Alaska Seafood Commercial Fishing Photo Contest. Snap photos of the beauty, hard work, friendships, and humor while you're on the water, and save them to enter this fall. More info coming soon.

Events and Sponsorships

ASMI Board of Directors Meets in Juneau

A meeting of ASMI's Board of Directors was held May 10th in Juneau. The ASMI Board received an industry update from the McDowell Group as well as budget presentations from all ASMI programs. The Board passed an operating budget for FY19 of \$16 million dollars which will be comprised of industry funds (SDPR) and federal funds (USDA). Other topics discussed during the meeting

strategic plan, and committee policies and procedures), and an election for Board Chair and Vice-Chair.

ASMI Sponsors & Participates in Juneau Maritime Festival

ASMI sponsored the 2018 Juneau Maritime Festival May 12, 2018, which celebrates Juneau's rich Maritime culture, history, and commerce. ASMI also hosted a booth at the festival to promote wild Alaska seafood and hand out collateral materials and recipes to the over 2,000 attendees.

Partnerships and Promotions

Bon Appétit's *It's Alive* launches "Brad Goes Crabbing in Alaska" episode

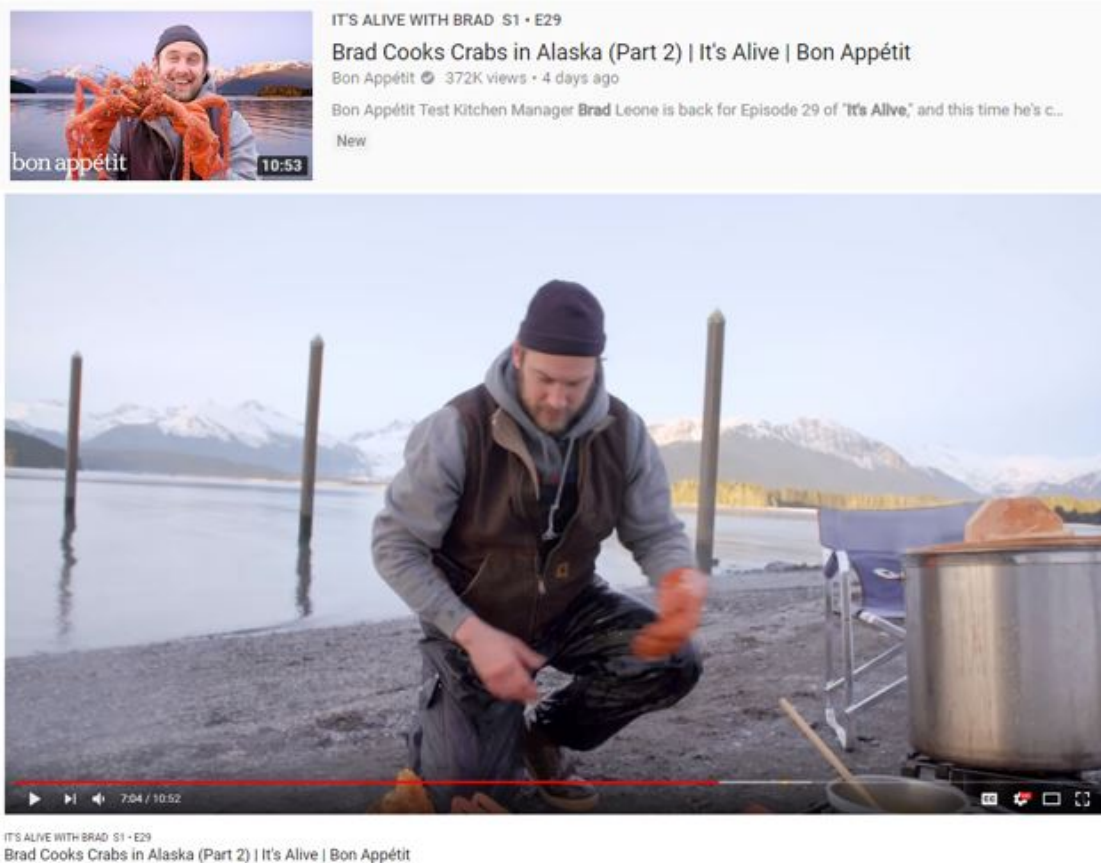
Following Bon Appétit's Test Kitchen Manager Brad Leone and videographer Vincent Cross' February trip to Alaska, their *It's Alive with Brad* segment for Bon Appétit is now available to view on Bon Appétit's YouTube channel [here](#) reaching 1.2 million subscribers. The 18-minute video summarizes Brad's Alaska crabbing experience, providing viewers with an inside look at the work that goes into bringing Alaska crab to tables worldwide.



It's Alive with Brad Sequel Episode on YouTube

The second *It's Alive with Brad* episode following Bon Appétit's Test Kitchen Manager Brad Leone and videographer Vincent Cross' February trip to Alaska

and king crab on the beach, and is a follow-up to the [previous](#) 18-minute video of his crabbing experience. As of 5/15/18, the two episodes combined have been viewed over 2 million times.



Alaska Pollock and H3 Wine Promotion Shines at QFC Stores over Lent

Quality Food Center (QFC), a division of Fred Meyer, partnered with ASMI's preferred wine partner Chateau Ste. Michelle to showcase wine displays in the seafood department, promoting ASMI's Ibotta campaign bundling Alaska pollock with H3 wines (up to \$3 off in the app). The retail chain also 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. 73% of the stores participated, and QFC was very pleased to increase their sales by 4.4% in the face of increased prices on many Alaska items. The promotion totaled over \$1.2 million in Alaska seafood sales during Lent.



Dierbergs Celebrates Cinco De Mayo Alaska Seafood Style

Dierbergs Markets featured wild Alaska pollock taco demos at 26 locations on Cinco de Mayo. Each store ran a six-hour demo supported by end-case displays and point-of-sale material. Consumers were able to see how easy it is to prepare a delicious meal featuring the new Trident Wild Alaska Pollock Skillet Cuts priced at \$4.99.



Earth Fare Supports Alaska Halibut with in-store Demos

Earth Fare conducted in-store demos featuring Alaska halibut the weekend of May 5, 2018. An email blast promoted a Friday “fish fry” with Alaska halibut, and demos included recipes and sustainability information for customers.

IT'S FISH FRIDAY!
Valid Friday, 5/4/18 ONLY!



\$8.99
SAVE \$1
Fresh, Wild Alaskan
Halibut Portions
Guaranteed min 5.5 oz.
Fresh — Never Frozen, 100%
Traceable and Sustainably
Sourced, No Water Additives
or Preservatives

FRESH NEVER FROZEN **WILD CAUGHT**

PAIR WITH: Rich & Creamy **Chardonnay**

WEEKEND FEATURE
Valid Through Tuesday 5/8/18

SUNY Cortland Touts Commitment to Sustainable Seafood

ASMI supported the State University of New York – Cortland for their recent student dining facility event. SUNY Cortland maintains a strong commitment to student health and sustainable foods through nutrition education and encouraging students to experience Alaska seafood. For this event, ASMI provided sustainability brochures and nutritional recipe booklets. SUNY Cortland distributed these to coincide with samples of Alaska Pollock Quesadillas and entrees of Alaska Keta Salmon Fish Tacos.



Foodable Debuts Smart Kitchen Episode Featuring Alaska Halibut

A feature on Alaska halibut initiated Foodable TV's new Smart Kitchen Studio in Miami, FL. This is the first short, Smart Kitchen project that ASMI has produced with Foodable and is leading to the production of an eight-episode series on

and approved vendor with Foodable, the eight-part series is 50% subsidized by Amazon.



Pacific Seafood to Promote Alaska Seafood this Spring

Three divisions of Pacific Seafood (Sacramento, CA; Clackamas, OR; and Seattle, WA) will be promoting Alaska halibut and Alaska salmon to their foodservice operator customers from April through June, 2018. Each promotion will run independently, rewarding sales associates and buyers with incentives and training at product processing facilities. This specialty seafood distributor maintains a strong position on the west coast and is a great addition to the ASMI distributor program.

Alaska Seafood Partners with Ocean Prime



Ocean Prime, a concept restaurant of Cameron Mitchell Restaurants, is featuring an Alaska Halibut entrée feature on its menus for the spring and summer seasons. ASMI has partnered with Ocean Prime to help promote this item across all 14 mid-west locations.

Wild Alaska Salmon Trending in the C&U space

Alaska salmon was called out in the *Food Management* article, "Style your salmon: Trendy and timeless ideas make waves," this month, highlighting ASMI campus and university partners. Both United Tribes Technical College in Bismark, ND and Bucknell University in Lewisburg, PA hosted sustainable seafood events this year featuring wild Alaska salmon. Both universities served an array of special dishes for their events which were called out in the article, as well as their commitment to Alaska seafood and its importance on their menu.



Alaska Seafood Highlighted in QSR Magazine

Alaska seafood was featured in the March issue of QSR Magazine in “Fresh Ideas: Swimming Upstream” with a special featured box titled “Alaska’s Catch” highlighting wild Alaska sole, surimi seafood, and rockfish. ASMI worked with the QSR editorial staff to call out these unique species and the array of attributes that lend themselves to impressive dishes in the foodservice space. The main article features many QSR and casual dining operations that partner with ASMI to raise brand awareness for Alaska Seafood throughout the year

BREAKDOWN/

Alaska's Catch

Alaska is the biggest domestic supplier of seafood in the U.S., providing 62 percent of the wild seafood in the U.S. And while wild-caught salmon, cod, halibut, pollock, and King Crab are the state's best-known seafood varieties, there are some lesser-known options operators should become familiar with.



Wild Alaska Sole: Also known as flounder, Alaska Sole is a lean, tender fish with a mild flavor that makes it widely appealing to consumers. This versatile, low-calorie flatfish is also highly adaptable to both lighter eating styles and interesting ethnic favorites.

Alaska Surimi Seafood: Surimi can be made from many different fish species, but the highest quality are made with Alaska pollock and flavored with crab, shrimp, and scallops. It is formed, cooked, and cut in a variety of portions and styles, such as whole legs, mini cuts, chunk meat, and shreds.

Wild Alaska Rockfish: Rockfish is known for its delicate, mild flavor; pearly-white color; and tender yet meaty texture.

SOURCE: ALASKA SEAFOOD MARKETING INSTITUTE

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International

ASMI Exhibits at Seafood Expo Global in Brussels, Belgium

ASMI exhibited at the Seafood Expo Global in Brussels, Belgium April 24-26, 2018. Twenty Alaska companies co-exhibited with ASMI at the show, taking booths and tables in the Alaska pavilion. At least ten more Alaska companies used the ASMI booth. ASMI once again brought the German food truck to the show to provide catering facilities, and the food truck was the site of a USA Seafood Reception, co-sponsored by the Foreign Agricultural Service in The Hague and Food Export Northeast.



ASMI Northern Europe: Chef Adam Reid's wild Alaska pollock video live on Big Hospitality

Alaska Seafood ambassador chef patron [Adam Reid at The French](#) in Manchester, U.K. cooking video "Dish Deconstructed" is featured on [Big Hospitality](#) this week where he prepares a dish of wild Alaska pollock with his signature beef and onion broth, swede and confit yolk.

Since traveling to Alaska in June 2017 on the culinary retreat, his menu - which used to focus on modern British cooking - has more of an international flare. Adam is a passionate advocate for Alaska Seafood, taking on the role as brand ambassador in the UK and placing great importance on the role of sustainability in food sourcing and menu choices.



SPONSORED CONTENT
Dish Deconstructed: Wild Alaska Pollock with beef and onion broth, swede and confit egg yolk

ASMI Chef talks Seafood and Sustainability at World Chef's Congress in Ukraine

The Fontegro Chef Congress takes place each spring in Kiev, Ukraine, and allows local and international professionals to meet, exchange ideas and inspirations, and learn from each other with the purpose of developing modern Ukrainian gastronomy. The event also offers suppliers an opportunity to feature their products during the master classes, expo and catering. ASMI sponsored the 2018 event April 16-17, 2018 with ASMI culinary retreat graduate CJ



ASMI Brazil Exhibits at APAS 2018

ASMI Brazil participated with an Alaska Seafood pavilion in the APAS 2018 supermarket business show on May 7-10, 2018 in Sao Paulo, Brazil; this was ASMI's 7th participation in the show. APAS is Latin America's leading supermarket and retail trade show, which receives over 70,000 visitors annually and has more than 680 exhibitors from 130 countries. With the millions in sales generated, the ROI rate is high, making the participation in the show a major cost-effectiveness tool for promoting Alaska seafood exports to Brazil.



News and Upcoming Events



[In 20 Minutes, Summer on a Plate with Salmon](#), *Associated Press*, April 25, 2018

[Brad Goes Crabbing in Alaska, Part I](#), *YouTube*, April 19, 2018

[Brad Cooks Crabs in Alaska, Part II](#), *Youtube*, April 26, 2018



[Bristol Bay Fish Expo](#) -- *Naknek, AK*, June 8 & 9

[U.S. Seafood Trade Mission to Vietnam](#) -- *Ho Chi Minh City, Vietnam*, Sept. 8-11



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