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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



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Announcements

ASMI Hires Stephen Gerike as New National Accounts Representative

The Alaska Seafood Marketing Institute is excited to announce Stephen Gerike has joined the team as the new Foodservice National Accounts Representative as of July 1, 2018. In his new role, Stephen will lead efforts to partner with foodservice operators to reach seafood “super-consumers” in the foodservice segment/channel.

During his twenty-five-year career in foodservice marketing, Stephen honed his culinary skills as a classically trained chef, and has stayed involved in the evolution of food culture and trends. He has been a guest chef at the James Beard House for the past two years and has built relationships with both the nation’s leading and emerging chefs. He has worked on menu and recipe development for independent and chain restaurants as well as national food festivals. Stephen’s background as a culinary and protein specialist, as well as



Sustainability

ASMI Takes Part in Panel at SeaWeb Global Sustainability Summit

Sustainability Director Susan Marks attended the [SeaWeb Global Sustainability Summit](#) in Barcelona June 18-21, 2018 and represented ASMI on a panel titled: *More Than a Buzzword: Why Sustainability and Transparency are Key for the Seafood Industry and its Consumers*. In addition, ASMI was a kiosk sponsor for the conference. This summit brings together global representatives from the seafood industry with leaders from the conservation community, academia, government and the media. Susan Mark's portion of the panel was picked up by [SeafoodSource](#).



Publications

Alaska Salmon Weekly Harvest Summaries Available Online

The [2018 Weekly Alaska Salmon Harvest Summaries](#) are continually posted

in each fishing region of Alaska.

Alaska from Scratch Recipe Videos Available Online

ASMI worked with chef and cookbook author Maya Wilson to create recipe videos of delicious [Alaska King Crab Avocado Toast](#), [Alaska Salmon Ginger Peanut Noodle Bowls](#), [Alaska Halibut with Pistachio Pasta and Roasted Tomatoes](#), and [Alaska Smoked Salmon Pot Pie with Chive Drop Biscuits](#) in partnered promotion of her new cookbook, *The Alaska from Scratch Cookbook*. The videos will be rolled out throughout June and July, and available on our [website](#) and YouTube.



Alaska Seafood Chef Alliance member featured in Flavor & The Menu

Chef Erik Slater of Seward Brewing Co. and member of ASMI's Alaska Seafood Chef Alliance touted his stunning Roasted Alaska Cod dish in the latest edition of Flavor & The Menu. The beautiful summer dish brings the bold flavors of pesto and tomato to the forefront, highlighting the subtle flavors of Alaska cod. The full article can be read here: www.getflavor.com/seasonal-makers/



Events and Sponsorships

ASMI Hosts Domestic Media and International Chefs during Culinary School at Tutka Bay

ASMI hosted a group of six domestic media and five international chefs for the 2018 Alaska Seafood Culinary Tour July 9-13. The group started in Anchorage

Alaska and discussing Alaska's world-class sustainable fisheries management.



Reel Food Film Shoot in Seldovia and Homer

ASMI collaborated with Reel Food and TV food host/personality Chadwick Boyd to film an Alaska Sockeye Salmon Burger recipe demonstration July 13, 2018. The segment was filmed on location in Homer and Seldovia, Alaska. While in Homer, the crew filmed the recipe and cooking portion of the video from a private home with dramatic views of Alaska scenery in the background. In Seldovia, commercial setnet fisherman Anne Barnett (AKA – Salmon Annie) taught Chadwick Boyd how to fillet an Alaska sockeye salmon at the Seldovia harbor. Anne and Chadwick then used a skiff to check the nets and catch wild salmon at Anne's setnet sites, located in Seldovia Bay. The Reel Food recipe demo is scheduled to air August 2018 in nearly 15,000 movie theaters nationwide as a part of the previews before the feature movie.



On July 12, Chef Noah Sandoval was recently selected as one of Star Chef's 2018 Rising Stars during this year's event in Chicago. For the occasion, Chef Noah created a stunning dish featuring succulent Alaska king crab donated by ASMI. His dish, a butter-poached Alaskan king crab, black garlic aguachile and chicharrón, is a take on the same menu item from Chef Noah's restaurant, Oriole in Chicago.



Careers through Culinary Arts hosts Teacher's Workshop with ASMI Donation

ASMI's donation of instructional materials and Alaska Keta Salmon helped bring together the professional development workshop hosted by the Careers through Culinary Arts Program on June 7 in New York City. The teachers attending the workshop were thrilled to be learning about Alaska Seafood. ASMI's educational materials complemented a fantastic fish butchering demo executed by Chef Jeff Butler from the International Culinary Center. Alumni chef Alana Jacobs, further demonstrated two recipes incorporating ASMI donated salmon. The recipes, Pan Seared Alaska Salmon Skewers and Oven Roasted Jerk Spiced Alaska Salmon, exemplified how to truly bring out the flavors of the fish.



ASMI Participates in Haines Fishermen BBQs

ASMI Communications Director Jeremy Woodrow attended the Haines Fishermen Friday Night BBQ June 15, 2018; a pre-season BBQ for the

about the current value of Alaska seafood and what ASMII is doing to increase demand of wild Alaska seafood worldwide. On June 16 ASMI sponsored the Haines Fishermen BBQ, a free salmon and rockfish BBQ hosted by the Haines State Fair for the Kluane Bike Race participants and residents of Haines. ASMI provided collateral for the event's nearly 2,000 attendees and the over 50 volunteers of the event wore Alaska Seafood aprons while serving and cooking Alaska salmon and rockfish.

ASMI attends International Corporate Chefs Association annual Conference

The Alaska Seafood Marketing Institute attended the International Corporate Chefs Association (ICCA) annual conference in Napa, California from June 24th – 26th. ICCA is an organization comprised of corporate chefs from the nation's largest chains and multi-unit operations. The mission is to provide chefs with the tools necessary to advance in their career while creating a network of corporate chefs from the nation's largest foodservice operations connecting them to partners like ASMI. Many topics were covered at the event to include food trends, the latest market data, and industry updates. An Alaska Seafood tasting was done featuring all five species of salmon.

Partnerships and Promotions

Heinen's Supports Several Alaska Seafood Species

During the month of June, 26 Heinen's stores in Cleveland and Chicago promoted Alaska salmon, cod, rockfish and halibut through its Alaska Seafood Festival. The promotion resulted in an 18 percent sales lift with a \$35,000 total increase.



Shoppable Recipes Live on Serious Eats/Simply Recipes on Amazon Prime Now (APN) and Amazon Fresh (AF)

shoppable through Amazon Prime Now and Amazon Fresh. The collection features six Alaska sockeye salmon and six Alaska groundfish recipes, with clickable ingredients that are added to shopper's carts online and can be delivered as soon as 2-hours after the order is placed. Shoppers must be in Amazon Prime Now or Amazon Fresh markets to participate. ASMI is excited to use this new platform to further grow ASMI's partnership with Chateau Ste. Michelle wines, who are also promoting these recipes over social media and in-store.

The 12 recipes have been approved by the American Institute for Cancer Research (AICR), which ASMI is sponsoring on the AICR website. Four of these recipes will be featured throughout the year with links to three more on the AICR website and e-newsletters. AICR has provided their seal of approval for other external use.



ASMI and ClubCorp Renew Partnership

ClubCorp is bringing back their popular Alaska Wild Seafood & Wine Festival this fall. ASMI has partnered with ClubCorp to help support this multiple species extravaganza and bring visibility to the Alaska Seafood brand across their 185 locations nationwide.

Alaska Cod Shines at H.E.B.

Throughout June, H.E.B. supported Alaska cod with 315 chef demos at 235 stores in Texas. The promotion resulted in a 20 percent sales lift year-over-year, and doubled what had previously been trending. H.E.B.'s Seafood Business Development Manager attributed the major sales lift to ASMI promotions.



Meijer Pushes Wild Alaska Salmon for Fresh Season

The upper Midwest showed some love for wild Alaska sockeye salmon with 80 chef demos at 225 Meijer stores during May and June. Demos were accompanied with Weber Seasoning and Wente Chardonnay wine for the Meijer's Pair & Share event. The sampling was a huge hit among Meijer shoppers, who described the salmon as delicious and perfectly baked. The events resulted in a 15.7 percent year-over-year sales lift for May, and 67.7 percent year-over-year for June.



Cash-Wa Distributing prepares to launch Alaska Seafood Spectacular

Cash-Wa Distributing is preparing to launch their latest promotion, Alaska Seafood Spectacular, featuring 47 Alaska seafood products. This promotion includes everything from Alaska salmon, halibut and cod to pollock and crab with breaded, battered and raw product forms available. Custom digital flyers featuring the ASMI logo will be distributed to customers at the start of the promotion, which runs end of July through August. More than 100 sales associates will compete for cash prizes across Cash-Wa's two divisions. Prizes will be awarded for most cases sold and highest dollars sold during the Spectacular.

International

ASMI UK Partners with Foodism for the Be Different Campaign Featuring Wild Alaska Pollock

ASMI Northern Europe partnered with [Foodism](#), a London-based foodie blog, to create the [Be Different](#) campaign showcasing innovative recipe videos with local chefs using wild Alaska pollock. ASMI chose three chefs, from street food vendors to budding chefs in the restaurant scene, to create simple yet alluring dishes with wild Alaska pollock that can easily be replicated at home. The first of the three videos was featured last week on [Foodism](#) and shared across social platforms. The video features chef Nud Dushua serving up delicious tacos made with Alaska wild pollock with mango salsa and chipotle mayonnaise.

Alaska Seafood Hosts Reception at the US Consulate in Barcelona

ASMI hosted an Alaska Seafood Reception at the US Consulate in Barcelona, Spain to celebrate the start of Alaska salmon fishing season. Guests enjoyed Alaska seafood dishes that fit the theme “ssam, sushi, and skewers,” and took pictures in front of an Alaska seafood backdrop with salmon props. Pictures from the event were posted on social media with the hashtag [#wildandfreesalmon](#). The consulate general Marcos Mandojana spoke about the importance of eating wild Alaska seafood and congratulated ASMI on their work to promote Alaska Seafood in Spain.



ASMI UK & ASMI Japan Collaborate on “From Fish to Tail” Blog Post

Nobuyuki Yanagihara, Vice President of Yanagihara School of Traditional Japanese Cuisine, and Adam Reid, from Adam Reid at the French, met on the ASMI culinary retreat last year in Seward, Alaska. A year later, they continue to share their appreciation of Alaska seafood together. Most recently, they paired up to reflect on their Alaska experience and explore full utilization of Alaska species in their respective cuisines. Through this collaboration, they created a special blog post featured on ASMI Northern Europe's website alaskaforeverwild.com, "[From tip to tail – using all parts of a fish to create maximum flavor with minimum waste.](#)" Addressing the issues of food waste along with the attributes of Alaska seafood, the post highlights simple and delicious ways to incorporate the entire fish in the kitchen.



ASMI Brazil Participates with FAS in 4th of July Celebrations

ASMI Brazil participated in the 4th of July celebrations at the U.S. consulates in São Paulo and Recife, and the U.S. Embassy in Brasilia last week. The Foreign Agricultural Service (FAS) posts estimates 800 guests attended the event in Brasilia, 150 in Recife and 300 in São Paulo. ASMI Brazil provided tastings of Alaska keta salmon, Alaska sockeye salmon and Alaska pollock to the guests during the events, clearly identifying Alaska origin on the menus. Alaska seafood promotional materials were showcased and it was a good opportunity to build relationships with FAS representatives and interact with key opinion leaders, chefs, trade and consumers.



ASMI Chef Ambassador Highlights Health Benefits of Alaska Seafood on Running Web Series

Alaska Seafood chef ambassador Jaocuin Filipe Peira was featured in a video on the [Facebook page](#) of the running group Curra y Corre promoting Alaska seafood. Curra Y Corre is a platform for dedicated and passionate runners, driven by international sports equipment manufacturer JOMA. In the video, Chef Jaocuin goes for a run with JOMA ambassador and professional runner Marco Rocha and then prepares him a wild Alaska salmon fillet. The video highlights the health benefits of Alaska seafood, especially as they apply to athletes, and has already been viewed over 1,000 times.



ASMI Welcomes Inbound Trade Mission from China, July 8-13, 2018

ASMI hosted a delegation of seafood buyers and media from China July 8-13, 2018 in Alaska and Seattle. The nine participants from Qingdao, Shanghai, Hong Kong, Shenzhen and Guangzhou gained firsthand knowledge of the wild, natural and sustainable attributes of Alaska seafood and met with industry members during their visits to Anchorage, Kodiak and Seattle.

Face-to-face interaction is crucial for the Chinese traders to build strong relationships, while direct experience with Alaska's natural environment is an indispensable tool in instilling the advantages of Alaska seafood. The mission included meetings with Alaska seafood suppliers and visits to manufacturing facilities and processing plants. The involvement of Chinese media provided greater exposure of Alaska seafood to Chinese consumers. The delegation arrived in Anchorage on July 8, spent July 9-12 in Kodiak, and July 12-13 in Seattle.

Participation Opportunities

ASMI submits a monthly article to be published in the Northern Lights section of *National Fisherman Magazine*. This is a great way to highlight helpful and interesting organizations, ideas, developments, resources, etc. in the Alaska seafood industry. If you have an idea of something you would like to see showcased, please contact Arianna Elnes at aelnes@alaskaseafood.org with the subject line: Northern Lights.

Alaska Commercial Fisherman 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, careful handling, friendships, and humor while you're on the water, and save them to enter this fall. Submissions will open on Wild Alaska Salmon Day, August 10.

Industry Updates

Alaska Airlines Adds Dedicated Cargo Flights

Alaska Airlines is now the only passenger airline in the U.S. with dedicated cargo planes. Read the brochure [here](#) to learn more about Alaska AirCargo.

News and Upcoming Events



[Brad and Matty Matthewson Make Fish Tacos](#), *Bon Appetit: It's Alive*, July 12, 2018

[Cooking Light August 2018](#)

[Recipes](#), *CookingLight.com*, July 13, 2018



[IMC Meeting](#), *Seattle*, Aug. 20, 2018

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

[All Hands on Deck](#), *Anchorage, AK*, Oct. 29 – 31, 2018

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