

BRISTOL BAY SOCKEYE SALMON

RETAIL MARKETING PROGRAM

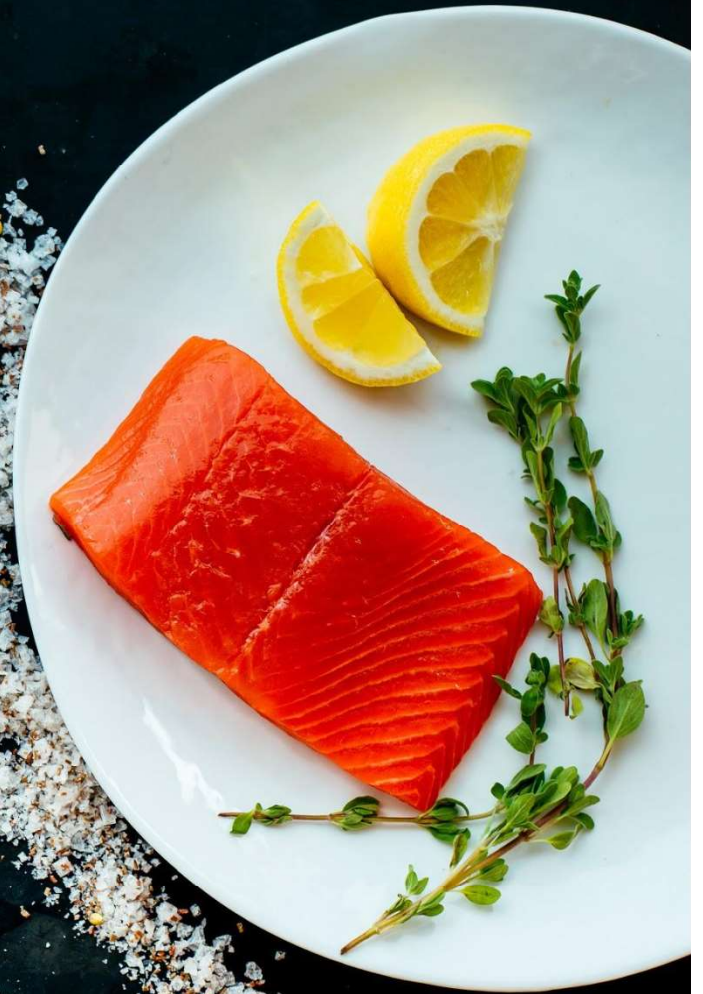


by

BRISTOL BAY REGIONAL SEAFOOD
DEVELOPMENT ASSOCIATION

&

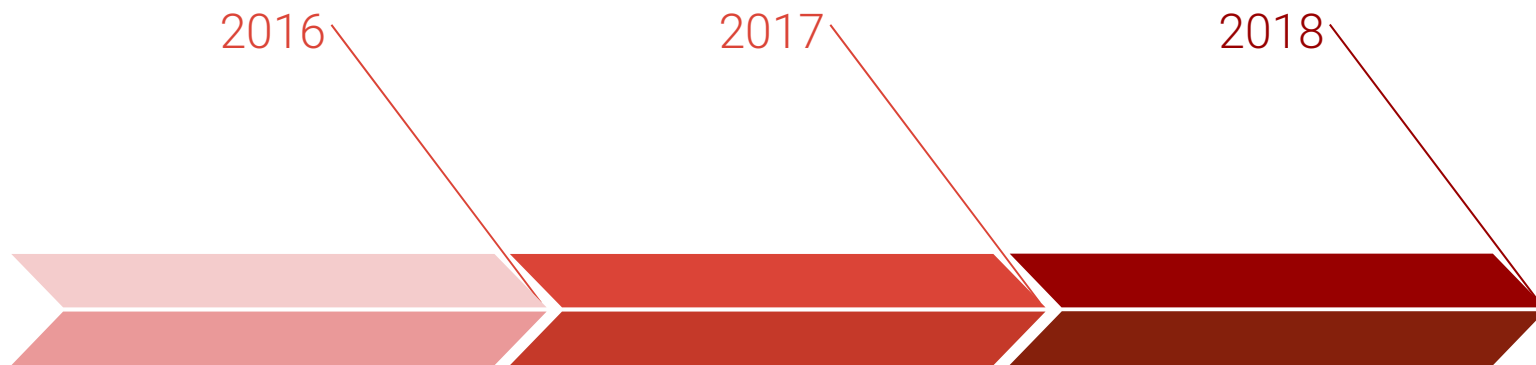
RISING TIDE COMMUNICATIONS





BRISTOL BAY
ALASKA'S SOCKEYE SALMON

PROJECT OVERVIEW



2016

2017

2018

Create Brand

Test market in
Boulder, CO

Launch Program

Strategic
partnerships with
key retailers

Grow Regionally

Refresh and fresh
season promotions

Wild Taste
— AMAZING PLACE —



BRISTOL BAY
ALASKA'S SOCKEYE SALMON

CURRENT STRATEGIC GOALS

The long-term goals of the marketing program center around three strategic priorities:

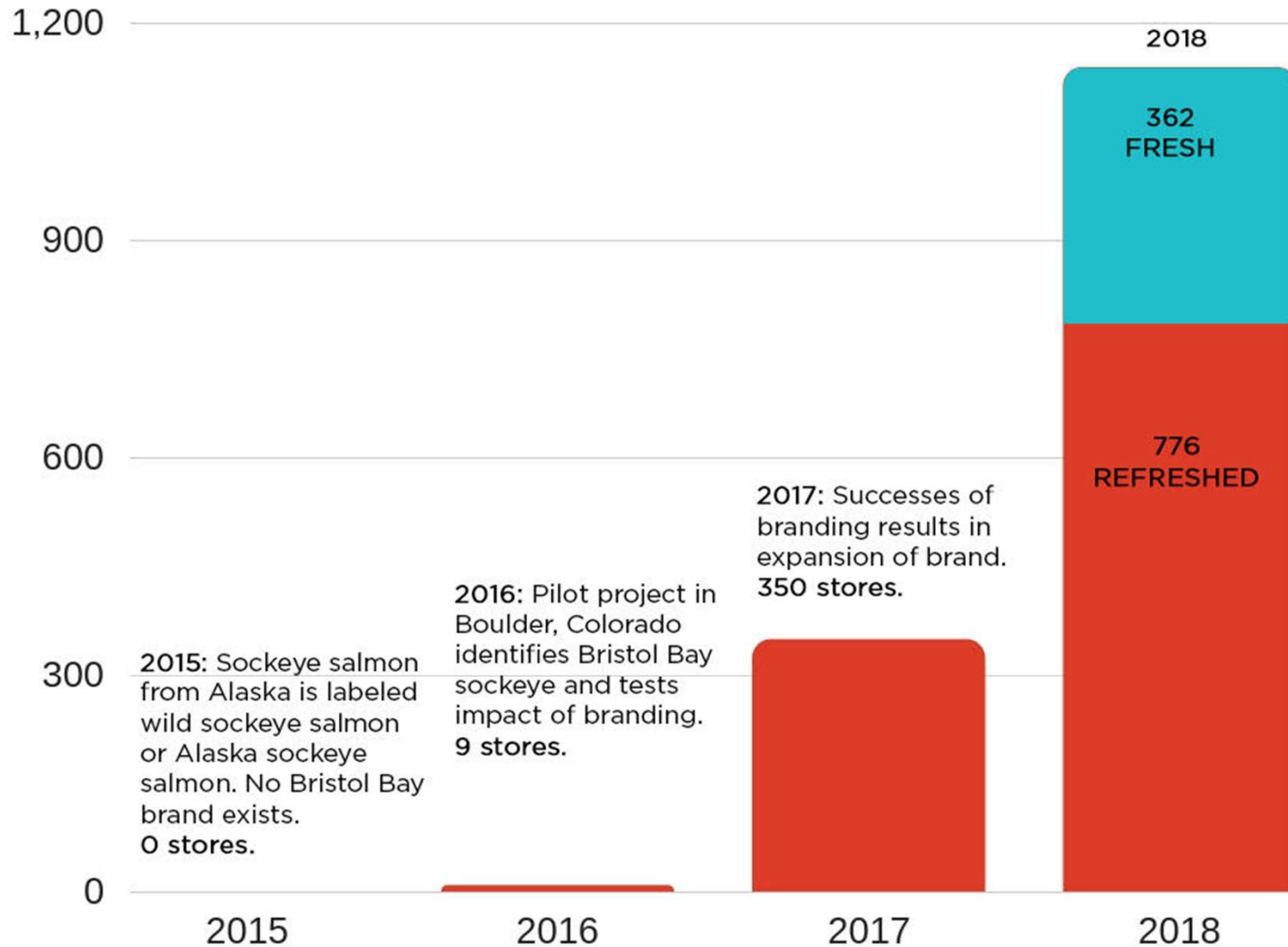
1. Increased awareness and perceived value of Bristol Bay brand at consumer, retail, foodservice and industry level.
2. Stimulate increased demand and loyalty for Bristol Bay sockeye.
3. Identify and communicate evidence of brand impact and brand strength to retailers, processors, and members.

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BRISTOL BAY
ALASKA'S SOCKEYE SALMON

Bristol Bay Sockeye Salmon in U.S. Grocery Stores





BRISTOL BAY
ALASKA'S SOCKEYE SALMON



Pacific Northwest
64 stores



St. Louis area, 25 stores



Texas, 230 stores



Portland & Seattle
21 stores



Cleveland area, 23 stores



Over 360 stores around the country featured fresh Bristol Bay sockeye salmon in summer sales.

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BRISTOL BAY

ALASKA'S SOCKEYE SALMON

Grocery Stores





BRISTOL BAY
ALASKA'S SOCKEYE SALMON

QFC - GROCERY STORE PROMOTIONS





BRISTOL BAY

ALASKA'S SOCKEYE SALMON

HOT HONEY BROILED SOCKEYE SALMON
GLAZED WITH SRIRACHA HONEY BUTTER



INGREDIENTS

Makes 4 servings

Ingredients:

- 1 1/2 lbs of sockeye salmon, pin bones removed
- salt
- 6 tablespoons butter
- 3 cloves garlic, whole smashed
- 3 tablespoons Sriracha sauce
- 2 1/2 tablespoons honey

Garnish:

- chopped cilantro
- lime wedges

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HOT HONEY BROILED SOCKEYE SALMON

DIRECTIONS

Pat the salmon dry and place it on a foil-lined baking sheet. Season the fillet generously with salt.

Set the broiler to high.

In a small saucepan, melt the butter. Stir in the garlic, Sriracha sauce and honey, cooking 2 minutes until melted together and fragrant.

Remove from heat and remove garlic pieces from sauce.

Divide half of the Sriracha honey butter over the salmon side to evenly coat, reserving the rest of the butter for serving.

Place the salmon in the oven on the middle-upper rack (about 6 inches from the heat source).

Broil the salmon, keeping a close eye on it, until cooked to medium in the center, about 6 minutes.

Serve the salmon promptly with cilantro, lime wedges, and an additional drizzle of Sriracha honey butter.

Discover more recipes at:
BRISTOLBAYSOCKEYE.ORG

BRISTOL BAY
ALASKA'S SOCKEYE SALMON

WILD TASTE. AMAZING PLACE.

Wild Taste
AMAZING PLACE

SALMON CITRUS VEGIE skewERS

BRISTOL BAY
ALASKA'S SOCKEYE SALMON



SUSTAINABLE SUPERFOOD

130+ years of sustainability, supporting generations of fishing families

Good source of long-chain omega-3s, vitamin D, and selenium

PURE WILD ALASKA FLAVOR

Sockeye salmon has a distinctive wild flavor and ruby red flesh

Bristol Bay Sockeye Salmon is always wild; fish farming in Alaska is prohibited

WORLD'S LARGEST WILD SALMON RUN

One-third of the world's sockeye salmon comes from Bristol Bay, Alaska

Record-breaking salmon harvests in Bristol Bay in recent years thanks to careful management

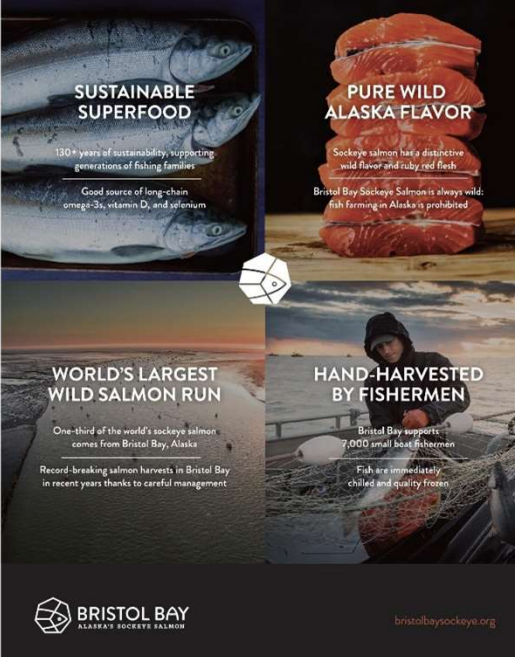
HAND-HARVESTED BY FISHERMEN

Bristol Bay supports 7,000 small boat fishermen

Fish are immediately chilled and quality frozen

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ALASKA'S SOCKEYE SALMON

bristolbaysockeye.org




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Store Ads

BRISTOL BAY
ALASKA'S SOCKEYE SALMON

12⁹⁹
LB

Bristol Bay Wild Alaska Sockeye Salmon Fillets
Previously frozen

BRISTOL BAY SALMON IS A SUSTAINABLE SUPERFOOD WITH:

- Distinctive wild flavor and ruby red flesh
- Omega-3s, vitamin D and selenium

JOIN US ON
FRIDAY, OCT. 6
& SATURDAY, OCT. 7

COME MEET THE FISHERMEN

Stop by any of these Lunds & Byerlys locations on Friday, Oct. 6, and Saturday, Oct. 7, to meet real Alaska fishermen. They will share tales and samples of their favorite ways to prepare Bristol Bay Sockeye Salmon.

| | |
|---|--|
| Friday | Saturday |
| CHAMHASSEN 11 - 3 PM Come say hello to Tom! | ST. LOUIS PARK 11 - 3 PM Come say hello to Tom! |
| HIGHLAND PARK 11 - 3 PM Come say hello to Grant! | BURNSVILLE 11 - 3 PM Come say hello to Jay! |
| ROSEVILLE 11 - 3 PM Come say hello to John! | EAGAN 11 - 3 PM Come say hello to Grant! |
| | MAPLE GROVE 11 - 3 PM Come say hello to Roger! |
| | PLYMOUTH 11 - 3 PM Come say hello to John! |

BRISTOL BAY
ALASKA'S SOCKEYE SALMON

SEAFOOD

ALASKA'S BEST Sockeye

Sockeye tonight? Why not! Salmon is so easy to cook. Just sauté in a pan, bake in the oven or toss it on the grill. Then add a side. Start with delicious Bristol Bay fillets.

RESPONSIBLE CHOICE

SIMPLE SAUTEED SALMON

Total Time: 10 minutes plus cooking time Serves: 2-4

1. Wash sockeye salmon, pin bones and skin removed, cut into four fillets.
2. Pat each fillet dry and season each with salt and pepper in a small bowl, mix together the chili powder, cumin, and sugar.
3. Assemble the seasoning mixtures over each fillet to coat, patting the seasoning down to help it adhere to the fish.
4. Sauté the seasoned fillets in the hot pan about 2-3 minutes per side for medium. Cooking times will vary depending on the thickness of your fillets, being careful not to overcook.

Season and sear. Cook in 6 minutes.

WILD FOR SOCKEYE!
Bristol Bay fishermen are committed to harvesting and handling sockeye as sustainably as possible. Sockeye are immediately submerged in cold chilling water after harvest so that they stay firm, non-sticking and unthawed. When you see Bristol Bay Sockeye Salmon on the label of fillets and portions, you can be sure the fish was Responsibly Harvested and sustainably farmed. Highest quality and that it was harvested with beautiful Bristol Bay's ecology in mind.

HyVee 29

Schnucks



LUNDS & BYERLYS

HyVee



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ALASKA'S SOCKEYE SALMON

www.bristolbaysockeye.org

WILD TASTE





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BRISTOL BAY
ALASKA'S SOCKEYE SALMON

VIDEOS



Bristol Bay Sockeye Salmon:
WILD TASTE from an AMAZING PLACE

<https://www.youtube.com/watch?v=FsnenOM0SmQ>

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SOCIAL MEDIA

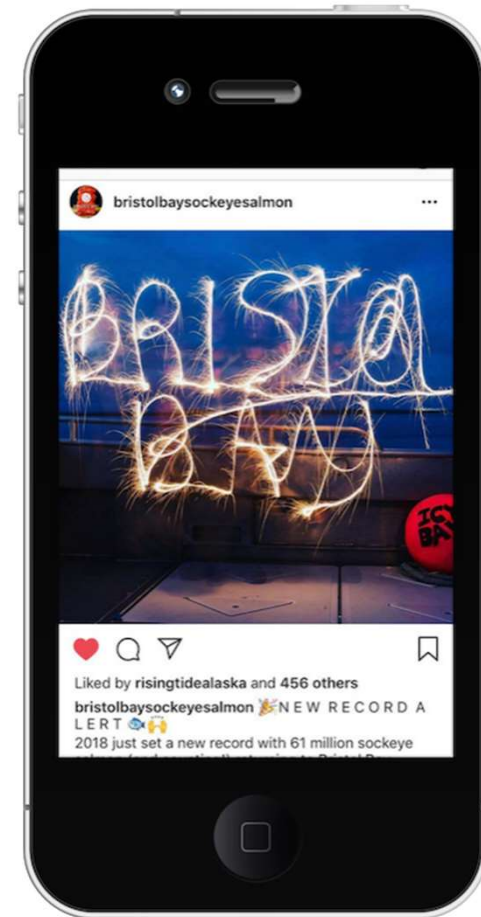
30k reach



17k reach



19k reach



www.facebook.com/bristolbaysockeye
www.instagram.com/bristolbaysockeye

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www.bristolbaysockeye.org

ONLINE MEDIA LIBRARY DIRECT MARKETER ORDER PORTAL



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Videos

Wild Taste ▾

Amazing Place ▾

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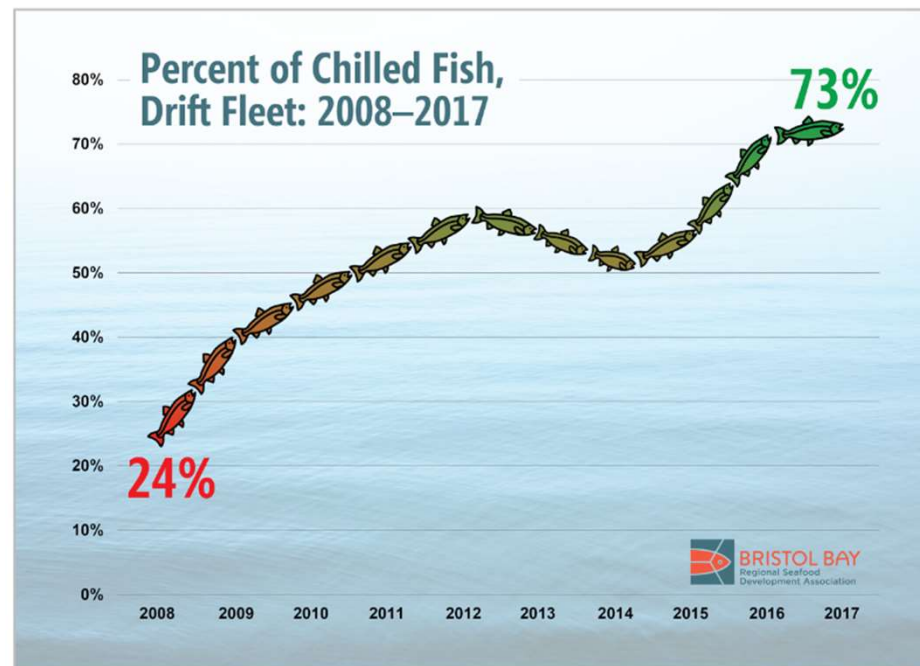
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ALASKA'S SOCKEYE SALMON

QUALITY

“Quality is Catching - Get on Board”



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ALASKA'S SOCKEYE SALMON

RSW QUALITY Mailer

QUALITY IS CATCHING. GET ON BOARD.

Every Bristol Bay fisherman is an ambassador of the Bristol Bay sockeye brand; it is your brand—and catching, handling and delivering in a way that ensures quality, not only elevates the brand but also reflects the pride Bristol Bay fishermen take in participating in this remarkable, sustainable fishery.

2018 QUALITY CAMPAIGN:
We will continue to educate and support our fleet towards producing the highest quality product. Find our quality messaging in this year's Capt'n Jack's Tide & Current Almanac, listen for our PSAs on KDLG and ask your processor for our Quality handouts. All boats and crew can improve some aspect of their quality game.

RSW DISCOUNT PROGRAM:
The BBRSDA has secured a bulk rate discount on the purchase of 7.5T hydraulic drive, water cooled, RSW units. These units will be available at cost for resale to BBRSDA members on a first come first serve basis. Go to bbrsda.com/quality for more information.

FREE RSW CONSULTATIONS FOR BBRSDA MEMBERS:
Contact Marine Refrigeration Solutions for a free consultation on which RSW system and configuration will best suit your vessel and business. Call 360-204-6878 for more information.

TO LEARN MORE ABOUT OUR programs or additional ways to improve quality and handling practices on your boat:

VISIT US AT
bbrsda.com/quality

EMAIL US AT
info@bbrsda.com

CALL US AT
907-677-2371

BRISTOL BAY
Regional Seafood Development Association

BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION
P.O. Box 6386
SITKA, AK 99835

PRESORTED
FIRST CLASS
US Postage
PAID
Anchorage, AK
Permit No. 69

QUALITY Radio Ads on KDLG: 2018 Season

- Parent Shopper Perspective
- HEB Grocery Stores
- RSW Units and Consultation, BBRSDA

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ALASKA'S SOCKEYE SALMON

NAKNEK 2018 BOAT YARD

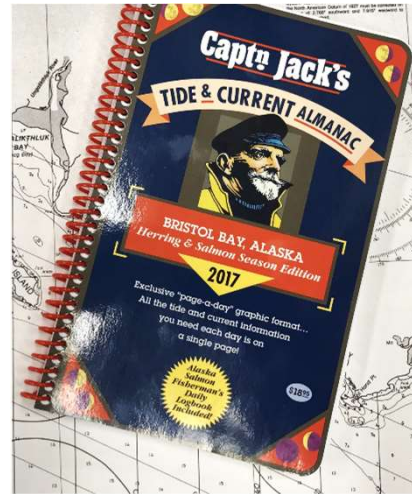


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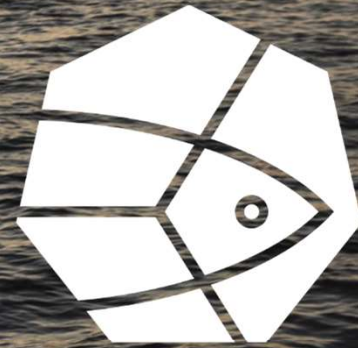
QUALITY



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