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Bristol Bay Sockeye Salmon Fresh Retail Promotions Boom During the Second Largest Harvest Ever

BRISTOL BAY, Alaska (August 15, 2019) – Fishermen in Alaska’s Bristol Bay caught over 43 million sockeye salmon this summer in the second-largest harvest season ever recorded. The season is wrapping up and summertime fresh promotions of Bristol Bay Sockeye Salmon have posted big lifts and earned high praise at retail across the country. Five retailers including HEB, New Seasons, QFC, Rosauers, and Wegmans participated at over 270 locations across the U.S. in June and July.

Retailers are reporting substantial sales increases over previous years thanks to promotion efforts organized and supported by the Bristol Bay Regional Seafood Development Association (BBRSDA). East Coast grocery retailer Wegmans participated in fresh promotions across all 99 store locations. Wegmans sockeye sales increased 18% overall and individual locations reported sales lift of up to 244% over last year’s fresh sockeye. Additionally, Pacific Northwest grocer Rosauers saw an 80% lift in sales over previous year’s sales during the same time. Feedback from other participating retailers has highlighted the Bristol Bay Sockeye Salmon program’s effectiveness through innovative marketing, in-store training, point-of-sale materials, and supporting digital promotions.

“This summer’s promotion was a huge success by any measure, and we’d love to partner with BBRSDA in the future,” said Mark Fromm, Wegmans seafood category merchant. “The program was well organized and supported, and we have plans to substantially grow our fresh sockeye salmon program with Bristol Bay sockeye salmon.”



[Photo: Wegmans Fresh Bristol Bay Sockeye Salmon 2019 Promotion]

“The large harvest season provided a consistent, high-quality supply of fresh sockeye into markets across the country,” said BBRSDA’s executive director Andy Wink. “This was largely thanks to an evenly distributed run volume, and continued emphasis on quality handling practices in the Bristol Bay fleet.”

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“Our customers wait all year for sockeye season to start up, and since our first promotion in 2013, we have more than doubled our sales volume,” said Daisy Berg, New Seasons Market seafood category manager. “Customers line up early at our stores to watch us cut and wrap their sockeye and talk to each other about their favorite recipes. It’s really a fun event for staff and customers alike.”

About BBRSDA: The Bristol Bay Regional Seafood Development Association is a fisherman-funded group with a mission to increase the value of the Bristol Bay fishery through education, quality outreach, and marketing. Learn more at bbrsda.com.

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