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2019 Marks Success in Retail Markets for Bristol Bay Sockeye Salmon

BRISTOL BAY, Alaska (Jan. 8, 2020) – Across the U.S., grocery and seafood retailers utilized new marketing tactics to substantially grow sales of Bristol Bay sockeye salmon. New marketing and promotional efforts led by the fishermen-funded Bristol Bay Regional Seafood Development Association have proven to lift sales for participating retailers, often doubling, or more the sales of sockeye salmon. Newly structured sales incentive programs, in-store demos, staff training, and assets for both digital and point-of-sale materials have proven to be a winning combination for retailers and customers.

“Our experience with Bristol Bay Sockeye Salmon promotions have been overwhelmingly positive, and we have gotten tremendous response from our customers,” said Paul McLean, Earth Fare’s Senior Director of Fresh, Meat, and Seafood. “We more than doubled our sockeye sales compared to the previous sales periods, and we are eager to provide our shoppers with this quality product in the new year.”

SPICE RUBBED SOCKEYE SALMON
THREE DELICIOUS WAYS

3 DELICIOUS AND EASY WAYS
TO PAIR ANY SPICE RUB AND BRISTOL BAY SOCKEYE SALMON

Spice rubs are the perfect way to add depth and flavor to your Bristol Bay wild sockeye salmon fillets. Sockeye is best served medium rare with an internal temperature between 110-120 F.

GRILL IT
Grilling salmon is simple and adds a great flavor to your fish.
Preheat grill to very hot.
Pat the salmon dry and brush with oil on both sides.
Season salmon with your favorite flavors, or keep it simple with salt and pepper.
Place salmon, skin-side down. Cook for 5-6 minutes, and flip. Cook 2-7 more minutes or until done.

ROAST IT
If you've got an oven and a baking dish, then you're all set for roasting salmon!
Preheat oven to 375 F.
Line a baking dish with foil.
Coat salmon with cooking oil on both sides and coat salmon with spice rub.
Place salmon skin-side down in baking dish and bake for 10-15 minutes or until done.
Remove from oven and serve immediately.

PAN SEAR IT
Great for Segment
We recommend a seasoned cast iron skillet, but any non-stick pan will do.
Coat salmon on both sides with cooking oil. Add spice rub to salmon.
Add enough cooking oil to coat the bottom of the pan & heat over medium-high heat.
Place salmon skin-side up into pan and cook until browned, about 4 minutes.
Carefully flip salmon and cook for another 3 minutes or until done.

Wild Taste
— AMAZING PLACE —

BRISTOL BAY
ALASKA'S SOCKEYE SALMON

Discover more recipes at:
BRISTOLBAYSOCKEYE.ORG

[New assets for retailers and customers help empower customer’s purchase decisions and differentiate Bristol Bay Sockeye Salmon.]

Bristol Bay’s retail promotion program began in 2016, and experienced substantial growth in 2019, with 14 major retail chains participating in promotions in nearly 1,000 store locations across the country. In 2019 participating retailers included Costco, Earth Fare, H-E-B, Harris Teeter, Market Basket, New Seasons Market, QFC, Raley’s, Rouses, Rosauers, and Wegmans. An impressive 34% average sales lift from participating retailers has demonstrated the program’s effectiveness across market demographics.

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matt@risingtidealaska.com “We are really excited about the success of the retail marketing program so far,” said BBRSDA executive Director Andy Wink. “We are helping Bristol Bay sockeye become a household name, which is long overdue considering it's the most abundant wild salmon fishery on the planet. We're looking to expand our program in 2020 with new retail partners and are really excited about taking promotions with existing partners to new heights.”

Bristol Bay's abundant harvest season in June and July yielded over 43 million sockeye salmon in 2019, providing retailers a year-round supply of increasingly high quality frozen sockeye salmon. BBRSDA promotional efforts include funding sales contests, targeted digital advertising, in-store cooking demonstrations, and more, allowing retailers an à la carte style menu of options to tailor efforts to their unique market's customers. High quality imagery, video, and point-of-sale materials bolster all promotional activities and make Bristol Bay Sockeye Salmon stand out in stores and at seafood counters. Seven major grocers including Wegmans, Rosauers, Rouses, H-E-B, HyVee, Harris Teeter, and ShopRite have committed to promotions in 2020, signaling an early indication of the program's growth in the coming year.



[In-store demonstrations have proven to be an effective tactic to introduce branding and product samples to customers.]

About BBRSDA: The Bristol Bay Regional Seafood Development Association is a fishermen-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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