



[FOR IMMEDIATE RELEASE]

Media Contact: Kate Consenstein, Rising Tide Communications
kate@risingtidealaska.com

Retailers Across the U.S. to Promote Fresh Bristol Bay Sockeye Salmon in July

(Bristol Bay, Alaska) July 9, 2020 - As the Bristol Bay sockeye salmon season heats up, retailers across the U.S. are promoting fresh [Bristol Bay sockeye salmon](#). Over 10,000 commercial fishermen are currently hard at work harvesting the sustainable bounty of the world's largest sockeye salmon run. The fleet has caught just over 14 million sockeye through July 7th. Monday, July 6 saw 3.0 million sockeye landed in Bristol Bay - the second-largest daily harvest since at least 2012, and just in time for fresh promotions in several regions around the nation.



Texas retailer [H-E-B](#) is promoting fresh Bristol Bay sockeye salmon in their stores across Texas.

Midwest retailer [Hy-Vee](#) also will feature fresh Bristol Bay sockeye salmon in its stores during the fresh season.

[Raley's](#), a family-owned chain in Northern California focusing on healthy offerings, proudly promotes Bristol Bay sockeye salmon

year-round, focusing on fresh during the fresh season.

[Rosauers Supermarkets, Inc.](#), a chain based in eastern Washington state, is featuring whole Bristol Bay sockeye salmon and fillets and portions.

Seattle-area [Quality Food Centers \(QFC\)](#) is executing a fresh promotion in the second half of July, and will feature a sales contest in lieu of traditional in-store chef cooking and sampling demos.

“We’re happy to see some of our regular retail partners sign on for fresh Bristol Bay sockeye salmon promotions this summer,” said Bristol Bay Marketing Director Lilani Dunn. “It’s heartening to know that our partnership helps move the sales dial and is a priority for our partners. Customers are flocking to seafood and love the Bristol Bay story and sales tools.”

Sunday, July 5 saw 2.43 million sockeye landed in Bristol Bay - the fourth-largest daily harvest since at least 2012. While the fresh harvest has lagged behind typical data marks, recent days have shown strong harvests and escapement.

To learn more about the Bristol Bay Sockeye Salmon marketing program, visit marketing.bristolbaysockeye.org. The program is funded by the Bristol Bay Regional Seafood Development Association.

###

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