



**BRISTOL BAY**  
ALASKA'S SOCKEYE SALMON

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[FOR IMMEDIATE RELEASE]

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## FRESH BRISTOL BAY SOCKEYE SALMON SET TO SPARK SALES ACROSS THE U.S.

**BRISTOL BAY, Alaska. June 30, 2021** - Retailers across the U.S. are gearing up to bring fresh Bristol Bay Sockeye Salmon to eager customers this summer. Bristol Bay Sockeye Salmon's marketing program has set up promotions in 10 retail chains.

The impressive lineup of stores - all repeat partners - promoting fresh Bristol Bay Sockeye Salmon is a testament to shoppers' anticipation of the iconic summer flavor of this fresh, wild Alaska sockeye salmon each year.



*Fresh Bristol Bay Sockeye Salmon on display in the fresh case featuring multiple product forms.*

- Texas retailer **H-E-B** is promoting fresh Bristol Bay Sockeye Salmon in their stores across Texas.
- **Heinen's** in Cleveland is proud to again bring fresh Bristol Bay Sockeye Salmon to their eager customers.
- Midwest retailer **Hy-Vee** will feature fresh Bristol Bay Sockeye Salmon in its stores during the fresh season along with other Alaska seafood species.
- Colorado-based **King Soopers/City Market** has been promoting Bristol Bay Sockeye Salmon weekly since October 2020 and will continue straight into the fresh season.
- Portland, Oregon-based **New Seasons Market** is highlighting Bristol Bay Sockeye Salmon in their unique and beloved stores in the Pacific Northwest.
- **Raley's**, a family-owned chain in Northern California known for healthy offerings, proudly promotes Bristol Bay Sockeye Salmon year-round, focusing on the fresh season.
- **Rosauers Supermarkets, Inc.**, a chain based in eastern Washington state, is featuring whole Bristol Bay Sockeye Salmon, fillets and portions, including steak-cut.
- Seattle-area **Quality Food Centers (QFC)** is executing a fresh promotion in the second half of July.
- In the Northeast, retailer **Wegmans** will be again celebrating fresh Bristol Bay Sockeye Salmon in their stores in July and August.
- Nationwide, **Whole Foods Market** will be sharing the story of Bristol Bay Sockeye Salmon online and with their customers during July.

Bristol Bay Sockeye Salmon launched a new Fast. Wild. Easy retail campaign just in time for the fresh season, featuring recipes that are a snap to prepare and even easier to love. These four new quick and satisfying recipes, like Potato Chip Crusted Salmon and Sockeye Salmon Fried Rice, are the home cook's secret weapon. The campaign features a poster, recipe booklet and case cling, all with a QR code that leads customers to a webpage featuring the recipes, salmon cooking guide, Bristol Bay fishermen profiles and nutritional highlights about wild sockeye.



*Bristol Bay Sockeye Salmon's new Fast. Wild. Easy. campaign features recipes that are a snap to prepare. Photo: BBRSDA*

Consumers' interest in eating seafood has increased during the pandemic, according to recent research. "Half of consumers are choosing seafood more often than last year, and more than one in four general consumers purchased seafood for the first time during the pandemic," said Lilani Dunn, BBRSDA Marketing Manager who oversees the retail program. "Over one-third of shoppers were cooking more seafood at home during the pandemic, with most planning to continue. Bristol Bay Sockeye Salmon is capturing this momentum as an opportunity to show home cooks how foolproof, healthy and delicious it is, and to feel comfortable making Bristol Bay Sockeye Salmon a part of their standard meal rotation going forward."

The Alaska Department of Fish and Game expects over 50 million sockeye will return to Bristol Bay this year, which would allow for a potential total harvest of over 37 million sockeye salmon. A harvest of this size would be 13% greater than the most recent 10-year average harvest of 32 million fish in Bristol Bay.

To learn more about the Bristol Bay Sockeye Salmon marketing program, visit [marketing.bristolbaysockeye.org](http://marketing.bristolbaysockeye.org). The program is funded by the Bristol Bay Regional Seafood Development Association.

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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](http://bbrsda.com).