



**GENUINE ALASKA
POLLOCK PRODUCERS**

WILD ALASKA POLLOCK

COMMUNICATIONS TOOLKIT





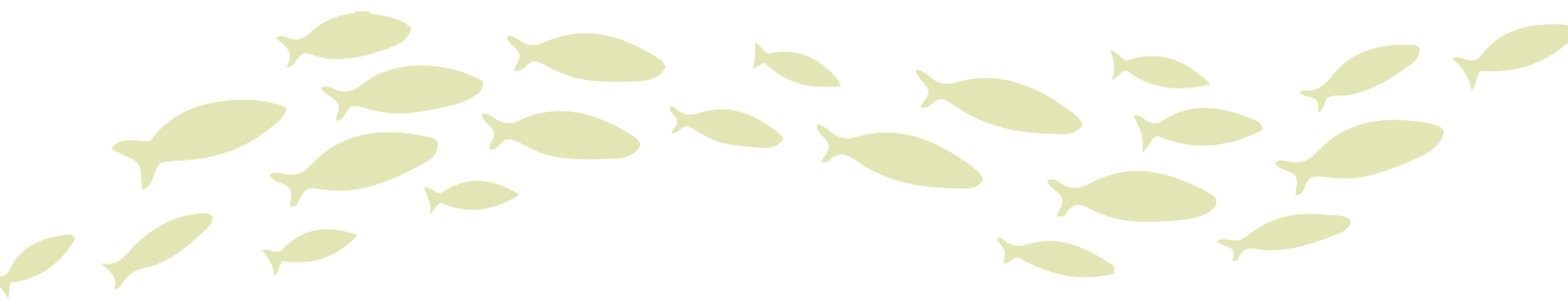
OVERVIEW

Genuine Alaska Pollock Producers (GAPP) are advocates for one of the world's most sustainable and nutritious seafood products. Our mission is to educate customers and consumers, promote sales and best uses of Wild Alaska Pollock, and create awareness for product safety, traceability, health benefits, and the fishery.

We bring together the industry's best seafood producers, food operators, chefs and representatives to develop messages, like those you'll find in this toolkit, about the product quality, nutrition and sustainability of Wild Alaska Pollock.

Only fish caught in the pristine, icy waters of Alaska can be labeled as "Wild Alaska Pollock." As part of our mission to educate customers and consumers on the difference of Wild Alaska Pollock, it is critical that all GAPP members use the same nomenclature when referencing the fish. As such, all recommended messages within this toolkit consistently refer to the fish as "Wild Alaska Pollock" and not its acronym or other naming variations.

The messages and resources presented in this toolkit will help you become an authority and go-to resource for information about how to best market Wild Alaska Pollock - no matter what consumer audience or key business channel you are speaking to. It represents our messaging focus as an organization as well as an industry.





HOW TO USE THIS TOOLKIT

As you prepare for meetings, speaking opportunities, conferences and more, this toolkit is available as a resource. Throughout, you will find messages and insights grounded in research to help tailor communications to each audience and explain the Wild Alaska Pollock difference.

The message map, on page 10, provides an overarching guide for communicating about Wild Alaska Pollock across key audiences. Specific messages are also included for use as you engage and communicate with target business and consumer audiences. Audience-specific messaging, beginning on page 14, offers both tailored messages to communicate with each audience and additional insights to help inform your communications with each.

All messages should be customized to reflect each member company's brand guidelines and the specific circumstances in which communications occur.

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OVERVIEW

OUR AUDIENCES

Our research helped us better understand key business channels and consumer audiences to elevate the Wild Alaska Pollock brand. Customized messaging and supporting insights are provided across four key business channels – grocery full-service seafood case, grocery frozen food aisle, quick service restaurants and full-service restaurants. Additionally, messaging has been tailored for specific consumer audiences as outlined below. Based on our research, the channel- and audience-specific language detailed in this toolkit is the most effective way to educate, inform and communicate the benefits of Wild Alaska Pollock to each of our target audiences.

TARGET AUDIENCES INCLUDE:

FUTURE WILD ALASKA POLLOCK ADVOCATES



Strongest purchase power to buy Wild Alaska Pollock across business channels

- Skew Millennial (23-38 years old)
- Earn a HHI above \$50K
- Educated – attended at least some college

GEN Z



18-22 years old

MILLENNIALS



23-38 years old

BOOMERS



55+ years old

OPEN TO SEAFOOD, BUT SKEPTICAL*



Know some or a lot about Wild Alaska Pollock and competitor** fish; have not had or tried Wild Alaska Pollock

SINGLES



- 20-29 years old
- Never married

STARTING FAMILIES*



- 20-29 years old
- Parent/guardian
- Married

HEAVY FISH EATERS



Eats seafood very often (once a week) or often (once every two weeks)

LIGHT FISH EATERS



Eats seafood sometimes (once a month), not often (once every few months) or rarely/never (once every six months)

*In this research, Wild Alaska Pollock competitors included salmon, cod, tilapia, haddock and/or sole
**Indicates low base size, data should be used directionally



OVERVIEW

TARGET BUSINESS CHANNELS INCLUDE:

GROCERY SEAFOOD CASE



- Data represents those who indicated they are likely* to purchase Wild Alaska Pollock at the grocery store or market
- Qualitative insight layered from online focus groups

GROCERY FROZEN AISLE



- Data represents those who indicated they are likely* to purchase Wild Alaska Pollock at the grocery store or market
- Qualitative insight layered from online focus groups

QUICK SERVICE RESTAURANT



- Data represents those who indicated they are likely* to purchase Wild Alaska Pollock at a QSR, fast food restaurant

FULL-SERVICE RESTAURANT



- Data represents those who indicated they are likely* to purchase Wild Alaska Pollock at a sit-down restaurant

*Likely is based on T3B: 8-10 on an 11-pt scale



STRATEGIC FRAMEWORK

When purchasing and ordering fish, our research found that across the board, our key consumer audiences are looking for a tasty, healthy, sustainable option that is easy to prepare. Wild Alaska Pollock delivers everything consumers crave in a whitefish.

In all communications tactics and programs about Wild Alaska Pollock moving forward, it's important to prioritize the key messages of taste, preparation ease, health and nutrition, provenance, and sustainability.

Research revealed that Americans said more information, including recipes and preparation tips, health benefits, and flavor and texture, would make them more interested in buying Wild Alaska Pollock.

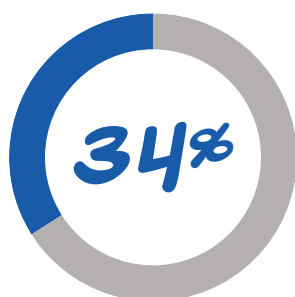
Similarly, Americans are ready to hear Wild Alaska Pollock's story of how it is harvested and processed, as well as key details of its fisheries (33% combined). Providing greater transparency around the journey from ship to capture to plate will resonate with customers and consumers.

Lastly, greater context on the sustainability of Wild Alaska Pollock as a fish and its traceability (31% combined) are compelling ways to inform consumers and make them more likely to buy the fish.

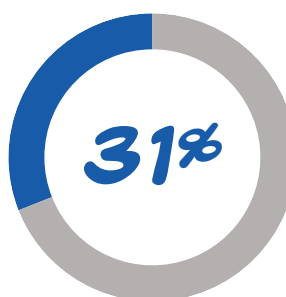
IF I SAW A FISH I WAS UNFAMILIAR WITH, I WOULD BE LOOKING AT RECIPES AND WHAT I CAN DO WITH IT. WHAT CAN I COOK WITH IT? HOW LONG OR HOW FAST IT WILL TAKE?

— Female, focus group

% OF THE GENERAL POPULATION THAT SAYS...



Chefs & restaurants have the most influence in inspiring seafood cooking & preparation



Family & friends have the most influence in inspiring seafood cooking & preparation

TOP COOKING INSPIRATION SOURCES



37%
Cooking shows on TV



36%
Tips from family & friends



34%
Recipe books



27%
Cooking videos online and social media

TOP STORIES THAT WOULD DRIVE INTEREST IN WILD ALASKA POLLOCK



37%
Recipes & preparation tips



35%
Health benefits



28%
Flavor & texture



WHAT OUR RESEARCH TOLD US

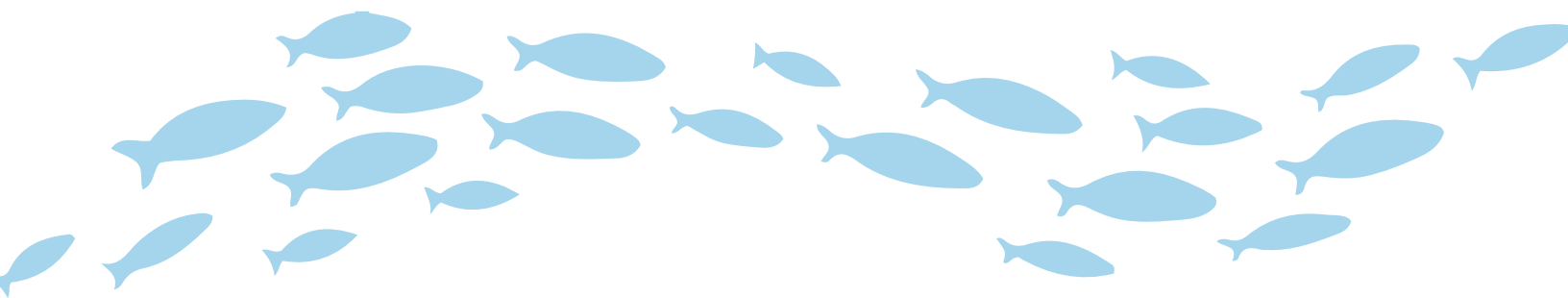
RESEARCH INPUTS TO UNCOVER THE WILD ALASKA POLLOCK STORY

The quest to tell a unique and consistent story about Wild Alaska Pollock began with Genuine Alaska Pollock Producers (GAPP) embarking on a journey to understand what people think of Wild Alaska Pollock and what would motivate them to purchase or order the fish more frequently. In an effort to move Wild Alaska Pollock beyond the breaded and battered formats, and into more business channels and versatile offerings, these findings will help increase demand of the fish.

GAPP conducted the following streams of research to provide industry context, understand consumer perception and identify audience needs and behaviors, that factored into the Wild Alaska Pollock story:

- Analysis of earned media and social media conversation regarding Wild Alaska Pollock and key issues/trends impacting the seafood industry
- In-depth discussions with industry experts across CPG, QSR, Grocery Retail, National Chain Restaurants, Producers and Wholesalers
- A nationally-representative survey of Americans to understand what would most motivate them to purchase Wild Alaska Pollock
- Leveraged predictive analytics to identify the one audience GAPP should prioritize, as data indicated they had the greatest propensity to drive demand of Wild Alaska Pollock across its business channels
- Conducted three online focus groups with more than 20 participants to understand additional nuances on the key words, benefits and attributes of Wild Alaska Pollock that would most drive purchase

The research findings revealed a unique, impactful story designed to drive purchase and preference for Wild Alaska Pollock across channels. Until now, there hasn't been a consistent and cohesive narrative – fueled by research – of why Wild Alaska Pollock is unlike any other fish.





WHAT OUR RESEARCH TOLD US

OUR INSIGHT TO OPPORTUNITY

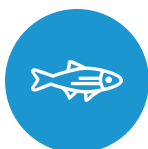
Fueling consumer confidence in fish with easy preparation, health benefits and sustainability

Overall, fish as a protein is a popular choice among Americans with nearly three-quarters (74%) saying they consume fish as a part of their diet. Not only is fish a regular part of Americans' food lifestyle, it is a dietary staple with nearly half (49%) saying they eat fish often. * Americans are incorporating more fish in their diets due to its great health benefits and because it's perceived as a more sustainable source of protein.

While many Americans (68%) order fish across other business channels such as quick service and full-service restaurants, they are typically preparing and eating their fish at home (65%). The frozen aisle, with its many frozen seafood choices, is quite popular, with more than half (59%) buying frozen seafood** and six in ten Americans (62%) stating they are comfortable eating once-frozen seafood. For many Americans, frozen seafood promises great convenience and access to fresh-tasting fish.



**NEARLY HALF
OF CONSUMERS
(49%) EAT FISH
OFTEN***



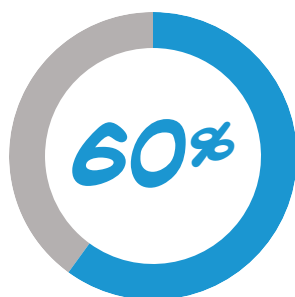
**2 IN 3 CONSUMERS
(65%) TYPICALLY
PREPARE AND EAT
FISH AT HOME**

I'M COOL WITH IT [FROZEN FISH], AND IT'S WHAT I BUY THE MAJORITY OF THE TIME BECAUSE ITS SO CONVENIENT AND TASTES FRESH.

— Female, focus group

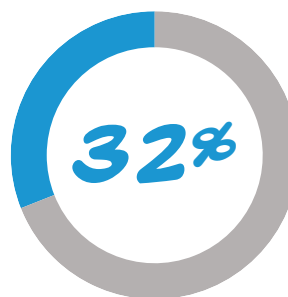
Despite the fact that they are usually preparing fish at home, many (60%) are not comfortable cooking or preparing fish dishes. In fact, not knowing how to cook or prepare fish is the #3 barrier, behind cost and unfamiliarity, when it comes to buying or ordering fish. For most Americans, there isn't one fish that they believe is truly easy and versatile to prepare.

Wild Alaska Pollock delivers on all the main reasons Americans choose fish, as it is packed with health benefits and is a sustainable seafood. Moreover, it is also easy to prepare in a variety of formats and dishes. To make Wild Alaska Pollock a go-to fish for meals and dining-out selections, consumers need to more readily understand the unique attributes Wild Alaska Pollock offers.



**Are not comfortable
cooking and preparing
fish dishes**

(B7B: 0-7 on a 10-pt scale)



**Say not knowing how
to cook or prepare fish
prevents them from
eating it more often**

* often defined as eats or purchases seafood once a week or every 2 weeks

** purchases frozen fish at a grocery store or market once a month or more



WHAT OUR RESEARCH TOLD US

UNCOVERING DEMAND DRIVERS FOR WILD ALASKA POLLOCK

Communicating baseline benefits and unique differentiators

The research showed that when Americans are choosing which fish to buy, they want to simply know how tasty, healthy and easy to prepare it is. Given the higher costs associated with most seafood along with the lower confidence most Americans have in preparing fish dishes, they need to know that they can get tasty, healthy and easy to cook fish that isn't a big investment in time and money. To make Wild Alaska Pollock top of mind for consumers, its great, fresh taste, varied health benefits and easy preparation that fits into their lifestyle are top priority messages to communicate.

But, great taste, health and easy preparation are not enough to differentiate Wild Alaska Pollock in the market. Wild Alaska Pollock delivers on all these things, but introducing its versatility in preparation, its Alaskan provenance and sustainability are key differentiators in the minds of consumers. For most, the Alaskan provenance reassures consumers to trust the fish they are buying— even if they aren't as familiar with it. Similarly, the more they can understand how well the fish adapts to a range of cuisines, flavors and formats, the more interested they are in purchasing Wild Alaska Pollock.

BENEFITS & NEEDS WITHIN THE PURCHASE FUNNEL



TASTE

- 68% say great tasting is important
- 64% say fresh tasting is important



HEALTH

- 54% say heart healthy is important
- 49% say high in protein is important



EASE

- 50% say easy to prepare is important
- 40% say quick to cook is important



PROVENANCE

- 41% say product of the U.S. is important
- 27% say product of Alaska is important



VERSATILE

- 41% say versatile is important

WHAT STANDS OUT TO ME IS KNOWING THAT IT'S NOT GROWN IN A FISHERY IN CONJUNCTION WITH IT BEING SUSTAINABLE, THAT'S IMPORTANT TO ME. TO KNOW IT'S SUSTAINABLE AND WILD, THAT'S COOL.

— Male, focus group

Lastly, Wild Alaska Pollock can own sustainability. Highlighting how Wild Alaska Pollock is abundant-certified, wild-caught and good to the environment are strong selling points that align to higher level consumer expectations about the food they buy. Americans want to know how their seafood consumption does not come at a cost to the environment.

For Wild Alaska Pollock, telling the story of how it is a sustainably sources and wild-caught seafood is a key way to win over consumers hearts, minds and wallets.



SUSTAINABLE

- 42% say sustainable is important
- 37% say wild-caught is important

Important is based on T3B: 8-10 on an 11-pt scale



MESSAGE MAP

OVERARCHING MESSAGES

The below primary and supporting messages are best to use when communicating to each business channel about Wild Alaska Pollock, according to research findings. These business-focused messages can be complemented by consumer messages that align with the audiences most likely to shop at each channel.

Fresh-tasting and always from the pristine icy waters of Alaska, consumers are craving the goodness of Wild Alaska Pollock.

When purchasing and ordering fish, consumers are looking for tasty, healthy, planet-friendly options that are easy to prepare. Wild Alaska Pollock delivers everything consumers are looking for in a whitefish.

ACROSS ALL CONSUMER AUDIENCES AND BUSINESS CHANNELS, IT'S IMPORTANT TO COMMUNICATE THAT WILD ALASKA POLLOCK IS...

THE BEST-TASTING WHITEFISH

- Wild Alaska Pollock is a fresh-tasting, mild and flaky whitefish that is delicious in a variety of mouthwatering dishes.

THE EASY-TO-PREPARE FISH FOR AMATEURS AND PROFESSIONALS ALIKE

- Wild Alaska Pollock can be easily prepared in a variety of dishes the whole family will enjoy. It is mild in flavor and firm but tender in texture, making it especially versatile.

ONE OF THE TOP HEALTHIST FOODS IN THE WORLD

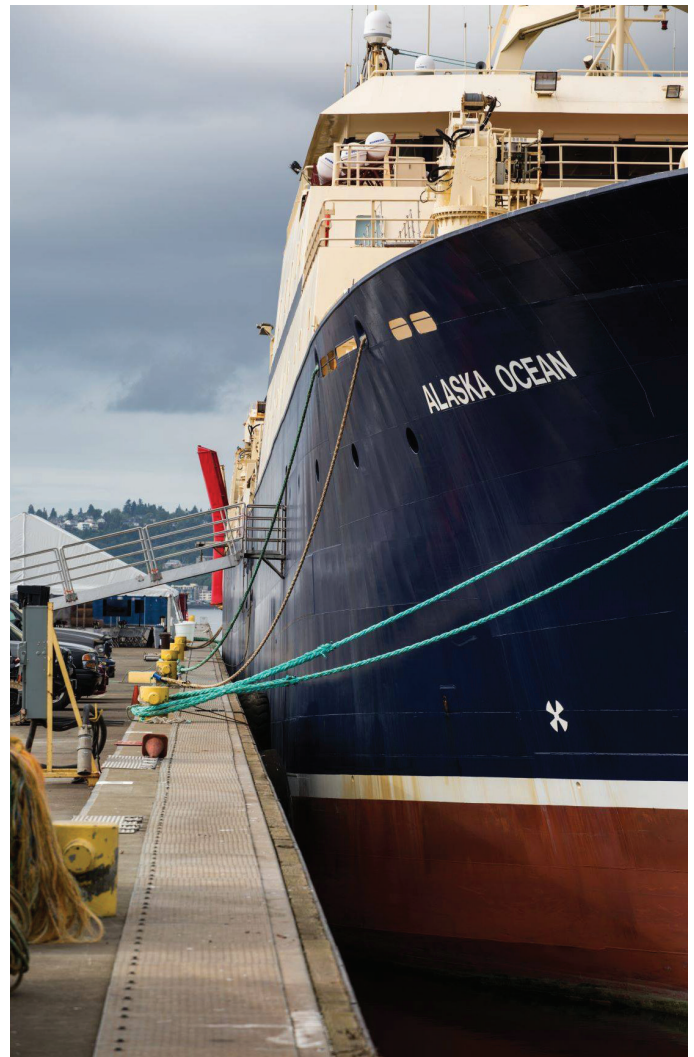
- Wild Alaska Pollock is a low-fat, protein-rich, heart-healthy whitefish that is high in vitamin B-12 and loaded with omega-3 fatty acids, making it one of the most nutritious natural foods in the world.

ALWAYS WILD, ALWAYS FROM ALASKA

- Wild Alaska Pollock is a product of Alaska, wild-caught and harvested from the rich and pristine waters of the Bering Sea.

THE FISH OF THE FUTURE

- Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet. *



* Members can also add MSC certified in communications, where applicable.



MESSAGE MAP

MESSAGE MAP BY BUSINESS CHANNEL



GROCERY SEAFOOD CASE*

*Audiences most likely to shop here:
Millennials, Gen X and Boomers

Wild Alaska Pollock is a delicious, fresh-tasting, flaky whitefish that is mild in flavor and firm but tender in texture that consumers are looking for at the seafood counter.

SUPPORTING MESSAGES:

- Wild Alaska Pollock packed with protein and heart-healthy nutrients and is easy for consumers to prepare, making it the perfect addition to any seafood case.
- Made from 100% whole fillets, Wild Alaska Pollock is a remarkably versatile whitefish that will appeal to anyone shopping for their family at the seafood counter.



GROCERY FROZEN AISLE*

*Audiences most likely to shop here:
Millennials, Gen X and Boomers

Wild Alaska Pollock is the perfect fish to add to the frozen aisle: delicious, fresh-tasting, and packed with heart-healthy nutrients.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is nutrient-dense and available in a variety of formats that are easy to prepare and quick to cook, making it a natural staple for any frozen aisle.
- Mild in flavor and firm but tender in texture, Wild Alaska Pollock is an affordable and versatile protein option to stock in the frozen aisle.



QUICK SERVICE RESTAURANT*

*Audiences most likely to shop here:
Millennials

Wild Alaska Pollock is a delicious and fresh-tasting flaky whitefish that is packed with protein and heart-healthy nutrients, making it a great option for a quick and nutritious meal.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that forms the perfect base for a variety of mouthwatering on-the-go dishes consumers know and love, such as fish sandwiches, fish sticks, and more.
- Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is not only the most abundant certified-sustainable fish in the world, but also an affordable and tasty seafood option to enjoy on the go.



FULL-SERVICE RESTAURANT*

*Audiences most likely to shop here:
Boomers and Millennials

Wild Alaska Pollock is a delicious and fresh-tasting flaky whitefish that can easily be served in a number of flavorful dishes on your menu.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that can be prepared in a variety of mouthwatering dishes that diners know and love, such as fish tacos, fish sticks and more.
- Wild Alaska Pollock is a tasty whitefish that is packed with protein and heart-healthy nutrients - an eye-catching fact to add to any menu.



MESSAGE MAP

MESSAGE MAP BY CONSUMER AUDIENCE

The following primary and secondary messages reflect the top three attributes each consumer audience cares about and should be used to communicate to each group about Wild Alaska Pollock.



FUTURE WILD ALASKA POLLOCK ADVOCATES

Wild Alaska Pollock is a delicious and fresh-tasting whitefish that is loaded with protein and heart-healthy nutrients.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Alaska Pollock is a nutrient-dense whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family.
- Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.



GEN Z

Wild Alaska Pollock is a delicious whitefish that is mild in flavor and packed with protein and heart-healthy nutrients.

SUPPORTING MESSAGES:

- Wild Alaska Pollock is an affordable and tasty whitefish that is quick to cook and easy to prepare.
- Wild Alaska Pollock is a remarkably versatile flaky whitefish that is the perfect base for a variety of mouthwatering dishes. In fact, it's in more than 1,000 foods you know and love, such as fish tacos, fish sandwiches, and more.



MILLENNIALS

Wild Alaska Pollock is a delicious, fresh-tasting whitefish that is low in fat, protein-rich and loaded with heart-healthy nutrients.

SUPPORTING MESSAGES:

- Wild Alaska Pollock is a mild whitefish that is easy to prepare and affordable, making it the perfect protein for a variety of mouthwatering dishes.
- Wild Alaska Pollock is a delicious flaky whitefish packed with nutrients, making it a wholesome staple for the entire family to enjoy.



BOOMERS

Wild Alaska Pollock is a delicious, fresh-tasting whitefish that is one of the most nutritious foods in the world.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is an affordable and tasty whitefish that is packed with protein and heart-healthy nutrients.
- Wild Alaska Pollock is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the whole family.



OPEN TO SEAFOOD, BUT SKEPTICAL

Wild Alaska Pollock is a mild and fresh-tasting whitefish that is low in fat, protein-rich and loaded with heart-healthy nutrients.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is a delicious, flaky whitefish that is remarkably versatile and packed with nutrients, making it a wholesome staple for the entire family to enjoy.
- Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.



SINGLES

Wild Alaska Pollock is a delicious and fresh-tasting whitefish that is one of the most nutritious foods in the world.

SUPPORTING MESSAGES:

- Made from 100% whole fillets, Wild Alaska Pollock is a mild, flaky whitefish that is affordable and packed with nutrients, making it a wholesome staple for the entire family to enjoy.
- Wild Alaska Pollock is a remarkably versatile flaky whitefish that is easy to prepare and quick to cook, making it the perfect base for a variety of mouthwatering dishes.



MESSAGE MAP

MESSAGE MAP BY CONSUMER AUDIENCE

The following primary and secondary messages reflect the top three attributes each consumer audience cares about and should be used to communicate to each group about Wild Alaska Pollock.



STARTING FAMILIES

Wild Alaska Pollock is a delicious, fresh-tasting whitefish that is one of the most nutritious foods in the world.

SUPPORTING MESSAGES:

- Wild Alaska Pollock is delicious, low in fat, high in protein and packed with heart-healthy nutrients.
- Wild Alaska Pollock is a fresh-tasting whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family to enjoy.



HEAVY FISH EATERS

Wild Alaska Pollock is a fresh-tasting flaky whitefish that can be easily prepared in a variety of mouthwatering dishes.

SUPPORTING MESSAGES:

- Wild Alaska Pollock is a low-fat, protein-rich, heart-healthy whitefish that is loaded with omega-3 fatty acids, making it one of the most nutritious natural foods in the world.
- Wild Alaska Pollock is an affordable whitefish that is mild in flavor and firm but tender in texture that is easy and quick to cook and can be prepared in a variety of dishes the whole family will enjoy.



LIGHT FISH EATERS

Wild Alaska Pollock is delicious and fresh-tasting whitefish that is an affordable and versatile protein choice.

SUPPORTING MESSAGES:

- Wild Alaska Pollock is low in fat, protein-rich and loaded with heart-healthy nutrients.
- Made from 100% whole fillets, Wild Alaska Pollock is a remarkably versatile flaky whitefish that is mild and quick to cook, making it the perfect base for a variety of mouthwatering dishes for the entire family to enjoy.



BUSINESS CHANNEL MESSAGES: GROCERY SEAFOOD CASE

B2B MESSAGING

Everything You Need to Say in the **Grocery Seafood Case** Business Channel

UNDERSTANDING THE GROCERY SHOPPER AUDIENCE: SEAFOOD CASE INSIGHTS



Span all ages and generations

31% of those likely to buy in a grocery store or market are Millennials, 31% are Gen X and 32% are Boomers



Moderate-Income Earners

45% of those likely to buy in a grocery store or market earn \$50-100K in HHI



Educated

64% of those likely to buy in a grocery store or market have attended at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN THE GROCERY STORE: GROCERY SEAFOOD CASE INSIGHTS

MESSAGING PRIORITIES



Promising great and fresh taste is key to attract their attention.

88% say "great tasting" is an important attribute

86% say "fresh tasting" is an important attribute



They're looking for a healthy and easy-to-prepare fish.

83% say "heart healthy" is an important attribute

79% say "easy to prepare" is an important attribute



Highlight it's a 100% whole fillet that is enjoyable for the family.

79% say "made from 100% whole fillets" is an important attribute

76% say "whole family will enjoy" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

KEY WORDS TO USE

- Heart healthy
- High in protein
- Easy to prepare

KEY WORDS TO USE

- Made from 100% whole fillets
- Whole family will enjoy

BEST MESSAGES TO USE WHEN COMMUNICATING

- Wild Alaska Pollock is a delicious, fresh-tasting, flaky whitefish that is mild in flavor and firm but tender in texture for consumers to look for at the seafood counter.

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock packed with protein and heart-healthy nutrients and is easy for consumers to prepare, making it the perfect addition to any seafood case.

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a remarkably versatile whitefish that will appeal to anyone shopping for their family at the seafood counter.



BUSINESS CHANNEL MESSAGES: GROCERY SEAFOOD CASE

B2B INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock in the **Grocery Seafood Case** Business Channel

UNDERSTANDING THE GROCERY SHOPPER'S PREFERENCES & KEY BEHAVIORS: SEAFOOD CASE INSIGHTS

They are frequent seafood consumers



of those likely to buy in grocery store or market say they eat seafood often

They typically eat their seafood in the comfort of their home



of those likely to buy in grocery store or market say they typically prepare and eat seafood at home

They prefer fish dishes to be baked



of those likely to buy in grocery store or market typically eat their fish baked

Telling them their fish is "wild-caught" is appealing



of those likely to buy in grocery store or market say they prefer wild-caught seafood instead of farmed fish

WHAT GROCERY SHOPPERS CARE MOST ABOUT

Most important seafood attributes for grocery shoppers:

1. Great tasting (88%)
2. Fresh tasting (86%)
3. Heart healthy (83%)
4. Easy to prepare (79%)
5. Made from 100% whole fillets (79%)
6. Whole family will enjoy (76%)

BEST WAYS TO REACH THIS AUDIENCE: SEAFOOD CASE INSIGHTS

Recipes and news stories are what they're most attentive to

These are what they are more likely to pay the most attention to when it comes to seafood



RECIPES*



NEWS STORIES*

Recipe inspiration and talking about Wild Alaska Pollock's health benefits would drive interest

These types of stories would make them more interested in Wild Alaska Pollock



RECIPES & PREPARATION TIPS*



HEALTH BENEFITS

Cooking shows and recipe content are key places to reach grocery shoppers

This is where they'd like to learn more about Wild Alaska Pollock



RECIPES & COOKBOOKS*



COOKING SHOWS ON TV

Data findings of Grocery Seafood Case and Grocery Frozen Aisle will be similar as the only survey asked if consumers would "purchase and/or buy at the grocery store or market"; Other business channel data findings and qualitative insights are layered in to distinguish differences between both channels

Often defined as eats or purchases seafood once a week or every 2 weeks

Important is based on T3B: 8-10 on an 11-pt scale

*Indicates low base size, data should be used directionally



BUSINESS CHANNEL MESSAGES: GROCERY FROZEN AISLE

B2B MESSAGING

Everything You Need to Say in the **Grocery Frozen Aisle** Business Channel

UNDERSTANDING THE GROCERY SHOPPER AUDIENCE: FROZEN AISLE INSIGHTS



Span all ages and generations

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HOW TO TALK ABOUT WILD ALASKA POLLOCK IN THE GROCERY STORE: GROCERY FROZEN AISLE INSIGHTS

MESSAGING PRIORITIES



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KEY WORDS TO USE

- Great tasting
- Fresh tasting

KEY WORDS TO USE

- Heart healthy
- High in protein
- Easy to prepare

KEY WORDS TO USE

- Made from 100% whole fillets
- Whole family will enjoy

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is the perfect fish to add to the frozen aisle: delicious, fresh-tasting, and packed with heart-healthy nutrients.

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is nutrient-dense and available in a variety of formats that are easy to prepare and quick to cook, making it a natural staple for any frozen aisle.

BEST MESSAGES TO USE WHEN COMMUNICATING

Mild in flavor and firm but tender in texture, Wild Alaska Pollock is an affordable and versatile protein option to stock in the frozen aisle.

Data findings of Grocery Seafood Case and Grocery Frozen Aisle will be similar as the only survey asked if consumers would "purchase and/or buy at the grocery store or market"; Other business channel data findings and qualitative insights are layered in to distinguish differences between both channels
Important is based on T3B: 8-10 on an 11-pt scale



BUSINESS CHANNEL MESSAGES: GROCERY FROZEN AISLE

B2B INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock in the **Grocery Frozen Aisle** Business Channel

UNDERSTANDING THE GROCERY SHOPPER'S PREFERENCES & KEY BEHAVIORS: GROCERY FROZEN AISLE INSIGHTS

They are frequent seafood consumers

69%

of those likely to buy in grocery store or market say they eat seafood often

They are more likely to purchase and/or eat frozen fish from grocery stores

52%

say they purchase and/or eat frozen fish from the grocery store more than once every two weeks

They prefer fish dishes to be baked

68%

of those likely to buy in grocery store or market typically eat their fish baked

Telling them their fish is "once-frozen" eases their mind

73%

of those likely to buy in grocery store or market say they would be comfortable eating fish that was "once-frozen"

Grocery shoppers care about frozen attributes:

65%

of those likely to in a grocery store or market say "Frozen at Sea" is an important attribute

BEST WAYS TO REACH THIS AUDIENCE: FROZEN AISLE INSIGHTS

Recipes and news stories are what they're most attentive to

These are what they are more likely to pay the most attention to when it comes to seafood

Recipe inspiration and talking about Wild Alaska Pollock's health benefits would drive interest

These types of stories would make them more interested in Wild Alaska Pollock

Cooking shows and recipe content are key places to reach grocery shoppers

This is where they'd like to learn more about Wild Alaska Pollock

WHAT GROCERY SHOPPERS CARE MOST ABOUT

Most important seafood attributes for grocery shoppers:

1. Great tasting (88%)
2. Fresh tasting (86%)
3. Heart healthy (83%)
4. Easy to prepare (79%)
5. Made from 100% whole fillets (79%)
6. Whole family will enjoy (76%)

37%

RECIPES*

45%

RECIPES &
PREPARATION
TIPS*

45%

RECIPES &
COOKBOOKS*

34%

NEWS
STORIES*

43%

HEALTH
BENEFITS

44%

COOKING
SHOWS
ON TV

Data findings of Grocery Seafood Case and Grocery Frozen Aisle will be similar as the only survey asked if consumers would "purchase and/or buy at the grocery store or market"; Other business channel data findings and qualitative insights are layered in to distinguish differences between both channels
Often defined as eats or purchases seafood once a week or every 2 weeks
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



BUSINESS CHANNEL MESSAGES: FAST FOOD, QUICK-SERVICE RESTAURANTS EVERYTHING YOU NEED TO SAY IN THE QSR BUSINESS CHANNEL

B2B MESSAGING

Everything You Need to Say in the **Quick-Service Restaurant** Business Channel

UNDERSTANDING THE QSR DINER AUDIENCE



Millennial

38% of those likely to buy in quick service restaurants are Millennials



Moderate Income Earners

89% of those likely to buy in quick service restaurants earn less than \$100,000



Educated

67% of those likely to buy in quick service restaurants have at least some college education

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN QSR

MESSAGING PRIORITIES



Taste and Health are top priority.

89% say "great tasting" is an important attribute

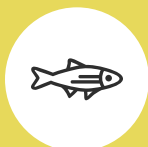
82% say "heart healthy" is an important attribute

KEY WORDS TO USE

- Great Tasting
- Fresh Tasting
- Heart Healthy
- High in Protein

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious and fresh-tasting flaky whitefish that is packed with protein and heart-healthy nutrients, making it a great option for a quick and nutritious meal.



They're looking for wholesomeness and enjoyment among the family.

79% say "whole family will enjoy" is an important attribute

75% say "made from 100% whole fillets" is an important attribute

KEY WORDS TO USE

- Whole family will enjoy
- 100% whole fillets

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that forms the perfect base for a variety of mouthwatering on-the-go dishes consumers know and love, such as fish sandwiches, fish sticks, and more.



Sustainability and Affordability really matters when it comes to QSR consumers.

73% say "sustainable" is an important attribute

72% say "affordable" is an important attribute

KEY WORDS TO USE

- Affordable
- Sustainable
- Traceable

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is not only the most abundant certified-sustainable fish in the world, but also an affordable and tasty seafood option to enjoy on the go.



BUSINESS CHANNEL MESSAGES: FAST FOOD, QUICK-SERVICE RESTAURANTS

B2B INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock in the **Quick-Service Restaurant** Business Channel

UNDERSTANDING THE QSR DINER'S PREFERENCES & KEY BEHAVIORS

They are more likely to consume seafood at home

77%

say they prepare and eat seafood at home

They eat fish more often than the total population

66%

eat seafood often (compared to 49% total)

They prefer fish dishes to be grilled

68%

of those likely to eat in QSR typically eat fish grilled

They're interested in trying sustainable food trends

34%

of those likely to eat in QSR say they are interested in farm to table or sustainable food trends

WHAT QSR DINERS CARE MOST ABOUT

Most important seafood attributes for QSR diners:

1. Great Tasting (89%)
2. Fresh Tasting (86%)
3. Heart Healthy (82%)
4. Whole family will enjoy (79%)
5. High in protein (78%)
6. Made from 100% whole fillets (75%)
7. Sustainable (73%)
8. Affordable (72%)

BEST WAYS TO REACH THIS AUDIENCE

Recipe content and news stories are key ways to get their attention

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's health and how to prepare it

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

37%

RECIPES*

44%

HEALTH BENEFITS*

44%

RECIPES & COOKBOOKS*

34%

NEWS STORIES*

40%

RECIPES & PREPARATION TIPS*

45%

COOKING SHOWS ON TV*

Often defined as eats or purchases seafood once a week or every 2 weeks
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



BUSINESS CHANNEL MESSAGES: FULL-SERVICE RESTAURANTS

B2B MESSAGING

Everything You Need to Say in the **Full-Service Restaurant** Business Channel

UNDERSTANDING THE FULL-SERVICE RESTAURANT DINER



Boomers and Millennials

35% of those likely to buy in sit down restaurants are Boomers and 32% are Millennials



Moderate-Income Earners

47% of those likely to buy in sit down restaurants earn between \$50,000 and \$100,000



More Educated

67% of those likely to buy in sit down restaurants have at least some college education.

MESSAGING PRIORITIES



Taste top priority.

90% say "great tasting" is an important attribute

88% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great Tasting
- Fresh Tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious and fresh-tasting flaky whitefish that can easily be served in a number of flavorful dishes on your menu.



They're looking for wholesomeness and enjoyment among the family.

78% say "whole family will enjoy" is an important attribute

78% say "made from 100% whole fillets" is an important attribute

KEY WORDS TO USE

- Whole family will enjoy
- 100% whole fillets

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that can be prepared in a variety of mouthwatering dishes that diners know and love, such as fish tacos, fish sticks and more.



Consumers are looking for a healthier choice.

81% say "heart healthy" is an important attribute

75% say "high protein" is an important attribute

KEY WORDS TO USE

- Heart Healthy
- High in Protein

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a tasty whitefish that is packed with protein and heart-healthy nutrients - an eye-catching fact to add to any menu.



BUSINESS CHANNEL MESSAGES: FULL-SERVICE RESTAURANTS

B2B INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock in the **Full-Service Restaurant** Business Channel

UNDERSTANDING THE FULL-SERVICE RESTAURANT DINER'S PREFERENCES & KEY BEHAVIORS

They are more likely to consume seafood at home

74%

say they prepare and eat seafood at home

They eat fish more often than the total population

67%

eat seafood often (compared to 49% total)

They prefer fish dishes to be grilled

67%

of those likely to eat at sit down restaurants typically eat fish grilled

They're interested in trying sustainable food trends

44%

say they are interested in farm to table food trends

32%

say they are interested in sustainable food trends

WHAT FULL-SERVICE RESTAURANT DINERS CARE MOST ABOUT

Most important seafood attributes for FSR diners:

1. Great Tasting (90%)
2. Fresh Tasting (88%)
3. Heart Healthy (81%)
4. Whole family will enjoy (78%)
5. High in protein (75%)
6. Made from 100% whole fillets (78%)

BEST WAYS TO REACH THIS AUDIENCE

Recipe content and news stories are key ways to get their attention

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's health and how to prepare it

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

38%

RECIPES

47%

RECIPES & PREPARATION TIPS

45%

RECIPES & COOKBOOKS

35%

NEWS STORIES*

46%

HEALTH BENEFITS

45%

COOKING SHOWS ON TV

Often defined as eats or purchases seafood once a week or every 2 weeks
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



CONSUMER AUDIENCE MESSAGES: FUTURE WILD ALASKA POLLOCK ADVOCATES

B2C MESSAGING

Everything You Need to Say to **Future Wild Alaska Pollock Advocates** About Wild Alaska Pollock

This young and educated audience seeks a fish that easily fits into their lifestyle, is tasty, healthy, family-friendly and good to the environment. This audience is interested in planet-friendly foods and will likely be receptive to Wild Alaska Pollock's sustainability story.

UNDERSTANDING THE GROCERY SHOPPER AUDIENCE: FROZEN AISLE INSIGHTS



Top Fish Familiarity

- 96% of Future Wild Alaska Pollock Advocates are familiar with salmon
- 88% are familiar with tilapia
- 87% are familiar with cod
- 81% are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 41% of Future Wild Alaska Pollock Advocates say it is too expensive
- 38% do not know too much about it
- 37% are unsure where to purchase and/or order it



Millennials

- 36% of Future Wild Alaska Pollock Advocates are Millennials



Affluent

- 61% of Future Wild Alaska Pollock Advocates earn above \$50k in HHI



Educated

- 70% of Future Wild Alaska Pollock Advocates have at least some college education

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO FUTURE WILD ALASKA POLLOCK AUDIENCE

MESSAGING PRIORITIES



Taste and health benefits are top priority.

93% say "great tasting" is an important attribute

88% say "heart healthy" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting
- Heart healthy
- High in protein
- Low fat

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious and fresh-tasting whitefish that is packed with protein and heart healthy nutrients.



Wholesomeness and enjoyment among the family, is what they want to know.

84% say "whole family will enjoy" is an important attribute

83% say "made from 100% whole fillets" is an important attribute

KEY WORDS TO USE

- Whole family will enjoy
- Made from 100% whole fillets

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a nutrient-dense whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family.



Wild Alaska Pollock's sustainability story can't be overlooked – it matters to them.

82% say "sustainability" is an important attribute

79% say "wild-caught" is an important attribute

KEY WORDS TO USE

- Wild-caught
- Sustainable
- Traceable

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.



CONSUMER AUDIENCE MESSAGES: FUTURE WILD ALASKA POLLOCK ADVOCATES

B2C INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock to **Future Wild Alaska Pollock Advocates**

UNDERSTANDING FUTURE WILD ALASKA POLLOCK ADVOCATES PREFERENCES & BEHAVIORS

They are more likely to consume seafood at home

80%

say they prepare and eat seafood at home

Frozen fish from the grocery store is their go-to choice

57%

say they often purchase seafood at the grocery store or market, frozen

They prefer fish dishes to be grilled

70%

of Future Wild Alaska Pollock Advocates typically eat seafood grilled

Heavily influenced by current sustainable food trends

45%

say they are interested in farm to table food trends

38%

say they are interested in sustainable food trends

WHAT FUTURE WILD ALASKA POLLOCK ADVOCATES CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (93%)
2. Fresh tasting (92%)
3. Heart healthy (88%)
4. Whole family will enjoy (84%)
5. Made from 100% whole fillets (83%)
6. Sustainable (82%)
7. Wild-caught (79%)

BEST WAYS TO REACH THIS AUDIENCE

News and recipe content drive the most attention to this audience

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's health and how to prepare it

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

38%

RECIPES

51%

RECIPES AND
PREPARATION
TIPS

49%

RECIPES AND
COOKBOOKS

41%

NEWS
STORIES

49%

HEALTH
BENEFITS

48%

COOKING
SHOWS ON TV



CONSUMER AUDIENCE MESSAGES: GEN Z

B2C MESSAGING

Everything You Need to Say to **Gen Z** About Wild Alaska Pollock

This young audience seeks a fish that easily fits into their lifestyle by being tasty (fresh-tasting), healthy, affordable and easy to prepare. This audience is especially tech-centered and interested in video-formatted recipes and cooking shows.

UNDERSTANDING THE GEN Z AUDIENCE



Top Fish Familiarity

- 82% of Gen Z are familiar with salmon
- 68% of Gen Z are familiar with tilapia
- 53% of Gen Z are familiar with cod
- 39% of Gen Z are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 35% of Gen Z say I don't understand where it comes from
- 33% of Gen Z say it is too expensive
- 32% say I do not know too much about it



Less Income

- 66% of Gen Z earn less than \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO GEN Z

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

55% say "great tasting" is an important attribute

54% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious whitefish that is mild in flavor.



Convenience and affordability are what they deeply value.

44% say "quick to cook" is an important attribute

44% say "affordable" is an important attribute

KEY WORDS TO USE

- Affordable
- Quick to cook

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is an affordable and tasty whitefish that is quick to cook and easy to prepare.



Wild Alaska Pollock's versatility and health benefits are strong selling points.

43% say "good as an ingredient" is an important attribute

43% say "heart healthy" is an important attribute

KEY WORDS TO USE

- Good as an ingredient
- Versatile

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a remarkably versatile flaky whitefish that is the perfect base for a variety of mouthwatering dishes. In fact, it's in more than 1,000 foods you know and love, such as fish tacos, fish sandwiches, and more.



CONSUMER AUDIENCE MESSAGES: GEN Z

B2C INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock to **Gen Z**

UNDERSTANDING THE GEN Z PREFERENCES & BEHAVIORS

They are less frequent seafood eaters

40%

say they do not eat seafood often

However, they are more likely than the average consumer to eat seafood at fast food restaurants

33%

say they typically eat seafood at fast food, quick service restaurants, compared to 22% of the general population

They prefer fried fish above other preparation methods

59%

of Gen Z typically eat seafood fried, deep-fried

Gen Z is interested in video-friendly recipes and alternative protein sources

32%

say they are interested in video format recipe food trends

26%

say they are interested in alternative meat food trends

WHAT GEN Z CARES MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (55%)
2. Fresh tasting (54%)
3. Affordable (44%)
4. Quick to cook (44%)
5. Heart healthy (43%)
6. Good as an ingredient (43%)

BEST WAYS TO REACH THIS AUDIENCE

Recipe content and word of mouth are key ways to get their attention

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's health and taste

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

36%

RECIPES

34%

HEALTH BENEFITS

33%

COOKING SHOWS ON TV

29%

PERSONAL STORIES FROM FRIENDS AND FAMILY

30%

FLAVOR AND TEXTURE

29%

RECIPES AND COOKBOOKS

26%

CHEFS AND RESTAURANTS OWNERS

29%

SHORT-FORM COOKING VIDEOS



CONSUMER AUDIENCE MESSAGES: MILLENNIALS

B2C MESSAGING

Everything You Need to Say to **Millennials** About Wild Alaska Pollock

This audience desires a fish that promises great taste, health benefits and enjoyment without being too costly or difficult to prepare. Highlighting the sustainability of Wild Alaska Pollock and the story of its fishers are key connection points, along with inspiring recipe content.

UNDERSTANDING THE MILLENNIAL AUDIENCE



Top Fish Familiarity

- 81% of Millennials are familiar with salmon
- 72% of Millennials are familiar with tilapia
- 63% of Millennials are familiar with cod
- 46% of Millennials are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 41% of Millennials say it is too expensive
- 39% of Millennials say they do not know too much about it
- 33% of Millennials say they are not sure how to cook/prepare it



Less Income

- 57% of Millennials earn less than \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO MILLENNIALS

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

61% say "great tasting" is an important attribute

57% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious and fresh-tasting whitefish.



Easy preparation and reasonable pricing matters to this audience.

54% say "affordable" is an important attribute

50% say "easy to prepare" is an important attribute

KEY WORDS TO USE

- Easy to prepare
- Affordable

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a mild whitefish that is easy to prepare and affordable, making it the perfect protein for a variety of mouthwatering dishes.



Communicating broad enjoyment for the entire family and Wild Alaska Pollock's health benefits is important.

50% say "high in protein" is an important attribute

49% say "whole family will enjoy" is an important attribute

KEY WORDS TO USE

- Whole family will enjoy
- Heart healthy
- High in protein
- Low fat

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious flaky whitefish packed with nutrients, making it a wholesome staple for the entire family to enjoy.



CONSUMER AUDIENCE MESSAGES: MILLENNIALS

B2C INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock to **Millennials**

UNDERSTANDING MILLENNIALS' PREFERENCES & BEHAVIORS

They are regular seafood eaters and mainly eat it at home

43%

say they eat seafood often and 60% say they prepare and eat it at home

Fresh fish from the grocery seafood case is their go-to choice

39%

say they eat and/or purchase seafood at the grocery store or market, fresh more than once every two weeks

They prefer fish dishes to be fried

53%

of Millennials typically eat seafood fried or deep-fried

Heavily influenced by current sustainable and organic food trends

32%

say they are interested in farm to table food trends

27%

say they are interested in organic food trends

27%

say they are interested in sustainable food trends

WHAT MILLENNIALS CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (61%)
2. Fresh tasting (57%)
3. Affordable (54%)
4. High in protein (50%)
5. Easy to prepare (50%)
6. Heart healthy (49%)
7. Whole family will enjoy (49%)

BEST WAYS TO REACH THIS AUDIENCE

Recipes and news stories drive the most attention to this audience

These are what they are more likely to pay the most attention to when it comes to seafood

More than the average consumer, they want to know more about Wild Alaska Pollock's sustainability

These types of stories would make them more interested in Wild Alaska Pollock

Engaging recipe content and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

37%

RECIPES

22%

**SUSTAIN-
ABILITY
OF WILD
ALASKA
POLLOCK**

39%

**COOKING
SHOWS
ON TV**

30%

**NEWS
STORIES**

20%

**MORE
ABOUT THE
FISHERS**

36%

**RECIPES AND
COOKBOOKS**

27%

**CHEFS AND
RESTAURANTS
OWNERS**

18%

**TRACE-
ABILITY
OF WILD
ALASKA
POLLOCK**

26%

**SHORT-
FORM
COOKING
VIDEOS**



CONSUMER AUDIENCE MESSAGES: BOOMERS

B2C MESSAGING

Everything You Need to Say to **Boomers** About Wild Alaska Pollock

This older audience seeks a fish that is tasty, healthy, easy to prepare, and family-friendly, without costing too much. Giving greater context to this audience on Wild Alaska Pollock's health benefits and some savory recipes are key ways to pique their interest.

UNDERSTANDING THE BOOMER AUDIENCE



Top Fish Familiarity

- 86% of Boomers are familiar with salmon
- 81% of Boomers are familiar with cod
- 76% of Boomers are familiar with tilapia
- 58% of Boomers are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 42% of Boomers say it is too expensive
- 36% of Boomers say they do not know too much about it
- 30% of Boomers say they are not sure how to cook/prepare it



Less Income

- 41% of Boomers earn less than \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO BOOMERS

MESSAGING PRIORITIES



Taste and health benefits are top priority.

75% say "great tasting" is an important attribute

69% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious, fresh-tasting whitefish that is one of the most nutritious foods in the world.



Fair pricing and whole fillets are what they are looking for when selecting fish.

59% say "heart healthy" is an important attribute

54% say "affordable" is an important attribute

KEY WORDS TO USE

- Heart healthy
- High in protein
- Affordable

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is an affordable and tasty whitefish that is packed with protein and heart-healthy nutrients.



Ease of preparation and enjoyment among the family is what they want to know.

51% say "easy to prepare" is an important attribute

50% say "whole family will enjoy" is an important attribute

KEY WORDS TO USE

- Whole family will enjoy
- Easy to prepare

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the whole family.



CONSUMER AUDIENCE MESSAGES: BOOMERS

B2C INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock to **Boomers**

UNDERSTANDING BOOMERS' PREFERENCES & BEHAVIORS

They are more frequent seafood eaters

55%

say they eat seafood often, compared to 49% of the general population

Preparing fish at home is their most typical seafood setting

69%

say they prepare and eat it at home, compared to 65% of the general population

They prefer fish dishes to be baked

53%

of Boomers typically eat seafood baked

Heavily influenced by current sustainable food trends

45%

say they are interested in farm-to-table food trends

28%

say they are interested in sustainable food trends

WHAT BOOMERS CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (75%)
2. Fresh tasting (69%)
3. Heart healthy (59%)
4. Affordable (54%)
5. Easy to prepare (51%)
6. Whole family will enjoy (50%)

BEST WAYS TO REACH THIS AUDIENCE

News, family and friend content drive the most attention to this audience

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's preparation and health benefits

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

39%

NEWS STORIES

39%

RECIPES AND PREPARATION TIPS

36%

RECIPES & COOKBOOKS

31%

STORIES FROM FRIENDS AND FAMILY

36%

HEALTH BENEFITS

33%

COOKING SHOWS ON TV



CONSUMER AUDIENCE MESSAGES: OPEN TO SEAFOOD, BUT SKEPTICAL

B2C MESSAGING

Everything You Need to Say to Those **Open to Seafood, But Skeptical** About Wild Alaska Pollock

While this audience may be more skeptical to seafood, highlighting Wild Alaska Pollock's great taste, health benefits, enjoyment and sustainability are attractive draws for this group. To capture their attention, incorporate health benefit messaging and inspire them with versatile preparation options.

UNDERSTANDING THE OPEN TO SEAFOOD, BUT SKEPTICAL AUDIENCE



Top Fish Familiarity*

- 98% of those open to seafood, but skeptical are familiar with salmon
- 89% are familiar with cod
- 87% are familiar with haddock
- 86% are familiar with tilapia



Top Seafood Barriers*

- 58% of those open to seafood, but skeptical say they do not know too much about it
- 44% are unsure where to purchase and/or order it
- 35% say that it is too expensive



Boomers*

- 36% of those open to seafood, but skeptical are Boomers



Less Income*

- 55% of those open to seafood, but skeptical earn below \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO THOSE OPEN TO SEAFOOD, BUT SKEPTICAL

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

78% say "great tasting" is an important attribute*

69% say "fresh tasting" is an important attribute*

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a mild and fresh-tasting whitefish that is low in fat, protein-rich and loaded with heart-healthy nutrients.



Wholesomeness and enjoyment among the family, is what they want to know.

64% say "made from 100% whole fillets" is an important attribute*

62% say "whole family will enjoy" is an important attribute*

KEY WORDS TO USE

- Whole family will enjoy
- Made from 100% whole fillets

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a delicious, flaky whitefish that is remarkably versatile and packed with nutrients, making it a wholesome staple for the entire family to enjoy.



Communicating Wild Alaska Pollock's health benefits and affordability matters to them.

60% say "heart healthy" is an important attribute*

60% say "affordable" is an important attribute*

KEY WORDS TO USE

- Heart healthy
- Affordable
- High in protein

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.

Familiar defined as those who know a lot, some or a little about the fish
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



CONSUMER AUDIENCE MESSAGES: OPEN TO SEAFOOD, BUT SKEPTICAL

B2C INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock to Those **Open to Seafood, but Skeptical** About Wild Alaska Pollock

UNDERSTANDING OPEN TO SEAFOOD, BUT SKEPTICAL CONSUMER PREFERENCES & BEHAVIORS

They are more likely to consume seafood at home*

80%

say they prepare and eat seafood at home

Frozen fish from the grocery store is their go-to choice*

49%

say they purchase seafood at the grocery store or market, frozen often

They prefer fish dishes to be grilled*

55%

of those open to seafood, but skeptical typically eat seafood grilled

Heavily influenced by fresh and organic trends*

38%

say they are interested in farm-to-table food trends

35%

say they are interested in organic food trends

WHAT OPEN TO SEAFOOD, BUT SKEPTICAL CONSUMERS CARE MOST ABOUT

Most important seafood attributes for this consumer*:

1. Great tasting (78%)
2. Fresh tasting (69%)
3. High in protein (64%)
4. Made from 100% whole fillets (64%)
5. Whole family will enjoy (62%)
6. Heart Healthy (60%)
7. Affordable (60%)
8. Easy to prepare (60%)

BEST WAYS TO REACH THIS AUDIENCE

News, recipe content, and personal stories drive the most attention to this audience*

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's preparation and health benefits*

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story*

This is where they'd like to learn more about Wild Alaska Pollock

33%

NEWS STORIES*

46%

RECIPES AND PREPARATION TIPS*

38%

COOKING SHOWS ON TV*

33%

RECIPES*

42%

HEALTH BENEFITS*

35%

RECIPES AND COOKBOOKS*

33%

DOCUMENTARIES*

Often defined as eats or purchases seafood once a week or every 2 weeks

Important is based on T3B: 8-10 on an 11-pt scale

*Indicates low base size, data should be used directionally



CONSUMER AUDIENCE MESSAGES: SINGLES

B2C MESSAGING

Everything You Need to Say to **Singles** About Wild Alaska Pollock

This younger, single audience seeks a fish that easily fits into their lifestyle, which means it must be tasty, affordable, and easy to prepare. This audience is interested in alternative food sources and will likely be receptive to Wild Alaska Pollock if supplied with recipes.

UNDERSTANDING THE SINGLES AUDIENCE



Top Fish Familiarity

- 82% of singles are familiar with salmon
- 76% of singles are familiar with tilapia
- 61% of singles are familiar with cod
- 40% of singles are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 45% of singles say they do not know too much about it
- 38% of singles say that it is too expensive
- 33% of singles are unsure where to purchase and/or order it



Millennials or Younger

- 61% of Singles are Millennials
- 39% of Singles are Gen Z



Less Income

- 71% of Singles earn below \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO SINGLES

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

52% say "great tasting" is an important attribute

46% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a delicious and fresh-tasting whitefish that is one of the most nutritious foods in the world.



Affordability and knowing Wild Alaska Pollock is good as an ingredient is what they want to know.

47% say "affordable" is an important attribute
40% say "good as an ingredient" is an important attribute

KEY WORDS TO USE

- Affordable
- Good as an ingredient

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a mild, flaky whitefish that is affordable and packed with nutrients, making it a wholesome staple for the entire family to enjoy.



They care about finding a fish that is quick to cook and easy to prepare.

39% say "quick to cook" is an important attribute

KEY WORDS TO USE

- Quick to cook

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a remarkably versatile flaky whitefish that is easy to prepare and quick to cook, making it the perfect base for a variety of mouthwatering dishes.



CONSUMER AUDIENCE MESSAGES: SINGLES

B2C INSIGHTS

Key Things to Know When Communicating to **Singles** About Wild Alaska Pollock

UNDERSTANDING SINGLES' PREFERENCES & BEHAVIORS

They are more likely to consume seafood at home

55%

say they prepare and eat seafood at home

Fresh fish from the grocery store is their go-to choice

60%

say they purchase seafood at the grocery store or market, fresh more than once a month

They prefer fish dishes to be fried

56%

of those open to seafood, but skeptical typically eat seafood fried, deep-fried

Heavily influenced by current alternative food trends

31%

say they are interested in plant-based food trends

31%

say they are interested in alternative meat food trends

WHAT SINGLES CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (52%)
2. Affordable (47%)
3. Fresh Tasting (46%)
4. Good as an ingredient (40%)
5. Quick to cook (39%)

BEST WAYS TO REACH THIS AUDIENCE

Recipe and social media content drive the most attention to this audience

These are what they are more likely to pay the most attention to when it comes to seafood

39%

RECIPES

34%

SOCIAL MEDIA DISCUSSIONS

They want to know more about Wild Alaska Pollock's preparation and health benefits

These types of stories would make them more interested in Wild Alaska Pollock

35%

RECIPES AND PREPARATION TIPS

31%

HEALTH BENEFITS

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story*

This is where they'd like to learn more about Wild Alaska Pollock

32%

RECIPES AND COOKBOOKS

29%

COOKING SHOWS ON TV

29%

SHORT FORM COOKING VIDEOS



CONSUMER AUDIENCE MESSAGES: STARTING FAMILIES

B2C MESSAGING

Everything You Need to Say to **Starting Families** About Wild Alaska Pollock

Starting Families are looking for a tasty fish that doesn't break the bank. They choose fish that are enjoyable for the family and are packed with health benefits. To get them interested in Wild Alaska Pollock, aim to provide them with flavorful recipes.

UNDERSTANDING THE STARTING FAMILIES AUDIENCE



Top Fish Familiarity*

- 75% of starting families are familiar with salmon
- 63% are familiar with tilapia
- 46% are familiar with cod
- 38% are familiar with Wild Alaska Pollock



Top Seafood Barriers*

- 40% of starting families say that it is too expensive
- 35% do not like the smell
- 35% do not know how to choose fresh fish



Millennials*

- 79% of Starting Families are Millennials



Affluent*

- 54% of Starting Families earn above \$50k in HHI



Educated*

- 67% of Starting Families have at least some college education

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO THOSE STARTING FAMILIES

MESSAGING PRIORITIES



Taste and affordability are top priority.

63% say "affordability" is an important attribute*

54% say "great tasting" is an important attribute*

KEY WORDS TO USE

- Affordable
- Great tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is an affordable and fresh-tasting flaky whitefish that can easily be prepared in a variety of mouthwatering dishes.



Promoting how Wild Alaska Pollock is good as an ingredient and full of health benefits is important.

54% say "heart healthy" is an important attribute*

50% say "good as an ingredient" is an important attribute*

KEY WORDS TO USE

- Heart healthy
- High in protein
- Low fat

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is delicious, low in fat, high in protein and packed with heart-healthy nutrients.



Promise them Wild Alaska Pollock is a fresh and enjoyable fish for the family.

50% say "whole family will enjoy" is an important attribute*

50% say "fresh tasting" is an important attribute*

KEY WORDS TO USE

- Whole family will enjoy
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a fresh-tasting whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family to enjoy.

Familiar defined as those who know a lot, some or a little about the fish
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



CONSUMER AUDIENCE MESSAGES: STARTING FAMILIES

B2C INSIGHTS

Key Things to Know When Communicating to Those **Starting Families** About Wild Alaska Pollock

UNDERSTANDING SINGLES' PREFERENCES & BEHAVIORS

They are more likely to consume seafood at home*

58%

say they prepare and eat seafood at home

Frozen fish from the grocery store is their go-to choice*

42%

say they often purchase seafood at the grocery store or market, frozen

They prefer fish dishes to be fried*

79%

of Starting Families typically eat seafood fried

Heavily influenced by current sustainable food trends*

33%

say they are interested in organic food trends

29%

say they are interested in plant-based, alternative meats, repurposing food formats trends

WHAT SINGLES CARE MOST ABOUT

Most important seafood attributes for this consumer*:

1. Affordable (63%)
2. Great tasting (54%)
3. Heart healthy (54%)
4. Good as an ingredient (50%)
5. Whole family will enjoy (50%)
6. Fresh tasting (50%)

BEST WAYS TO REACH THIS AUDIENCE

Recipes and reports from fishers and farmers drive the most attention to this audience*

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's preparation and health benefits*

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story*

This is where they'd like to learn more about Wild Alaska Pollock

46%

RECIPES*

46%

FLAVOR
AND
TEXTURE*

38%

RECIPES
AND
COOKBOOKS*

42%

FISHERS
AND/OR
FARMERS*

42%

RECIPES
AND
PREPARATION
TIPS*

38%

COOKING
SHOWS
ON TV*

38%

SHORT FORM
COOKING
VIDEOS

Often defined as eats or purchases seafood once a week or every 2 weeks
Important is based on T3B: 8-10 on an 11-pt scale
*Indicates low base size, data should be used directionally



CONSUMER AUDIENCE MESSAGES: HEAVY FISH EATERS

B2C MESSAGING

Everything You Need to Say to **Heavy Fish Eaters** About Wild Alaska Pollock

This older audience cares most about having a tasty, healthy and easy to prepare fish that still works within their budget. Highlighting all the various health benefits Wild Alaska Pollock provides along with savory recipes are key ways to connect with Heavy Fish Eaters.

UNDERSTANDING THE HEAVY FISH EATERS AUDIENCE



Top Fish Familiarity

- 92% of heavy fish eaters are familiar with salmon
- 86% of heavy fish eaters are familiar with tilapia
- 85% of heavy fish eaters are familiar with cod
- 69% are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 40% of heavy fish eaters say that it is too expensive
- 37% do not know too much about it
- 32% are unsure where to purchase and/or order it



Boomers

- 43% of Heavy Fish Eaters are Boomers



Affluent

- 56% of Heavy Fish Eaters earn above \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO HEAVY FISH EATERS

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

78% say "great tasting" is an important attribute

76% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a fresh-tasting flaky whitefish that can be easily prepared in a variety of mouthwatering dishes.



Promoting all the health benefits of Wild Alaska Pollock is a strong selling point.

65% say "heart healthy" is an important attribute

61% say "high in protein" is an important attribute

KEY WORDS TO USE

- Heart healthy
- High in protein
- Low fat

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a low-fat, protein-rich, heart-healthy whitefish that is loaded with omega-3 fatty acids, making it one of the most nutritious natural foods in the world.



Promise them that Wild Alaska Pollock is an affordable and easy to prepare seafood choice.

60% say "affordable" is an important attribute

59% say "easy to prepare" is an important attribute

KEY WORDS TO USE

- Affordable
- Easy to prepare

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is an affordable whitefish that is mild in flavor and firm but tender in texture that is easy and quick to cook and can be prepared in a variety of dishes the whole family will enjoy.



CONSUMER AUDIENCE MESSAGES: HEAVY FISH EATERS

B2C INSIGHTS

Key Things to Know When Communicating to **Heavy Fish Eaters** About Wild Alaska Pollock

UNDERSTANDING HEAVY FISH EATERS' PREFERENCES & BEHAVIORS

They are more likely to consume seafood at home

85%

say they prepare and eat seafood at home

Fresh fish from the grocery store is their go-to choice

55%

say they often purchase fresh seafood at the grocery store or market

They prefer fish dishes to be grilled

63%

of Heavy Fish Eaters typically eat seafood grilled

Heavily influenced by current sustainable food trends

42%

say they are interested in farm-to-table food trends

31%

say they are interested in sustainable food trends

WHAT HEAVY FISH EATERS CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (78%)
2. Fresh tasting (76%)
3. Heart healthy (65%)
4. High in protein (61%)
5. Affordable (60%)
6. Easy to prepare (59%)

BEST WAYS TO REACH THIS AUDIENCE

News and recipe content drive the most attention to this audience

These are what they are more likely to pay the most attention to when it comes to seafood

They want to know more about Wild Alaska Pollock's preparation and health benefits

These types of stories would make them more interested in Wild Alaska Pollock

Recipes and culinary shows are where they most want to hear Wild Alaska Pollock's story

This is where they'd like to learn more about Wild Alaska Pollock

39%

RECIPES

44%

RECIPES AND PREPARATION TIPS

40%

RECIPES AND COOKBOOKS

35%

NEWS STORIES

40%

HEALTH BENEFITS

39%

COOKING SHOWS ON TV



CONSUMER AUDIENCE MESSAGES: LIGHT FISH EATERS

B2C MESSAGING

Everything You Need to Say to **Light Fish Eaters** About Wild Alaska Pollock

This older audience seeks a fish that is tasty, healthy, family-friendly and easy to make. This audience is interested in learning about preparation methods and hearing how people they know eat fish; they will likely be receptive to recommendations from word-of-mouth interactions.

UNDERSTANDING THE LIGHT FISH EATERS AUDIENCE



Top Fish Familiarity

- 73% of light fish eaters are familiar with salmon
- 61% of light fish eaters are familiar with tilapia
- 57% of light fish eaters are familiar with cod
- 36% are familiar with Wild Alaska Pollock



Top Seafood Barriers

- 42% of light fish eaters say that it is too expensive
- 35% are unsure how to cook or prepare it
- 34% do not know too much about it



Millennials and Gen X

- 53% of Light Fish Eaters are Millennials or Gen X



Lower Income

- 55% of Light Fish Eaters earn less than \$50k in HHI

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO LIGHT FISH EATERS

MESSAGING PRIORITIES



Highlighting Wild Alaska Pollock's great taste is top priority.

57% say "great tasting" is an important attribute

53% say "fresh tasting" is an important attribute

KEY WORDS TO USE

- Great tasting
- Fresh tasting
- Affordable

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is delicious and fresh-tasting whitefish that is an affordable and versatile protein choice.



Promoting Wild Alaska Pollock's health benefits and affordability is important.

49% say "affordable" is an important attribute

45% say "heart healthy" is an important attribute

KEY WORDS TO USE

- Affordable
- Low fat
- Heart healthy
- High in protein

BEST MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is low in fat, protein-rich and loaded with heart-healthy nutrients.



Ease of preparation and appeal to the family is another matter of importance for Light Fish Eaters.

42% say "easy to prepare" is an important attribute

40% say "whole family will enjoy" is an important attribute

KEY WORDS TO USE

- Easy to prepare
- Whole family will enjoy
- Made from 100% whole fillets

BEST MESSAGES TO USE WHEN COMMUNICATING

Made from 100% whole fillets, Wild Alaska Pollock is a remarkably versatile flaky whitefish that is mild and quick to cook, making it the perfect base for a variety of mouthwatering dishes for the entire family to enjoy.



CONSUMER AUDIENCE MESSAGES: LIGHT FISH EATERS

B2C INSIGHTS

Key Things to Know When Communicating to **Light Fish Eaters** About Wild Alaska Pollock

UNDERSTANDING LIGHT FISH EATERS' PREFERENCES & BEHAVIORS

While they don't eat seafood frequently, most are inclined to do so at home

45%

say they prepare and eat seafood at home

They are the least likely to eat seafood at a fast food restaurant

72%

say they rarely or never eat seafood at a fast food, quick-service restaurant

They prefer fish dishes to be fried

49%

of Light Fish Eaters typically eat fish fried or deep fried

Heavily influenced by current sustainable food trends

36%

say they are interested in farm-to-table food trends

23%

say they are interested in sustainable food trends

WHAT LIGHT FISH EATERS CARE MOST ABOUT

Most important seafood attributes for this consumer:

1. Great tasting (57%)
2. Fresh tasting (53%)
3. Affordable (49%)
4. Heart healthy (45%)
5. Easy to prepare (42%)
6. Whole family will enjoy (40%)
7. Made from 100% whole fillets (38%)
8. High in protein (38%)

BEST WAYS TO REACH THIS AUDIENCE

Relatable stories and recipe content drive the most attention for this audience

These are what they are more likely to pay the most attention to when it comes to seafood

28%

RECIPES

28%

PERSONAL STORIES FROM FRIENDS & FAMILY

They want to learn more about Wild Alaska Pollock health benefits and preparation tips

These stories are the most interesting to Light Fish Eaters

31%

HEALTH BENEFITS

30%

RECIPES & PREPARATION TIPS

Cooking shows on TV and recipes are where Light Fish Eaters would like to learn about Wild Alaska Pollock

This is where they'd like to learn more about Wild Alaska Pollock

34%

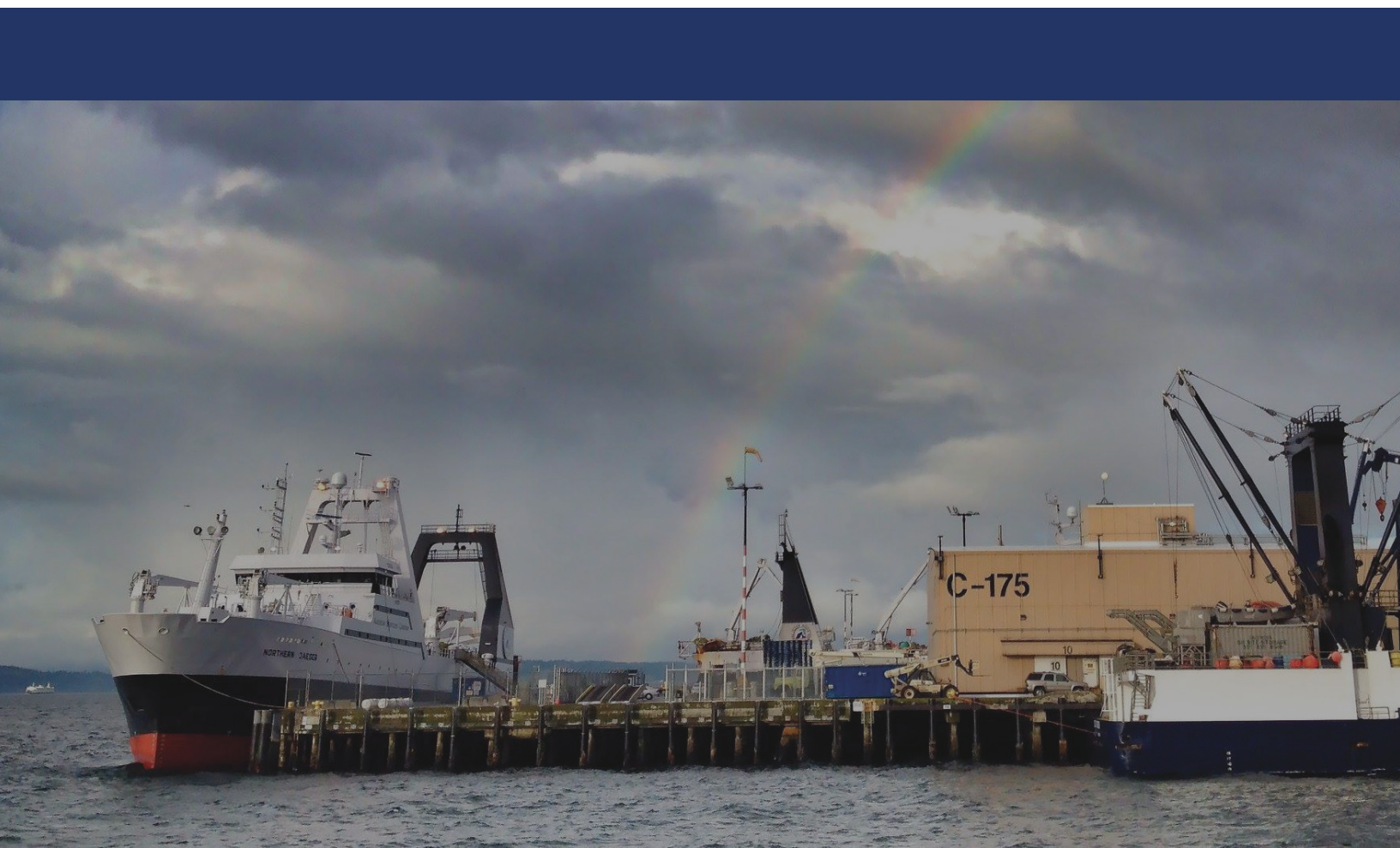
COOKING SHOWS ON TV





28%

RECIPES AND COOKBOOKS



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