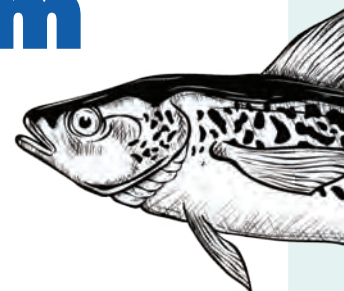




GAPP Year 3

Partnership Program



Alaska Wild Wings Fish & Chips- New Alaska Wild Wings launch at a large family mid-scale restaurant, to be featured as a core menu item.

NEPTUNE

Sustainable Ocean Snacks

Wild Alaska Pollock Fish Jerky- Neptune Snacks was awarded funds to for the second year to focus on the expansion of its exceedingly popular Wild Alaska Pollock jerky line.



LTO – Wild Alaska Pollock Fish Tacos & Fish-Bowl- While at Lucky Louie Fish Shack at the Seattle-Tacoma airport, travelers will be treated to a limited-time-offering of Alaska Pollock fish tacos and fish-taco-inspired bowls.



Fish Said Fred- In Europe, New England Seafood will partner with GAPP on an educational campaign to educate consumers via their Brand "Fish Said Fred". The campaign will be activated in supermarket chains Waitrose and Ocado both instore and online to help consumers learn more about Wild Alaska Pollock whilst inspiring them with delicious, easy to cook recipes.



Pickenpack will be launching new Kibbeling and Trapez product lines at retail stores in Germany and expanding their popular fish fingers "Prezi" breeding.



Fish Fillet Sandwich C-Store Campaign-

New partner King & Prince Seafood will collaborate with GAPP to grow their Alaska Pollock Fish Fillet Sandwich in the convenience store channel throughout the Midwest during Lent.



Air Fried Fish Fillets- Launch of new Wild Alaska Pollock fillet product that are fried in hot air. They have a super light and crispy taste with half the fat.



Fishcake for Families- New partner and Hawaiian-based Okuhara Foods will re-launch their Fishcake brand and launch a new Pupu Paste product.



Trans-Ocean will be undertaking campaigns utilizing influencers, recipes and digital content to raise consumer consciousness of the endless possibilities around their Crab Classic surimi seafood brand.



Pure Catch Nutritional Supplements- Launch a new brand of supplements made from Wild Alaska Pollock fish oil targeting millennials.

Wild Alaska Pollock Pet Treats- Launch Wild Alaska Pollock Jerky Treat and Wild Alaska Pollock Food Topper Supplement – to be sold online, in pet specialty stores & Target.