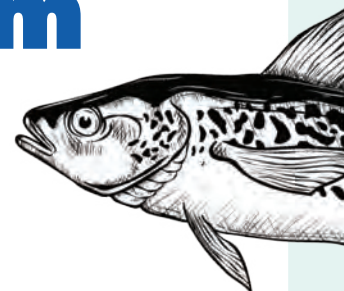




GAPP Year 3

# 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.



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



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



### **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.



### **Alaska Naturals Wild Alaska Pollock Pet Treats-**

Launch Wild Alaska Pollock Food Topper Supplement to be sold online, in pet specialty stores & Target.