



FOR IMMEDIATE RELEASE
May 1, 2019

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GAPP, Trident Announce Partnership to Continue Bringing Innovative Protein Noodles to More Consumers

Protein Noodles Made of Wild Alaska Pollock Will be Featured for Consumers at Club Stores in Bay Area and East Coast

SEATTLE, WASHINGTON—As part of its North American Partnership Program, the Association of Genuine Alaska Pollock Producers (GAPP) announced today that it will again partner with Trident Seafoods to demo their Protein Noodles made of Wild Alaska Pollock in box stores in the San Francisco Bay Area and along the eastern seaboard, from Virginia to Connecticut.

“It’s exciting that the Protein Noodles have been well received and that we can once again partner with Trident to introduce even more consumers to this amazing product,” said Craig Morris, Chief Executive Officer of GAPP. “I can’t wait for folks in San Francisco and on the East Coast to get to experience the versatility, healthfulness and deliciousness of these Protein Noodles and start to incorporate them into their diets.”

GAPP partnered with Trident during the first round of North American Partnership Program funding, using its partnership dollars to stretch Trident’s own marketing dollars and demo the product for consumers in Los Angeles and San Diego, California.

“We have learned from our initial demos that consumers are open to trying the protein noodle but are much more likely to purchase once they have tried them,” commented Trident’s CEO Joe Bundrant. “The additional demos funded by GAPP enable us to reach that many more consumers and help get this revolutionary product into their shopping cart,” he continued.

With the support of GAPP, Trident will continue to build demand and buzz for these protein noodles, allowing consumers to sample them in store and bring them home to try in a variety of preparations. The industry seems to be taking notice, as Trident’s Protein noodles received four awards in the Alaska Symphony of Seafood competition and they were recently named a National Restaurant Association Food and Beverage Innovation Award winner. Additionally, Trident is now launching the product in the food service channel under the 10g™ brand.

“Whether at home or in your favorite restaurant, consumers now more than ever are discovering new ways to include protein in their diets. We are extremely proud that our protein noodles are made from the most sustainable fish in the world—Wild Alaska Pollock. Made with only eight all-natural ingredients, they are perfect for low carb, gluten free, high protein diets and come fully cooked ready to prepare,” Bundrant continued. “We are on a mission to have more people, eating more protein noodles, in more ways, more often!”

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The North American Partnership Program was conceived by the GAPP Board of Director to recognize and provide support for companies throughout the Wild Alaska Pollock industry who are looking to bring new, innovative products to market or introduce the fish to food influencers and decision-makers at forums where it hasn't previously had visibility. The organization received a record number of applications for the second round of funding through the program, and the Board selected 12 of those proposals to move forward and receive funding. For 2019-2020, GAPP has set aside fully \$3 million towards this initiative and has now earmarked nearly \$1.3 million to date towards exciting partnerships in these first two rounds of funding.

“At GAPP, we’re always looking to build demand for Wild Alaska Pollock—introducing consumers to this amazing product in more ways every day,” said Morris. “This innovation that uses Wild Alaska Pollock surimi in this new and exciting ways is not only incredibly on-trend for consumers, but also will allow us to continue growing the WAP fan-base through a totally new product application.”

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About GAPP

The Association of Genuine Alaska Pollock Producers (GAPP) is dedicated to the marketing of once-frozen pollock products, harvested and processed in Alaska. A non-profit Alaska corporation formed in 2003, GAPP is working to promote Genuine Alaska Pollock in major whitefish markets around the world, with a focus on Europe, North America and Japan. It is our goal to educate both seafood buyers and consumers about the superior benefits of Genuine Alaska Pollock®. www.alaskapollock.org

