



FOR IMMEDIATE RELEASE  
June 3, 2019

FOR MORE INFORMATION, CONTACT:  
Craig Morris, CEO (703) 254-8841  
Erin Jundef, Ketchum, (415) 984-6269  
[Media@alaskapollock.org](mailto:Media@alaskapollock.org)

## GAPP, High Liner Foods Get 'Wild' with New Alaska Wild Wings Promotion *New Product Innovation Brings Wild Alaska Pollock to Popular Snack Category*

SEATTLE, WASHINGTON—The frozen snack aisle is about to get wildly delicious as High Liner Foods prepares a nationwide launch of its Alaska Wild Wings, a new product innovation using Wild Alaska Pollock to deliver a delicious and nutritious cravable snack to consumers. In partnership with GAPP as part of its North American Partnership Program, Alaska Wild Wings will be promoted and rolled out in club stores nationwide between July 2019 and May 2020.

This new product perfectly capitalizes on two rapidly-growing consumer trends: that consumers love to enjoy fun and relaxing social gatherings at home and that the line between snacks and meals is blurring even more. Meaning, consumers are craving more substantive snacking options that pack a punch and that they can enjoy at home with friends.



“High Liner Foods has developed a product that will introduce consumers across the country to Wild Alaska Pollock in a new way,” said Craig Morris, Chief Executive Officer of GAPP. “Alaska Wild Wings introduces our industry to an entirely new category—snacks—and an entirely new dining occasion that we can truly capitalize on from here on out.”

The Alaska Wild Wings product was designed by HighLiner Foods with the goal to introduce WAP into new usage opportunities: snacking and appetizers. This takes Wild Alaska Pollock beyond the center of plate and presents an incredibly popular appetizer: chicken wings in seafood form – the healthier option. The wing is High Liner’s first foray into its new Wild Alaska Pollock snacking line, named “Alaska Wild.”

“We are very excited about bringing Alaska Wild Wings to the market”, says Craig Murray, SVP, Marketing and Innovation for High Liner Foods. “We’re also very happy to work together with GAPP to promote this new on trend product, featuring WAP. The perfect combination of a great source of protein, with a great story, wrapped up in a tasty coating to deliver the ultimate snacking experience”, adds Murray.

Association of  
Genuine Alaska  
Pollock Producers  
P.O. Box 9968  
Seattle, WA 98109

(206) 913-3930  
[www.alaskapollock.org](http://www.alaskapollock.org)

With the support of GAPP, High Liner Foods will work to promote these new product offerings in retail grocery and club stores nationwide. Such promotion efforts will include in-store sampling centered around high-volume snack purchasing events (like the SuperBowl), creative and captivating in-store displays that urge customers to “Go Wild” and direct-to-consumer marketing efforts including store flyers, magazine and digital advertising on social media.

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.

“This partnership is the exact type of collaboration that the GAPP Board of Directors conceived of the program to fund: one that supports industry innovation that introduces consumers to our perfect protein in new and exciting ways,” said Morris. “Personally, I can't wait to sit down to a big plate of Alaska Wild Wings, my boys and a cold beer and enjoy the game. Talk about the perfect Sunday with our perfect protein!”

-END-

### **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](http://www.alaskapollock.org)

