



FOR IMMEDIATE RELEASE
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**Genuine Alaska Pollock Producers, True North Seafood and Martha Stewart
introduce U.S. Consumers to Delicious Wild Alaska Pollock**

New Martha Stewart meals featuring Wild Alaska Pollock hit U.S. grocery stores in June

SEATTLE, WASHINGTON—Just as the exciting new Martha Stewart product line is set to hit retail stores nationwide, the Association of Genuine Alaska Pollock Producers (GAPP) and True North Seafood announced a partnership to promote these new offerings—two of which feature Wild Alaska Pollock—as part of GAPP’s North American Partnership Program. This will be the second time that GAPP has partnered with True North Seafood under the partnership program.

The Martha Stewart for True North Seafood branded product line will feature four signature offerings, two of which feature Wild Alaska Pollock. Specifically, Wild Alaska Pollock with Southwest Spice Blend; and a Seafood Medley (Wild Alaska Pollock, Atlantic Salmon, and Bay Scallops) with Herb Spice Blend are expected to hit U.S. grocery stores in June 2019. The other two products are Sockeye Salmon with Miso Butter and Atlantic Salmon with Lemon Herb Butter.

“We couldn’t be more excited about this partnership” said Craig Morris, Chief Executive Officer of GAPP. “True North Seafood has been an excellent partner for GAPP and our Board of Directors had no doubt that this innovative proposal would help top quality Wild Alaska Pollock reach greater markets.”

Martha Stewart has a special philosophy around new products -- they must be simple, natural, delicious and convenient. Convenience is one that ranks highest among younger consumers including Millennials and Gen Z—who are looking for new flavor experiences in convenient forms. In addition to the quality and recognition that comes with the Martha Stewart brand, the fish products are also accompanied by Martha Stewart signature butters or spice blends, with suggested recipes on the underside of each package’s label—which will further help consumers know and understand how to prepare the delicious seafood meals.

“We are excited to work with Martha Stewart to offer consumers an easy and convenient way to prepare delicious tasting seafood at home,” said Jill Cronk, Director of Marketing for True North Seafood.

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With the support of GAPP, True North will work to promote these new product offerings in retail stores nationwide through various marketing tools including social media, bloggers and influencers, and advertisements in the Martha Stewart Living magazine.

The Martha Stewart team, in working with True North, was drawn to the fish's incredible sustainability story—as well as its versatility as a tender, flaky whitefish and inherent aptitude to serve as a blank canvas for a variety of spice blends and preparations. The Alaska pollock fishery is the world's largest sustainable fishery. The wild Alaska pollock used in the Martha Stewart and True North Seafood product line is MSC certified.

The North American Partnership Program was conceived by the GAPP Board of Directors 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 twelve of proposals to move forward and receive funding. For 2019-2020, GAPP has set aside \$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.

“Martha Stewart was drawn to the same thing our members are most proud of—the story behind this incredible fish,” said Morris. “We’re excited to work with True North Seafood to share these new, delicious products—and the incredible story behind Wild Alaska Pollock—with new consumers from coast to coast.”

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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

About True North Seafood

True North Seafood is one of the largest and most trusted providers of seafood in North America. Family-owned and operated, True North Seafood is a vertically-integrated leader in both farmed and wild seafood. Under the Cooke family of brands, True North Seafood has access to a network of 17 core species from Atlantic Canada, United States, Chile, Scotland, Spain, Uruguay, Honduras and Nicaragua. True North Seafood is proud to offer products that meet certifications such as; Best Aquaculture Practices (BAP), Soil Association Organic, BRC Global Standards, Marine Stewardship Council (MSC) and Certified Responsible Fisheries (Alaska Seafood). For the second year in a row, Cooke Inc. earned the #1 spot on the SeafoodSource list of Top 10 North American Seafood Suppliers. www.truenorthseafood.com

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