



**GENUINE ALASKA
POLLOCK PRODUCERS**

WILD ALASKA POLLOCK

COMMUNICATIONS TOOLKIT





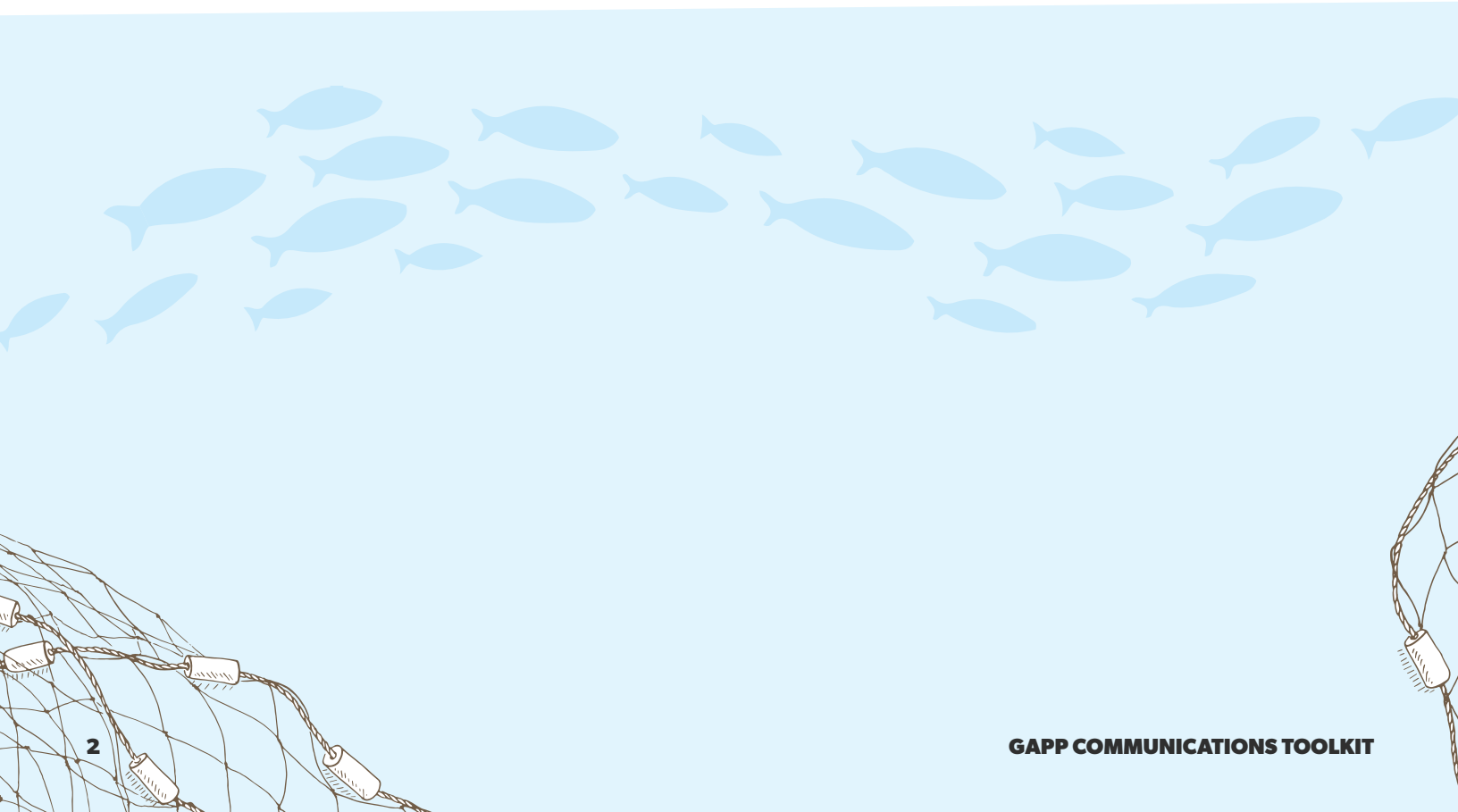
OVERVIEW

The Association of Genuine Alaska Pollock Producers (GAPP) are advocates for one of the world's most sustainable and nutritious seafood products on the planet: Wild Alaska Pollock. Our mission is to educate customers and consumers, increase demand for and find new uses of Wild Alaska Pollock, and create awareness for the benefits of the fish and a better understanding of the fishery.

We bring together the industry's best seafood producers, food operators, chefs and representatives to develop messages, like those you'll find in this toolkit, about the quality, nutrition and sustainability of Wild Alaska Pollock.

Only fish caught in the pristine, icy waters of Alaska can be labeled as "Alaska Pollock." As part of our mission to educate customers and consumers on the difference of Wild Alaska Pollock, it is critical that all GAPP members use the same nomenclature when referencing the fish. As such, all recommended messages within this toolkit consistently refer to the fish as "Wild Alaska Pollock" and not its acronym or other naming variations.

The messages and resources presented in this toolkit will help you become an authority and go-to resource for information about how to best market Wild Alaska Pollock — no matter what consumer audience or key business channel you are speaking to. It represents our messaging focus as an organization as well as an industry.





As you prepare for meetings, speaking opportunities, conferences and more, this toolkit is available as a resource. Throughout, you will find messages and insights grounded in research to help tailor communications to each audience and explain the Wild Alaska Pollock difference.

The message map, on page 10, provides an overarching guide for communicating about Wild Alaska Pollock across key audiences. Specific messages are also included for use as you engage and communicate with target business and consumer audiences. Audience-specific messaging, beginning on page 10, offers both tailored messages to communicate with each audience and additional insights to help inform your communications with each. All messages should be customized to reflect each member company's brand guidelines and the specific circumstances in which communications occur.

TABLE OF CONTENTS

STRATEGIC FRAMEWORK	5
WHAT OUR RESEARCH TOLD US	5-8
• Key Research Findings and Strategies for Driving Wild Alaska Pollock Purchases	5
• Insight Into Opportunity: Millennial and Multicultural Audiences	6
• The Role of Sustainability	6
• The Role of Provenance	7
OUR AUDIENCES	9
MESSAGE MAP	10



STRATEGIC FRAMEWORK

The Association of Genuine Alaska Pollock Producers (GAPP) remains steadfast in its commitment to enlighten both customers and consumers about the extraordinary qualities of Wild Alaska Pollock. Our mission continues to center around bolstering sales, guiding optimal usage of this remarkable fish, and driving awareness and demand for its distinctive attributes.

In our pursuit of sharing a consistent and cohesive narrative of the exceptional tale of Wild Alaska Pollock, GAPP actively engages in a diverse array of research endeavors. These endeavors serve the invaluable purpose of deepening our understanding of customer perceptions and identifying the ever-evolving needs and behaviors of our audiences. It is through this knowledge that we are empowered to craft a compelling narrative around Wild Alaska Pollock, driving tangible impact.

This toolkit aims to provide you with the research insights and corresponding messaging that will enable you to effectively engage with your target audiences. Results from the fifth annual consumer perception study have been seamlessly integrated into our findings.

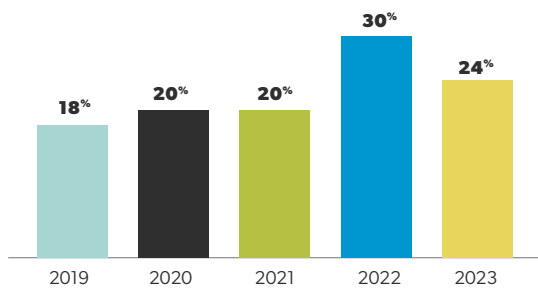
What Our Research Told Us: Key Findings and Strategies for Driving Wild Alaska Pollock Demand

Affordability is at the forefront of consumers' minds in today's inflationary environment, with food prices surging by 4.9% between July 2022 and July 2023. Specifically, prices for fish and seafood have risen by 0.7% in June 2023. This trend becomes even more pronounced within the frozen food sector, where prices have seen above-average inflation. Despite 93% of shoppers noting higher frozen food prices, a significant 67% still perceive frozen foods as offering better value than their non-frozen counterparts (Insight Grocery Business). Additionally, seafood has emerged as one of the fastest-growing segments in the frozen product category, with 54% of consumers choosing frozen seafood (Mintel, Seafood Source).

% OF THE GENERAL POPULATION THAT SAYS...

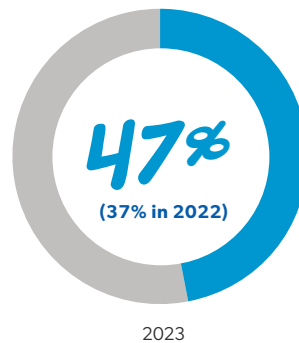
What prevents Fish Eaters from consuming Wild Alaska Pollock or consuming it more often?

It's too expensive

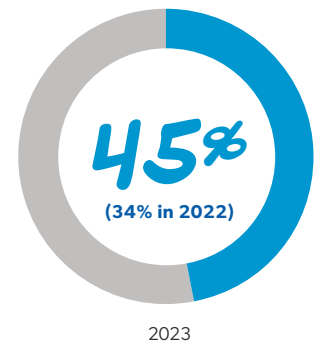


Understanding that affordability is a primary barrier to more frequent consumption of Wild Alaska Pollock, we acknowledge the importance of affordability and value to consumers' interest in trying new fish and recipes. This is particularly evident among multicultural consumers, with 41% emphasizing affordability compared to 50% of white fish eaters.

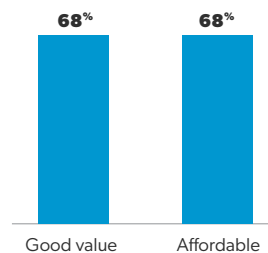
Fish Eaters need inspiration to Try a Particular Recipe



Affordable ingredients are important to Millennial Fish Eaters



Important Fish Attributes for Fish Eaters (T3B on 10-pt scale)





STRATEGIC FRAMEWORK

In our pursuit to drive Wild Alaska Pollock purchases, we have pinpointed key attributes that influence purchase decisions. Affordability remains a crucial factor, alongside taste and provenance attributes. **Among taste-related attributes, those described as “great” and “fresh-tasting,” along with “flaky” and “mild,” have a notable impact on purchases.** Provenance also plays a pivotal role, with “traceable” and “product of Alaska” being significant drivers of consumer consideration.

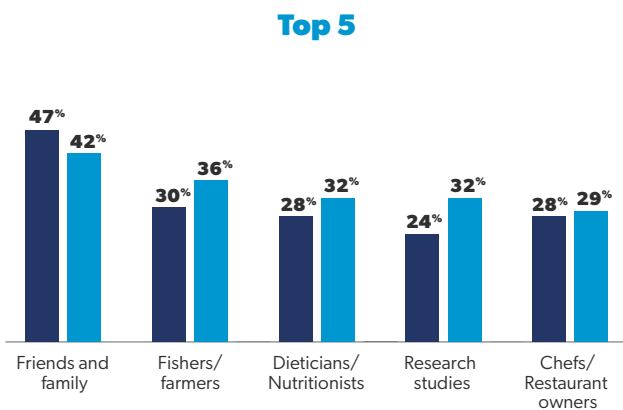


To effectively convey these compelling attributes, targeting trustworthy sources remains an effective strategy. Friends and family consistently top the list as credible sources of information about fish. Considering that many of our consumers view social media influencers as akin to close friends, leveraging these influencers holds significant promise.

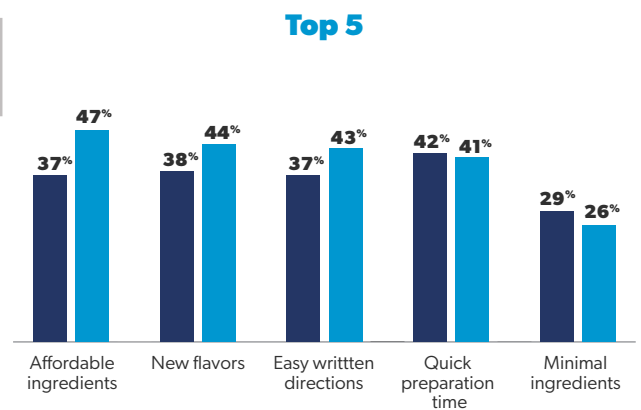
Moreover, trust has grown in fishers and farmers, as well as in research studies, offering opportunities to further build consumer confidence. Our partnership with fishermen through our [Pollock People](#) campaign and other efforts to convey the provenance story aligns well with the interests of our target audience. Exploring the potential of research studies to bolster the nutrition story could be a strategic move.

Additionally, when discussing recipes featuring Wild Alaska Pollock, we should emphasize **flavor innovation, convenience, and ease**. This is especially important for millennial and multicultural fish eaters who show a penchant for diverse flavors. In fact, 73% of millennials are eager to explore new cuisines, while 80% are enthusiastic about trying new dishes and experimenting in the kitchen (Ketchum 2023 Food Study). Simultaneously, it’s essential to focus on ease and preparation time, as many younger consumers lack confidence in their culinary skills and prefer recipes that are approachable and stress-free. By understanding and leveraging these insights, we can craft an impactful communication strategy to drive Wild Alaska Pollock purchases.

Sources Fish Eaters trust when it comes to news and information about fish



Inspiration for Fish Eaters to try a particular recipe





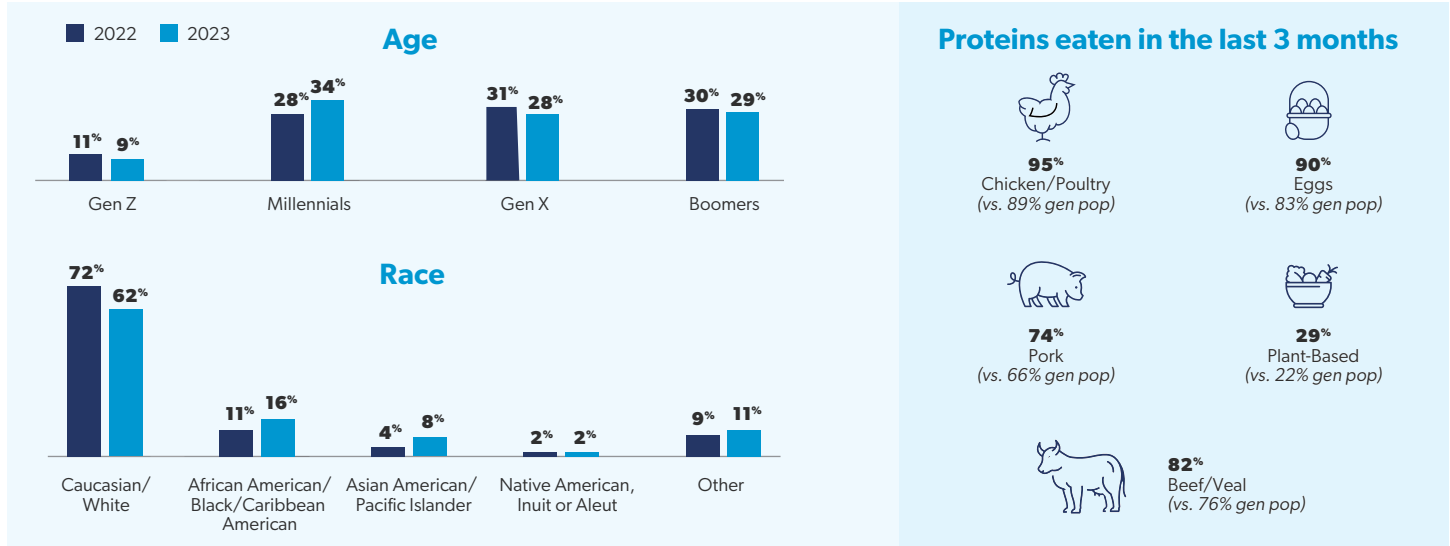
Insight Into Opportunity: Millennial and Multicultural Audiences

The changing landscape reveals promising growth opportunities among millennial and multicultural audiences. Notably, one-third of fish eaters now belong to the millennial generation. Concurrently, multicultural fish eaters have grown, with a decline in those identifying as white and an increase in diverse backgrounds.

These audiences engage actively in the protein space, showing a preference for various sources, including plant-based options. They are deeply involved in household food choices, both in purchase and preparation.

These insights pinpoint significant opportunities for Wild Alaska Pollock. Tailoring a communication strategy that resonates with these key audiences can drive growth and boost Wild Alaska Pollock consumption within this promising demographic.

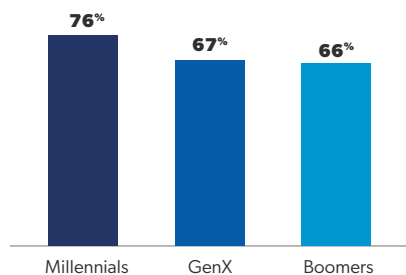
Fish-Eater Consumer Profile



THE ROLE OF SUSTAINABILITY

Sustainability plays a pivotal role in shaping the preferences and choices of fish eaters, with a resounding focus on ocean safety and securing future supply. Notably, last year witnessed an 8-percentage point increase in the importance of sustainability among fish eaters when purchasing or ordering fish, and this trend has remained consistent this year. This enduring significance of sustainability underscores its critical role among our audiences, with an even greater emphasis on millennial fish eaters, where three-fourths consider it important.

Millennial Fish Eaters value sustainability more than other generations



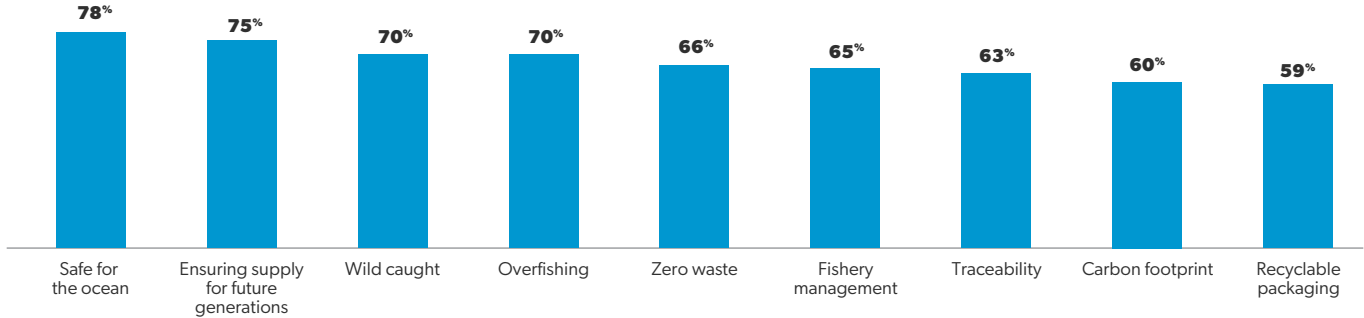
The concept of sustainability encompasses various facets, and certain attributes hold particular significance for our audiences. Key factors include ensuring safety for the ocean, safeguarding the supply for future generations, promoting wild-caught practices, and addressing concerns related to overfishing. These attributes are pivotal in shaping the sustainability story surrounding Wild Alaska Pollock.

For millennials, sustainability is not merely a passive consideration but an active driver of purchasing decisions. A substantial 58% of them conduct research on brands and their sustainability practices before making a purchase. Additionally, 74% of millennials agree that food brands limiting their environmental impact are crucial. This commitment is further demonstrated by the fact that 50% have discontinued purchasing food products they like due to sustainability concerns. However, there's a sense of collective responsibility among millennials, with 58% agreeing that there is limited individual capacity to reverse existing environmental problems (Ketchum 2023 Food Study).



STRATEGIC FRAMEWORK

Attributes that are important when eating sustainably (very / somewhat important)



Incorporating these sustainability principles into your communication strategy is essential, as it aligns with the values and expectations of our audiences, particularly millennials, and underscores the commitment to ocean safety and the long-term availability of Wild Alaska Pollock.



82%

of millennials say sustainability is important to them when purchasing foods

(vs. 76% of Gen Z, 77% of Gen X and 69% of Boomers)



50%

of millennials have stopped purchasing food products they like because they were unsustainable

(vs. 52% of Gen Z, 33% of Gen X and 23% of Boomers)



73%

of millennials say environmental impact is important to them when purchasing foods

(vs. 72% of Gen Z, 70% of Gen X and 59% of Boomers)

Source: Ketchum 2023 Food Study

THE ROLE OF PROVENANCE

Provenance continues to be a pivotal factor influencing Wild Alaska Pollock purchasing decisions. It holds a prominent place in the considerations of consumers, shaping their preferences and choices when it comes to seafood.

Research reveals that over half of fish eaters prioritize the label "Product of the US" in their fish purchasing decisions, followed closely by 49% who emphasize the significance of "wild-caught" seafood. Furthermore, a substantial one-third of consumers place a high value on "Product of Alaska" specifically.

Importance of attribute to fish purchasing decisions



54%

Product of the U.S.A.



49%

Wild-Caught



35%

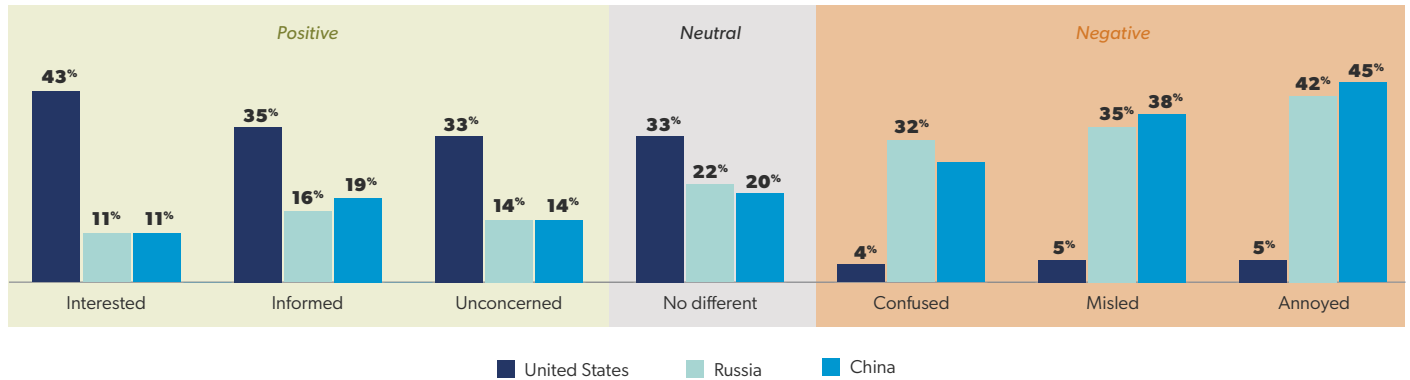
Product of Alaska



STRATEGIC FRAMEWORK

Consumers exhibit a strong preference for fish from the United States. As we move further away geographically, the likelihood to purchase decreases, first with Canada, followed by Norway. The decrease becomes even more significant when considering fish from China and Russia.

Feelings Fish Eaters would experience if they learned that the fish they purchased from their local grocery store came from the following countries



The role of provenance goes beyond mere purchasing decisions; it also influences consumer emotions. Purchasing fish with provenance from the United States leads to feelings of interest and being well-informed. Conversely, when considering fish with Russian or Chinese provenance, consumers are more likely to experience confusion, a sense of being misled, and even annoyance.

These insights underscore the crucial importance of provenance in shaping consumer perceptions and choices. Incorporating the right provenance messaging into your communication strategy can have a significant impact on the Wild Alaska Pollock market and consumer preferences, aligning with the preferences of the target audience and addressing potential sources of confusion or frustration.



OUR AUDIENCES

Our Audiences

Our research is a valuable asset that allows us to gain a deeper understanding of key business channels and consumer audiences, ultimately elevating the Wild Alaska Pollock brand. To effectively engage and educate our target audiences, we have customized our messaging and insights across four essential business channels: the grocery full-service seafood case, the grocery frozen food aisle, quick-service restaurants, and full-service restaurants. Each of these channels is unique, and our tailored messaging aims to maximize the impact.

In addition to customizing our messaging for specific business channels, we have also taken a granular approach in tailoring our communication for various consumer audiences. Our research has revealed the following key consumer segments:

Key Consumer Audiences:



General Population Fish Eaters

- This segment possesses significant purchasing power across our business channels.
- They have a recent history of consuming fish, with purchases from both restaurants and grocery stores within the last three months.
- In the same timeframe, they have purchased Wild Alaska Pollock in various formats, including non-breaded, breaded, or in a can/pouch.



Millennial Fish Eaters

- Born between 1981 and 1996, this segment comprises individuals aged 28 to 43 years.
- Their preferences and behaviors are unique, requiring specialized messaging and strategies.



Multicultural Fish Eaters

- This segment represents a diverse and culturally varied audience.

Target Business Channels:



Grocery Seafood Case

- The data represents individuals likely to purchase Wild Alaska Pollock at grocery stores or markets.*
- Qualitative insights have been incorporated from online focus groups to refine our messaging.



Grocery Frozen Aisle

- Similar to the grocery seafood case, this data represents individuals likely to purchase Wild Alaska Pollock at grocery stores or markets.*
- Qualitative insights from online focus groups have enriched our communication strategy.



Quick-Service Restaurants

- This data represents consumers likely to purchase Wild Alaska Pollock at quick-service restaurants or fast-food establishments.*



Full-Service Restaurants

- This segment comprises individuals likely to purchase Wild Alaska Pollock at sit-down restaurants.

*In assessing the likelihood to make a purchase, our determination of "likely" is based on an 11-point scale, with a rating of 8-10 (T3B) indicating a strong inclination to buy.



MESSAGING MAP OVERARCHING MESSAGES

Message Map: Overarching Messages

These primary and supporting messages are carefully tailored to effectively communicate the unique features of Wild Alaska Pollock across diverse business channels and consumer audiences. Our messaging is strategically designed to cater to the unique needs and preferences of each segment, ensuring resonance and impact.



Wild-Caught:

Direct from the pristine icy waters of Alaska, Wild Alaska Pollock is always wild-caught and never farmed.

- Wild Alaska Pollock is a product of Alaska, wild-caught and harvested from the rich and pristine waters of the Bering Sea.
- Unlike other whitefish, Wild Alaska Pollock is raised and caught in their natural habitat, offering superior nutrients and taste.
- Wild Alaska Pollock is always caught and frozen while still at sea to preserve freshness, taste, and nutrition.
- Only fish caught direct from the Bering Sea can be labeled as Wild Alaska Pollock.



Sustainability:

Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.

- Wild Alaska Pollock is one of the most sustainable, climate-friendly proteins on Earth thanks to abundant wild populations that are responsibly managed and harvested.
- Wild Alaska Pollock is top-ranked and verified by a Lifecycle Assessment (LCA) as a climate-smart fish choice with a significantly lower carbon footprint than many other protein choices such as chicken or beef. Discover more about Wild Alaska Pollock's sustainability practices here: www.alaskapollock.org/about-the-fish/sustainability
- Wild Alaska Pollock, known as the world's best whitefish, is fully traceable from sea-to-table, making it the fish we can count on for protein that is both good for you and good for the planet.



Nutrition:

Wild Alaska Pollock is recognized as one of the 20 most nutritious foods on the planet.

- Wild Alaska Pollock is a low-fat, protein-rich, heart-healthy whitefish that is packed with nutrients such as vitamin B-12 and loaded with omega-3 fatty acids, making it one of the most nutritious natural foods in the world.
- Harvested in the clean, remote waters of Alaska, Wild Alaska Pollock is mercury-safe and can be enjoyed in unrestricted amounts.
- Wild Alaska Pollock is wild-caught and never farmed, offering unmatched nutrients including heart-healthy Omega-3 fatty acids and other micronutrients such as selenium, magnesium, phosphorus, and potassium.



Fresh Taste:

Wild Alaska Pollock is a fresh-tasting, mild and flaky whitefish that is delicious in a variety of mouthwatering dishes.

- Wild Alaska Pollock is delicious, nutritious, and easy to cook, making it a great family staple.
- Wild Alaska Pollock can be easily prepared in a variety of dishes the whole family will enjoy. It is mild in flavor and firm but tender in texture, making it especially versatile.
- Wild Alaska Pollock is known as the ultimate kid-friendly fish, with a mild taste and texture that leaves kids wanting more.



MESSAGING MAP BY BUSINESS CHANNEL

Message Map by Business Channel



Grocery Seafood Case

- Audiences most likely to shop here are Millennials, Gen X and Boomers.
- Wild-caught and straight from Alaska's Bering Sea, Wild Alaska Pollock is the perfect choice for those seeking a delicious, fresh-tasting, flaky whitefish. Its mild flavor and firm yet tender texture make it the go-to selection consumers are searching for at the seafood counter.
- Supporting Messages:
 - Wild Alaska Pollock is packed with protein and heart-healthy nutrients and is easy for consumers to prepare, making it the perfect addition to any seafood case.
 - Made from 100% whole fillets, Wild Alaska Pollock is a remarkably versatile whitefish that will appeal to anyone shopping for their family at the seafood counter.



Grocery Frozen Aisle

- Audiences most likely to shop here are Millennials, Gen X and Boomers.
- Sustainably sourced and straight from Alaska's Bering Sea, Wild Alaska Pollock is the ultimate catch for your frozen aisle. It's the fish consumers crave, providing a mouthwatering and fresh-tasting option that is packed with heart-healthy nutrients.
- Supporting Messages:
 - Made from 100% whole fillets, Wild Alaska Pollock is nutrient-dense and available in a variety of formats that are easy to prepare and quick to cook, making it a natural staple for any frozen aisle.
 - Mild in flavor and firm but tender in texture, Wild Alaska Pollock is an affordable and versatile protein option to stock in the frozen aisle.



Quick-Service Restaurant

- Audiences most likely to shop here are Millennials and Gen X.
- Wild Alaska Pollock is a mouthwatering, sustainably sourced, and fresh-tasting flaky whitefish that boasts a protein-rich profile and heart-healthy nutrients. This makes it an excellent choice for those seeking a quick and nutritious meal option.
- Supporting Messages:
 - Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that forms the perfect base for a variety of mouthwatering on-the-go dishes consumers know and love, such as fish sandwiches, fish sticks and more.
 - Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock comes from one of the most sustainable fisheries in the world and is an affordable and tasty seafood option to enjoy on the go.



Full-Service Restaurant

- Audiences most likely to shop here are Millennials and Gen X.
- Wild Alaska Pollock stands out as a high-quality, delicious, and versatile flaky whitefish, ready to elevate the flavors of numerous dishes on your menu.
- Supporting Messages:
 - Made from 100% whole fillets, Wild Alaska Pollock is a mild whitefish that can be prepared in a variety of mouthwatering dishes that diners know and love, such as fish tacos, fish sticks and more.
 - Straight from Alaska's Bering Sea, Wild Alaska Pollock hails from one of the world's most sustainable fisheries. This flavorful whitefish, rich in protein and heart-healthy nutrients, is an attention-grabbing addition to any menu.



MESSAGING MAP BY CONSUMER AUDIENCE

Message Map by Consumer Audience



Fish Eaters

- Wild Alaska Pollock is sustainably sourced, offering a delightful and fresh-tasting whitefish loaded with protein and heart-healthy nutrients.
- Supporting Messages:
 - Made from 100% whole fillets, Alaska Pollock is a nutrient-dense whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family.
 - Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.



Millennial Fish Eaters

- Direct from Alaska's Bering Sea, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world. It stands out as not only an environmentally friendly option but also one of the best protein choices for the planet, ensuring both great-tasting and sustainable satisfaction.
- Supporting Messages:
 - Unlike other whitefish, Wild Alaska Pollock is caught in their natural habitat, offering superior nutrients and taste.
 - Wild Alaska Pollock is caught and frozen while still at sea, preserving its freshness, taste, and nutrition. This makes it a center-of-the-plate protein that the whole family will enjoy.



Multicultural Fish Eaters

- Wild Alaska Pollock is an affordable, fresh-tasting, mild and flaky whitefish that is delicious in a variety of mouthwatering dishes.
- Supporting Messages:
 - Unlike other whitefish, Wild Alaska Pollock is caught in their natural habitat, offering superior nutrients and taste.
 - Wild Alaska Pollock, sourced from one of the most sustainable fisheries in the world, can be effortlessly prepared in a variety of dishes the whole family will enjoy. Its mild flavor and firm yet tender texture make it an especially versatile choice.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: GROCERY SEAFOOD CASE

Business Channel Messages: Grocery Seafood Case

Everything You Need to Say to The Grocery Seafood Case Business Channel

AUDIENCE INSIGHTS:



Skew Millennial:
47% are millennials



Low to Moderate Income Earners:
36% earn \$50-100K in household income, while 43% earn less than \$50K.



Educated:
72% have attended at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN THE GROCERY STORE: MESSAGING PRIORITIES



Promising great and fresh taste is key to attract their attention.

82% say 'great tasting' is an important attribute

82% say 'fresh tasting' is an important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Wild-caught and straight from Alaska's Bering Sea, Wild Alaska Pollock is the perfect choice for those seeking a delicious, fresh-tasting, flaky whitefish. Its mild flavor and firm yet tender texture make it the go-to selection consumers are searching for at the seafood counter.



They're looking for a high quality and full-flavored ingredient.

78% say 'high quality' is an important attribute

73% say 'full-flavored' is an important attribute

KEY WORDS TO USE

- High Quality
- Full-Flavored

BEST MESSAGES TO USE

Wild Alaska Pollock is packed with protein and heart-healthy nutrients and is easy for consumers to prepare, making it the perfect addition to any seafood case.



Highlight it is a good value and high in protein for the family.

72% say 'good value' is an important attribute

71% say 'high in protein' is an important attribute

KEY WORDS TO USE

- Good Value
- High In Protein

BEST MESSAGES TO USE

Made from 100% whole fillets, Wild Alaska Pollock is an affordable whitefish that is remarkably versatile and will appeal to anyone shopping for their family at the seafood counter.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: GROCERY SEAFOOD CASE

UNDERSTANDING GROCERY SHOPPERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 77% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 80% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (53%) and family & friends (43%)
- Look for new flavors and simple instructions: Inspired to try a recipe because it contains new flavors (53%) and easy written instructions (44%)

WHAT GROCERY SHOPPERS CARE MOST ABOUT:

1. Great tasting (82%)
2. Fresh tasting (82%)
3. High quality (78%)
4. Full-flavored (73%)
5. Good value (72%)
6. High in protein (71%)

BEST WAYS TO REACH THIS AUDIENCE:

- Highlight the affordability of Wild Alaska Pollock, positioning it as a cost-effective choice for shoppers seeking quality seafood
- Emphasize the exceptional taste and freshness of Wild Alaska Pollock, enticing shoppers with a superior culinary experience
- Simple recipe inspiration that showcases the versatility of Wild Alaska Pollock can encourage shoppers to explore diverse and delicious ways to incorporate it into their meals



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: GROCERY FROZEN AISLE

Business Channel Messages: Grocery Frozen Aisle

Everything You Need to Say in the Grocery Frozen Aisle Business Channel

AUDIENCE INSIGHTS:



Skew Millennial:
48% are millennials



Low to Moderate
Income Earners:
33% earn \$50-100K in
household income, while
48% earn less than \$50K



Educated:
67% have attended
at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN THE FROZEN AISLE:

MESSAGING PRIORITIES



Promising great
and fresh taste is
key to attract their
attention.



They're looking for
a high quality and
good value fish.



Highlight it is
affordable and
high in protein.

82% say 'great tasting' is an important attribute

82% say 'fresh tasting' is an important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Sustainably sourced and straight from Alaska's Bering Sea, Wild Alaska Pollock is the ultimate catch for your frozen aisle. It's the fish consumers crave, providing a mouthwatering and fresh-tasting option that is packed with heart-healthy nutrients.

78% say 'high quality' is an important attribute

75% say 'good value' is an important attribute

KEY WORDS TO USE

- High Quality
- Good Value

BEST MESSAGES TO USE

Made from 100% whole fillets, Wild Alaska Pollock is nutrient-dense and available in a variety of formats that are easy to prepare and quick to cook, making it a natural staple for any frozen aisle.

73% say 'affordable' is an important attribute

72% say 'high in protein' is an important attribute

KEY WORDS TO USE

- Affordable
- High In Protein

BEST MESSAGES TO USE

Mild in flavor and firm but tender in texture, Wild Alaska Pollock is an affordable and versatile protein option to stock in the frozen aisle.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: GROCERY FROZEN AISLE

UNDERSTANDING THE GROCERY SHOPPERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 67% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 79% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (48%) and family & friends (43%)
- Look for new flavors and affordability: Inspired to try a recipe because it contains new flavors (43%) and affordable ingredients (42%)

WHAT GROCERY SHOPPERS CARE MOST ABOUT:

1. Great tasting (82%)
2. Fresh tasting (82%)
3. High quality (78%)
4. Good value (75%)
5. Affordable (73%)
6. High in protein (72%)

BEST WAYS TO REACH THIS AUDIENCE:

- Position Wild Alaska Pollock as an excellent source of affordable, high-quality protein in the frozen aisle, catering to shoppers looking for nutritious options that fit their budget
- Leverage the positive perception of whitefish by emphasizing that Wild Alaska Pollock offers a great and fresh tasting whitefish option in the frozen aisle, meeting the expectations of shoppers who hold whitefish in high regard
- Showcase the superior flavor of Wild Alaska Pollock dishes, providing shoppers with exciting taste experiences while emphasizing the use of affordable ingredients, making it an accessible and satisfying choice



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: QUICK-SERVICE RESTAURANT

Business Channel Messages: Quick-Service Restaurant

Everything You Need to Say in The Quick-Service Restaurant Business Channel

AUDIENCE INSIGHTS:



Skew Millennial:
51% are millennials



Low to Moderate
Income Earners:
72% earn less than
\$100K



Educated:
70% have attended
at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN QSR:

MESSAGING PRIORITIES



Taste and health
are top priority.

78% say 'great tasting' is an important attribute

77% say 'heart-healthy' is an important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Wild Alaska Pollock is a mouthwatering, sustainably sourced, and fresh-tasting flaky whitefish that boasts a protein-rich profile and heart-healthy nutrients. This makes it an excellent choice for those seeking a quick and nutritious meal option.



They're looking for
high quality and
good value food.

73% say 'high quality' is an important attribute

73% say 'good value' is an important attribute

KEY WORDS TO USE

- High Quality
- Good value

BEST MESSAGES TO USE

Packed with protein and heart-healthy nutrients, Wild Alaska Pollock is a mild whitefish that forms the perfect base for a variety of mouthwatering on-the-go dishes consumers know and love, such as fish sandwiches, fish sticks and more.



Affordability and
easy preparation
really matter when
it comes to QSR
consumers.

71% say 'easy to prepare' is an important attribute

71% say 'affordable' is an important attribute

KEY WORDS TO USE

- Easy to Prepare
- Affordable

BEST MESSAGES TO USE

Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is not only the most abundant certified-sustainable fish in the world, but also an affordable and tasty seafood option to enjoy on the go.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: QUICK-SERVICE RESTAURANT

UNDERSTANDING THE QSR DINERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 69% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 80% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (50%) and family & friends (41%)
- Look for affordability and new flavors: Inspired to try a recipe because it contains affordable ingredients (39%) and new flavors (47%)

MOST IMPORTANT SEAFOOD ATTRIBUTES FOR QSR DINERS:

1. Great tasting (78%)
2. Fresh tasting (77%)
3. High quality (73%)
4. Good value (73%)
5. Affordable (71%)
6. Easy to prepare (71%)

BEST WAYS TO REACH THIS AUDIENCE:

- Highlight the fresh and delicious taste of Wild Alaska Pollock, offering quick service restaurant diners a satisfying and flavorful seafood option that stands out in terms of quality
- Emphasize the affordability of Wild Alaska Pollock dishes on the quick service restaurant menu, providing diners with a wallet-friendly yet high-quality option for their seafood cravings
- Showcase the sustainability of Wild Alaska Pollock, appealing to environmentally conscious diners who prioritize responsible food choices; positioning it as a sustainable option aligns with the growing demand for eco-friendly dining experiences



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: FULL-SERVICE RESTAURANT

Business Channel Messages: Full-Service Restaurant

Everything You Need to Say in The Full-Service Restaurant Business Channel

AUDIENCE INSIGHTS:



Millennials:
51% are millennials



Moderate
Income Earners:
35% earn between
\$50K and \$100K



More Educated:
71% have attended at
least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK IN FULL-SERVICE: MESSAGING PRIORITIES



Taste is a top
priority.

78% say 'great tasting' is an
important attribute

78% say 'fresh tasting' is an
important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Wild Alaska Pollock stands out as a high-quality, delicious, and versatile flaky whitefish, ready to elevate the flavors of numerous dishes on your menu.



They're looking
for high quality
and high protein
options.

74% say 'high quality' is an
important attribute

71% say 'high in protein' is an
important attribute

KEY WORDS TO USE

- High Quality
- High in Protein

BEST MESSAGES TO USE

As a high-quality protein option, Wild Alaska Pollock is a mild whitefish that can be prepared in a variety of mouthwatering dishes that diners know and love, such as fish tacos, fish sticks and more.



Consumers are
looking for a good
value and safe
food.

71% say 'good value' is an
important attribute

69% say 'food safety' is an
important attribute

KEY WORDS TO USE

- Good Value
- Food Safety

BEST MESSAGES TO USE

Straight from Alaska's Bering Sea, Wild Alaska Pollock hails from one of the world's most sustainable fisheries. This flavorful whitefish, rich in protein and heart-healthy nutrients, is an attention-grabbing addition to any menu.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: FULL-SERVICE RESTAURANT

UNDERSTANDING THE FULL-SERVICE DINERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 70% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 81% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (48%) and family & friends (38%)
- Look for affordability and new flavors: Inspired to try a recipe because it contains affordable ingredients (39%) and new flavors (44%)

MOST IMPORTANT SEAFOOD ATTRIBUTES FOR FSR DINERS:

1. Fresh tasting (78%)
2. Great tasting (78%)
3. High quality (74%)
4. High in protein (71%)
5. Good value (71%)
6. Food safety (69%)

BEST WAYS TO REACH THIS AUDIENCE:

- Highlight the versatility and high-quality taste of Wild Alaska Pollock, positioning it as a fantastic seafood option that suits a variety of dishes
- Emphasize the culinary excellence of Wild Alaska Pollock without the gourmet price tag; assure full-service diners that they can enjoy a premium seafood experience without compromising affordability
- Showcase the sustainability of Wild Alaska Pollock, aligning with the preferences of environmentally conscious diners in a full-service setting; present it as an elegant and responsible choice that enhances the overall dining experience



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: FISH EATERS

Business Channel Messages: Fish Eaters

Everything You Need to Say to Fish Eaters About Wild Alaska Pollock

AUDIENCE INSIGHTS:



Top Fish Familiarity:

97% familiar with tuna, 96% familiar with salmon, 88% familiar with tilapia, 87% familiar with cod, 66% familiar with Wild Alaska Pollock



Top Barriers:

23% say it's too expensive, 24% don't know much about it, 16% are unsure where to purchase and/or order it



Millennials:

34% are millennials followed by 28% Boomers and 29% Gen X



Affluent:

53% earn above \$50K



Educated:

71% have attended at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO A FISH EATER AUDIENCE:

MESSAGING PRIORITIES



Taste is a top priority.

83% say 'great tasting' is an important attribute

79% say 'fresh tasting' is an important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Wild Alaska Pollock is sustainably sourced, offering a delightful and fresh-tasting whitefish loaded with protein and heart-healthy nutrients.



Promoting Wild Alaska Pollock as a whitefish is compelling.

73% say 'high quality' is an important attribute

95% know its taste, 91% know its cost/price, 88% know method of preparation

KEY WORDS TO USE

- Whole Family Will Enjoy
- Good As Center of Plate

BEST MESSAGES TO USE

Made from 100% whole fillets, Wild Alaska Pollock is a nutrient-dense whitefish that is mild in flavor and firm but tender in texture, making it especially versatile and easy to prepare for the entire family.



Sustainability can't be overlooked – it matters to them.

48% say 'sustainability' is an important attribute

49% say 'wild-caught' is an important attribute

KEY WORDS TO USE

- Wild-Caught
- Sustainable
- Traceable

BEST MESSAGES TO USE

Wild-caught in the pristine icy waters of Alaska, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.



MESSAGING MAP

BUSINESS CHANNEL MESSAGES: FISH EATERS

UNDERSTANDING THE FISH EATERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 63% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 73% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from family & friends (43%) and YouTube (35%)
- Look for affordability and new flavors: Inspired to try a recipe because it contains affordable ingredients (47%) and new flavors (44%)

MOST IMPORTANT SEAFOOD ATTRIBUTES FOR FISH EATERS:

1. Great tasting (83%)
2. Fresh tasting (79%)
3. High quality (75%)
4. Food safety (72%)
5. Good value (68%)
6. Affordable (68%)

BEST WAYS TO REACH THIS AUDIENCE:

- Position Wild Alaska Pollock as a go-to choice for fish enthusiasts seeking a fresh-tasting and nutrient-rich protein source; highlight its health benefits and nutritional value to appeal to those prioritizing a wholesome diet
- Emphasize the affordability of Wild Alaska Pollock, making it an excellent option for individuals who want to enjoy high-quality seafood without breaking the bank; assure them that quality and taste can be accessible
- Provide easy yet creative recipe ideas to inspire fish eaters to explore different culinary possibilities with Wild Alaska Pollock; showcase its versatility and encourage a variety of delicious meal options



MESSAGING MAP

CONSUMER AUDIENCE MESSAGES: MILLENNIAL FISH EATERS

Consumer Audience Messages: Millennial Fish Eaters

Everything You Need to Say to Millennials About Wild Alaska Pollock

AUDIENCE INSIGHTS:



Top Fish Familiarity:

98% familiar with tuna, 95% familiar with salmon, 86% familiar with catfish, 86% familiar with tilapia, 66% familiar with Wild Alaska Pollock



Top Barriers:

26% say it's too expensive, 20% don't know much about it, 17% are unsure where to purchase and/or order it and how to cook/prepare it



Affluent:

Affluent: 58% earn above \$50K



Educated:

69% have attended at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO A MILLENNIAL FISH EATER AUDIENCE:

MESSAGING PRIORITIES



Taste and health are top priorities.

82% say 'great tasting' is an important attribute

80% say 'fresh tasting' is an important attribute

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting

BEST MESSAGES TO USE

Direct from Alaska's Bering Sea, Wild Alaska Pollock is the most abundant certified-sustainable fish in the world. It stands out as not only an environmentally friendly option but also one of the best protein choices for the planet, ensuring both great-tasting and sustainable satisfaction.



Promoting Wild Alaska Pollock as a whitefish is compelling.

72% have a positive perception of whitefish

93% know its taste, 89% know cost/price, 89% know method of preparation

KEY WORDS TO USE

- Whole Family Will Enjoy
- Good As Center of Plate

BEST MESSAGES TO USE

Wild Alaska Pollock is caught and frozen while still at sea, preserving its freshness, taste, and nutrition. This makes it a center-of-the-plate protein that the whole family will enjoy.



Wild Alaska Pollock's sustainability story can't be overlooked – it matters to them.

49% say 'sustainability' is an important attribute

55% say 'wild-caught' is an important attribute

KEY WORDS TO USE

- Wild-Caught
- Sustainable
- Traceable

BEST MESSAGES TO USE

Unlike other whitefish, Wild Alaska Pollock are raised and wild-caught in their natural habitat, offering superior nutrients and taste.



MESSAGING MAP

CONSUMER AUDIENCE MESSAGES: MILLENNIAL FISH EATERS

UNDERSTANDING THE MILLENNIAL FISH EATERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 69% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 72% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (45%) and family & friends (43%)
- Look for new flavors and affordability: Inspired to try a recipe because it contains new flavors (51%) and affordable ingredients (45%)

MOST IMPORTANT SEAFOOD ATTRIBUTES FOR MILLENNIALS:

1. Great tasting (82%)
2. Fresh tasting (80%)
3. High quality (77%)
4. Good value (71%)
5. Food safety (69%)
6. Affordable (69%)
7. Heart-healthy (68%)

BEST WAYS TO REACH THIS AUDIENCE:

- Showcase Wild Alaska Pollock as the ideal choice for millennial fish enthusiasts seeking a fresh-tasting and sustainable protein source
- Highlight its eco-friendly credentials to resonate with the sustainability values of this generation
- Emphasize the affordability of Wild Alaska Pollock, aligning with the financial priorities of millennials who seek high-quality, yet budget-friendly, seafood options; assure them that sustainable choices can be accessible and reasonably priced
- Provide millennials with innovative and eco-conscious recipe ideas, encouraging them to explore diverse culinary possibilities with Wild Alaska Pollock; highlight its versatility and how incorporating sustainable choices into their meals can be both creative and environmentally responsible



MESSAGING MAP

CONSUMER AUDIENCE MESSAGES: MULTICULTURAL FISH EATERS

Consumer Audience Messages: Multicultural Fish Eaters

Everything You Need to Say to Multicultural Fish Eaters About Wild Alaska Pollock

AUDIENCE INSIGHTS:



Top Fish Familiarity:

98% familiar with salmon,
97% familiar with tuna,
89% familiar with tilapia,
87% familiar with catfish



Top Barriers:

23% haven't seen it in stores, 22% don't know anything about it, 21% aren't sure how to cook/prepare it



Millennials:

47% are millennials



Affluent:

28% earn above \$50K



Educated:

19% have attended at least some college

HOW TO TALK ABOUT WILD ALASKA POLLOCK TO A MULTICULTURAL AUDIENCE:

MESSAGING PRIORITIES



Taste and health are top priorities.

81% say great tasting and fresh tasting are important attributes

KEY WORDS TO USE

- Great-Tasting
- Fresh-Tasting
- High Quality
- Food Safety
- Heart-Healthy
- Full-Flavored
- High in Protein
- Low-Fat

BEST MESSAGES TO USE

Wild Alaska Pollock is an affordable, fresh-tasting, mild and flaky whitefish that is delicious in a variety of mouthwatering dishes.



Promoting Wild Alaska Pollock as a whitefish is compelling.

73% have a positive perception of whitefish

87% know at least some about its health benefits

80% know at least some about its taste

73% know at least some about its method of preparation

KEY WORDS TO USE

- Easy-to-Prepare
- Whole Family Will Enjoy
- Good as Center-of-Plate
- Good As an Ingredient

BEST MESSAGES TO USE

Wild Alaska Pollock, sourced from one of the most sustainable fisheries in the world, can be effortlessly prepared in a variety of dishes the whole family will enjoy. Its mild flavor and firm yet tender texture make it an especially versatile choice.



Wild Alaska Pollock's sustainability story can't be overlooked – it matters to them.

53% say "wild-caught" and "sustainability" are important attributes

KEY WORDS TO USE

- Wild-Caught
- Sustainable
- Traceable

BEST MESSAGES TO USE

Unlike other whitefish, Wild Alaska Pollock is raised and caught in their natural habitat, offering superior nutrients and taste.



MESSAGING MAP

CONSUMER AUDIENCE MESSAGES: MULTICULTURAL FISH EATERS

UNDERSTANDING THE MULTICULTURAL FISH EATERS' PREFERENCES & KEY BEHAVIORS:

- Fresh fish is their go-to choice: 72% have purchased fresh fish from a grocery store or market in the past 3 months
- Higher opinion of white fish: 73% have positive perceptions of white fish
- Heavily influenced by YouTube and friends & family: Find most of their recipes from YouTube (46%) and family & friends (43%)
- Look for new flavors and simplicity: Inspired to try a recipe because it contains new flavors (49%) and has easy written directions (41%)

MOST IMPORTANT SEAFOOD ATTRIBUTES FOR MULTICULTURAL FISH EATERS:

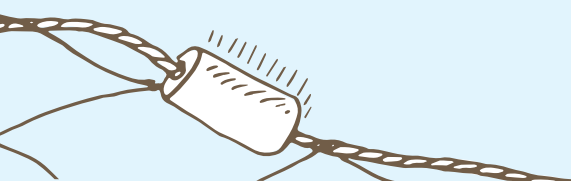
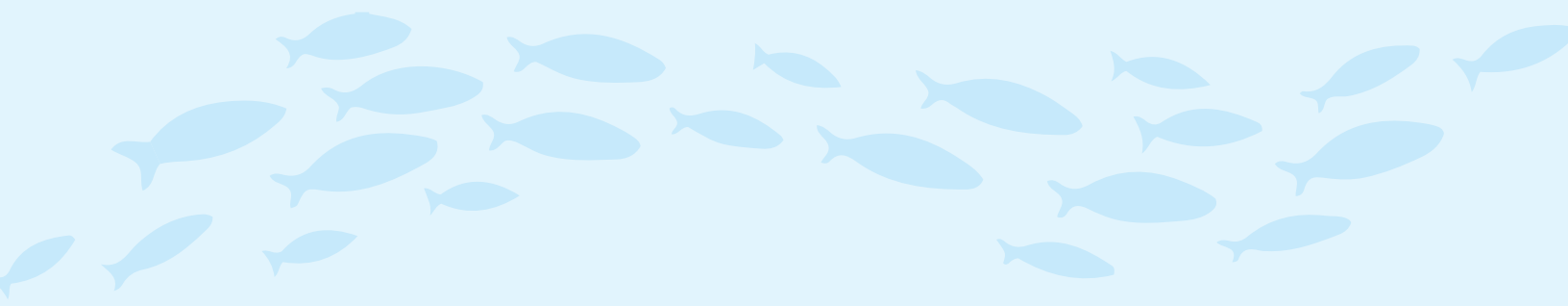
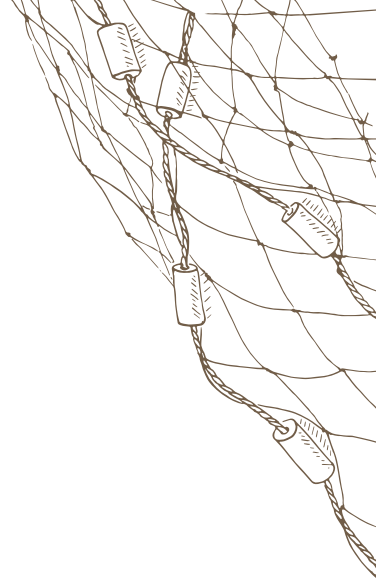
1. Great tasting (81%)
2. Fresh tasting (81%)
3. High quality (75%)
4. Food safety (73%)
5. Good value (72%)
6. Affordable (70%)
7. Heart-healthy (70%)

BEST WAYS TO REACH THIS AUDIENCE:

- Present Wild Alaska Pollock as a versatile and sustainable protein source that caters to a multicultural audience with diverse tastes
- Highlight its ability to complement a variety of cuisines while emphasizing its commitment to sustainability
- Emphasize the affordability of Wild Alaska Pollock, making it an excellent choice for individuals who appreciate high-quality, budget-friendly seafood; assure them that great taste and sustainability can go hand in hand
- Provide a range of inspiring and flavorful recipe ideas that showcase the versatility of Wild Alaska Pollock across various cultural dishes



GENUINE ALASKA POLLOCK PRODUCERS



For additional questions, contact

craig.morris@alaskapollock.org

alaskapollock.org