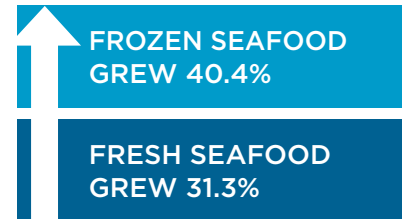


CATCH THE WAVE

THE SEAFOOD SALES OPPORTUNITY

WE'RE HERE TO HELP RETAILERS BUILD UPON THE UNPRECEDENTED GROWTH IN SEAFOOD SALES. THE OPPORTUNITY IS NOW TO LEVERAGE THE HEALTH HALO WITH CUSTOMERS' FOCUS ON WELL-BEING.

SEAFOOD GROWTH



(2021 OVER 2019, IRI WORLDWIDE)

According to the 2022 Power of Seafood, health and wellness is the key driver of seafood sales. **EAT SEAFOOD AMERICA!** is a successful campaign that has reached millions of consumers, encouraging them to eat sustainable seafood for their health.

INSIGHTS & OPPORTUNITIES

RESULTS FROM AN EAT SEAFOOD, AMERICA! PILOT CAMPAIGN SHOWED 800% ROI. **EVERY \$1 SPENT ON ADS RESULTED IN \$9 OF SEAFOOD SALES.**

CUSTOMERS WHO BUY SEAFOOD HAVE **3X THE AVERAGE BASKET SIZE**. THE AVERAGE BASKET WITH SEAFOOD IS \$95.

(NIELSEN 2021)



HOW TO DRIVE SEAFOOD SALES



1 MAKE PURCHASE DECISIONS EASIER

2 FEATURE VARIETY, QUALITY & BEST VALUE

3 COMMUNICATE THE HEALTH & NUTRITION BENEFITS

SHARE HEALTH MESSAGING
EAT SEAFOOD TWICE A WEEK
HEART • BRAIN • IMMUNE HEALTH

MENTION
EATSEAFOODAMERICA.COM

in: Ads • Circular • eNewsletters • Magazine • POS Signage • Website • Social Media • In-Store Radio • Clings • Shelf Tags • Virtual Cooking Class • eCommerce • Displays • Recipe Cards

SWIM IN SALES

HOW TO INFLUENCE SHOPPERS TO PURCHASE SEAFOOD

1

Make purchase decisions easier. The biggest barriers to selling more seafood are consumer confidence in purchasing and preparation.

- Remove the intimidation factors of seafood: touching, smelling, seasoning by showcasing easy to prepare or grab-and-go seafood meals.
- Provide easy recipes & cooking tips in store with recipe cards & QR codes, on social and in the magazine.

RALEY'S LANDING PAGE



Raley's
BEL AIR. NOB HILL.
DOWNTOWN.

Seafood at Raley's

As part of Raley's commitment to stewarding a sustainable food system, they provide high-quality seafood to their customers without negatively impacting our environment. That's why they only carry responsibly sourced fish and shellfish.

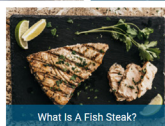
[Learn About Raley's Sustainable Seafood >](#)
[Purchase Raley's Sustainable Seafood >](#)



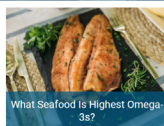
COOKING TIPS



3 Tips For A Delicious Seafood Picnic



What Is A Fish Steak?



What Seafood Is Highest Omega-3s?

Go Digital: Shoppers are connected to their devices at all times and they are gravitating toward purchasing seafood online. Use social media, websites and other digital opportunities to market your seafood selection.

GIANT IG LIVE



2

Feature variety, quality and best value.

Seafood shoppers prioritize freshness above cost. Go beyond shrimp and salmon to highlight the wide variety of shellfish and finfish offerings. You work hard to source high-quality, sustainable seafood. Build trust and loyalty with your customers by communicating these commitments.

H-E-B SUSTAINABLE SEAFOOD VIDEO SERIES



3

Communicate the health & nutrition benefits.

Health and nutrition is a top reason people eat seafood, according to the 2021 Power of Seafood. Eating seafood 2x a week is recommended for health, however most Americans are not meeting this goal. This is an opportunity to increase seafood sales.

HY-VEE PROMOTION



Let us help you reel in the benefits of promoting seafood.
Reach out to jessica@seafoodnutrition.org
eatseafoodamerica.com | [#EatSeafoodAmerica](https://www.instagram.com/EatSeafoodAmerica) | [@Seafood4Health](https://www.instagram.com/Seafood4Health)



**SEAFOOD
NUTRITION
PARTNERSHIP**