



Wild, Natural & Sustainable®

## **Celebrate October's National Seafood Month with Alaska Seafood Holidays, Recipes and Promotions**

The nation's largest provider of wild seafood commemorates National Seafood Month by declaring October Alaska Seafood Month and October 25th Commercial Fishing Day

**JUNEAU, Alaska – September 27, 2018** – October is National Seafood Month, and there's no better time to #AskForAlaska and celebrate the wild, sustainable and nutritious seafood that comes from the glacier-fed waters of Alaska. Alaska Seafood Marketing Institute (ASMI) is sharing several ways that consumers, home cooks, fishermen and others can take part in the occasion including Alaska Seafood Month (October), Alaska Commercial Fishing Day (October 25), new healthy and seasonal recipes and dozens of promotions and discounts available at retailers nationwide.

### **Honoring Alaska's Seafood Industry**

Alaska is the nation's largest source of domestic seafood, with 60 percent of all the wild seafood harvested in the U.S. coming from Alaska's waters. To honor the fisheries and the men and women who help bring Alaska's seafood to market for the world to enjoy, the month of October has also been proclaimed Alaska Seafood Month and October 25 as Commercial Fishing Day by Alaska Governor Bill Walker. Additionally, ASMI will also announce the winners of the Alaska Commercial Fishing Photo Contest in October, highlighting stories from life on the water and the journey of bringing wild fish from sea to table.

### **Reel in The Health Benefits with New Delicious Alaska Seafood Recipes**

Wild seafood from Alaska is an ideal lean protein choice with essential nutrients, including vitamins, minerals and omega-3 fatty acids EPA/DHA. According to the [American Heart Association](#), eating at least two servings of fish per week can significantly reduce risk of heart attack and stroke, and approximately 80 to 90 percent of Americans aren't eating enough [according to a USDA study](#). National Seafood and Alaska Seafood Month is the perfect time to start incorporating more seafood into your diet, starting with new healthy and delicious Alaska seafood recipes that have been developed to fit a variety of diets and lifestyles – including recipes that have been certified by American Institute for Cancer Research, such as [Sheet Pan Alaska Halibut With Zucchini, Mushrooms and Tomato](#).

To get more healthy and seasonal recipe ideas and learn more about the functional nutrition of Alaska seafood, check out [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com).

### **Discounts at Retailers Nationwide**

To help celebrate Alaska Seafood and National Seafood Month, ASMI is collaborating with a variety of partners and retailers nationwide to give shoppers access to special offers and promotions for Alaska seafood nationwide, including:

- U.S. retailers will conduct special activations in hundreds of towns across the country, including in-store promotions and seafood cooking demonstrations at the following stores: Publix, Kroger (select divisions, including Little Clinic Wellness Festivals at select locations), Giant Eagle, Harris Teeter, H.E.B., Hy-Vee, Meijer, Pavilions, Randall's, Schnuck's and Sprouts.
- A bonus offer for Alaska seafood on the popular Ibotta platform will be available through October. Download the Ibotta app and search Alaska seafood to find coupons of up to \$3.00 off with a purchase of both Alaska seafood and Villa Maria wine.
- Digital coupons for Alaska seafood at select retailers – including Hy-Vee, Publix, Lowe's Foods, Lucky Supermarket, Schnuck's, SuperValu, Kroger, Meijer, Sprout, and Harris Teeter – will be available throughout October, including up to \$2.00 off frozen wild Alaska salmon, cod or halibut fillets. Check your local retailer for more information.

Alaska seafood can be enjoyed all month and year long. Simply #AskForAlaska at the seafood counter, dining hall or local restaurant and look for "Alaska" on frozen and canned seafood packaging as well as menus. More information on Alaska seafood partnerships and promotions for National Seafood Month can be found here: [www.alaskaseafood.org/asmi-national-seafood-month-partnerships](http://www.alaskaseafood.org/asmi-national-seafood-month-partnerships)

Join the celebration throughout National Seafood Month by following Alaska Seafood on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). And be sure to share images of your favorite Alaska seafood creations across social media with #AskForAlaska to inspire others and celebrate the iconic fishery. For more information on wild Alaska seafood, including recipes, cooking techniques and nutrition information, visit [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com).

### **About Alaska Seafood:**

The seafood industry is Alaska's largest private sector employer with nearly 60 percent of all seafood and 95 percent of wild salmon harvested in the U.S. coming from Alaska. In addition to wild salmon, Alaska is known for its crab and whitefish varieties such as cod, sablefish, halibut, pollock, sole and rockfish – available fresh, fresh-frozen or canned year-round. Alaska has been dedicated to sustainable seafood for more than 50 years and is the only state with a constitution that mandates all seafood be managed under the sustained yield principle. Alaska has taken a leadership role in setting the global standard for precautionary resource management to protect fisheries and surrounding habitats for future generations and leading to an ever-replenishing supply of wild seafood for markets worldwide.

The Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry promoting the benefits of wild and sustainable Alaska seafood and offering seafood industry education.

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