



LET'S MAKE IT AN ALASKA  
**#SEAFOODSUNDAY**

FALL 2020 COMMUNICATION TOOLKIT

As the nation's largest source of domestic seafood, Alaska Seafood is launching **#SeafoodSunday** to invite us all to enjoy more wild seafood together.

Use this toolkit to make Alaska seafood a part of your **#SeafoodSunday** or weekday routine and to share with your network why you **#AskForAlaska**.

## KEY MESSAGING

**#SeafoodSunday** is a new mealtime tradition that brings seafood from the waters of Alaska to the people around your table.



Sunday dinners – and breakfast, snacks, brunch or lunch – are made easy with simple preparation tips, new recipes and inspiration from Alaska seafood.



When you **#AskForAlaska** seafood, you're supporting generations of fishermen and their communities, while also having a healthy and sustainable protein.



# JOIN THE MOVEMENT

[\[DOWNLOAD THE GRAPHICS TOOLKIT\]](#)

## POST

**Share on your social media channels with both these hashtags:  
#AskForAlaska & #SeafoodSunday**

- Share your own photos of delicious Alaska seafood meals
- Download and share these ASMI-provided images [\[DOWNLOAD\]](#)  
[See pages 3-4 for suggested captions that make sharing easy]

## EAT

**Prepare an Alaska seafood dish this #SeafoodSunday**

- Find #SeafoodSunday recipes on [wildalaskaseafood.com](http://wildalaskaseafood.com)
- #AskforAlaska or look for “Alaska” on packaging and on menus to guarantee that you are getting wild and sustainably harvested seafood

## SHARE

**Tell us what your Seafood Personality is**

- Use the graphic below to find what your Alaska seafood preferences say about you, then share on social with #AskForAlaska and #SeafoodSunday

## FOLLOW

**Join Alaska Seafood on social media**

-  Facebook: [@alaskaseafood](https://www.facebook.com/alaskaseafood)
-  Instagram: [@alaskaseafood](https://www.instagram.com/alaskaseafood)
-  Pinterest: [@alaskaseafood](https://www.pinterest.com/alaskaseafood)
-  YouTube: [@AlaskaSeafood](https://www.youtube.com/AlaskaSeafood)
-  Twitter: [@Alaska\\_Seafood](https://twitter.com/Alaska_Seafood)

## SUPPORT

**Use the Alaska Seafood logo**

Do you sell and support Alaska seafood? Find out how you can feature the Alaska Seafood logo on your menu, package or website to let customers know your seafood is wild caught in Alaska! Contact [info@alaskaseafood.org](mailto:info@alaskaseafood.org) to learn more.

## VISIT

**Head to [wildalaskaseafood.com](http://wildalaskaseafood.com)**

Find recipes, cooking tips, Alaska seafood facts and more!



# SAMPLE SOCIAL MEDIA POSTS

**Messaging is a guide only. Feel free to use your own words to express how you're enjoying #SeafoodSunday, how you #AskForAlaska and invite others to join.**

[\[DOWNLOAD THE GRAPHICS TOOLKIT\]](#)

Looking for meal inspiration? Look no further. Explore a collection of tasty, Alaska seafood recipes to celebrate #SeafoodSunday, your new favorite day of the week. [wildalaskaseafood.com](http://wildalaskaseafood.com) #AskForAlaska

OR

An entire day dedicated to Alaska seafood? Yes, please. ASMI introduces #SeafoodSunday to share delicious meal inspiration. Join in with recipes and info at [wildalaskaseafood.com](http://wildalaskaseafood.com) #AskForAlaska

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Alaska crab mac & cheese is a meal that makes my whole family smile.

Start planning your own #SeafoodSunday: [wildalaskaseafood.com](http://wildalaskaseafood.com) #AskForAlaska

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Chef-quality Alaska seafood is only a marinade away.

Try this seared Alaska sablefish with miso for your next #SeafoodSunday delight: [wildalaskaseafood.com](http://wildalaskaseafood.com) #AskForAlaska

Recipe by Rachel Green and photo by Steve Lee

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Sometimes a simple fish sandwich really hits the spot. It doesn't get much better than this Alaska yellowfin sole slider recipe for my #SeafoodSunday. Find the this recipe and other fun and fresh options: [wildalaskaseafood.com/recipe-listing/fun-and-fresh/](http://wildalaskaseafood.com/recipe-listing/fun-and-fresh/) #AskForAlaska

Recipe by Rachel Green and photo by Steve Lee

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Alaska cod makes a lean, protein-packed base for kids to top with cheese and adults to spice up with fresh avocado and hot sauce.

See how these fish tacos can be a fun and healthy #SeafoodSunday option for the whole family: [wildalaskaseafood.com/recipe-listing/fun-and-fresh/](http://wildalaskaseafood.com/recipe-listing/fun-and-fresh/) #AskForAlaska



# SAMPLE SOCIAL MEDIA POSTS

[[DOWNLOAD THE GRAPHICS TOOLKIT](#)]

Yum factor: [100 emoji]

#AskForAlaska pollock and #SeafoodSunday is going to be a weekend hit in our house. Get the recipe and find kitchen inspiration: [wildalaskaseafood.com/recipe-listing/kitchen-inspiration/](http://wildalaskaseafood.com/recipe-listing/kitchen-inspiration/)

[plate and fork emoji] by Rachel Green and [camera emoji] by Steve Lee



It's commonly said that "you eat with your eyes first." If this photo has your mouth watering, try a wild Alaska salmon, spinach and bacon Benedict for your #SeafoodSunday. Get inspired: [wildalaskaseafood.com](http://wildalaskaseafood.com) #AskForAlaska

## Who are you?

Share and post your story of seafood!

### WHAT YOUR ALASKA SEAFOOD PREFERENCES SAY ABOUT YOU

*All Alaska seafood is wild, sustainable and delicious, so by choosing Alaska it's a given that you've got great taste! Discover what else your favorite Alaska seafood and cooking technique reveal about your personality.*

| Pick your favorite seafood   | Pick your preferred cooking method  |
|--|---|
| <b>ALASKA POLLOCK</b><br><i>You're a laid-back, go-with-the-flow type who can feel at home anywhere.</i><br>Alaska pollock is known for its versatility and low calories, high nutrition content.  | <b>SAUTÉ</b><br><i>You like to add a little sizzle-, without the stress, wherever you go.</i><br>Sauté up your favorite kind of Alaska seafood for a quick, yet sophisticated supper, like seared halibut with pasta and pesto. |
| <b>HALIBUT</b><br><i>You're a foodie type who appreciates the finer things in life.</i><br>Recognized for its delicate flavor, Alaska halibut is known as the world's premium whitefish.   | <b>POACH</b><br><i>You're not afraid to treat yourself.</i><br>Pair poached Alaska seafood with aromatic veggies and spices for a delicious lunch, like chili-lime Alaska crab with butter.                                     |
| <b>COD</b><br><i>You're a thoughtful type who is the reliable sweetheart of your friend group.</i><br>Alaska cod is known for its slightly sweet flavor and can be used in nearly any recipe.  | <b>STEAM</b><br><i>You gravitate towards life's simple pleasures.</i><br>Steam up Alaska seafood for an easy, nutritious dinner, like steamed Alaska cod with cherry-balsamic glaze.  |
| <b>SALMON</b><br><i>You're a dedicated go-getter type who's not afraid to work for what you want.</i><br>There are five delicious species of salmon from Alaska: coho, keta, king, pink and sockeye - which can each be the star of any meal.            | <b>GRILL</b><br><i>You're an entertainer who loves to bring people together.</i><br>Grill your favorite Alaska seafood with crowd-pleasing spices, like a sweet, spicy and smoky Alaska salmon rub.                             |
| <b>CRAB</b><br><i>You're a charming, life of the party type with a packed social calendar.</i><br>There are three major species of Alaska crab: Dungeness, king and snow - all of which make great additions to salads and pastas or shine on their own. | <b>ROAST</b><br><i>You have a soft spot for traditions.</i><br>Roast Alaska seafood for a flavorful and healthy dinner, like blackened Alaska cod tacos.  |

For these recipes and more, check out [wildalaskaseafood.com/recipes](http://wildalaskaseafood.com/recipes)

