

The taste of Alaska
**AUTHENTICALLY
WILD**





WILD ALASKA on the menu DRIVES SALES

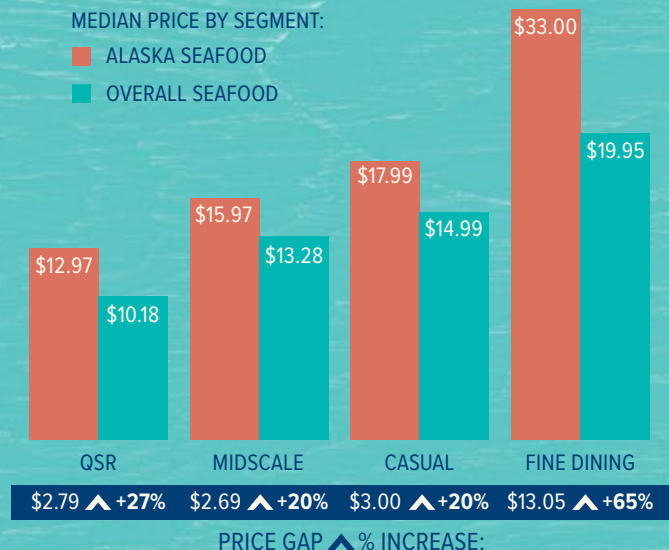
ALASKA SEAFOOD COMMANDS



A HIGHER
PRICE POINT

MEDIAN PRICE BY SEGMENT:

ALASKA SEAFOOD
OVERALL SEAFOOD



**WILD
+
ALASKA**
IS THE MAGIC COMBINATION
FOR DRIVING PURCHASE

7 OUT OF **10**

CONSUMERS ARE MORE LIKELY
TO ORDER AN ITEM WHEN

ALASKA
IS IN THE NAME

61%

OF CONSUMERS WOULD
ORDER MORE SEAFOOD
AT RESTAURANTS
IF THEY KNEW
ITS ORIGIN



SUSTAINABLE SEAFOOD

HAS SEEN A

+427%



MENU PENETRATION
10-YEAR GROWTH

FEWER PEOPLE ARE INTENTIONALLY
CHANGING THE PROTEINS THEY EAT. BUT
MOST ARE STILL INTERESTED IN
**EATING MORE
SEAFOOD**

| Preferred Protein Type Consumption | | | |
|------------------------------------|------|------|------|
| NOW VS 2021 | MORE | SAME | LESS |
| SEAFOOD | 59% | 36% | 6% |
| CHICKEN | 38% | 49% | 13% |
| PLANT-BASED | 26% | 57% | 17% |
| BEEF | 19% | 46% | 36% |
| PORK | 16% | 50% | 34% |

SEAFOOD CONSUMPTION INCREASE IS DRIVEN



BY DESIRE FOR
HEALTHY PROTEIN

WILD, SUSTAINABLE
SEAFOOD IS VIEWED
AS MORE APPEALING
AND MORE
CLIMATE-FRIENDLY
THAN PLANT-BASED
FOODS



OVERALL APPEAL

18% 71%



PLANT BASED SEAFOOD

CLIMATE FRIENDLY

34% 58%



PLANT BASED SEAFOOD



Capture consumer's cravings for
**AUTHENTICALLY WILD
ALASKA SEAFOOD!**



SAVE ON OUR SUSTAINABLE WILD ALASKA SEAFOOD

AND MEET YOUR
CONSUMER'S DEMAND
FOR THEIR PREFERRED PROTEIN.



**SAVE \$5.00 PER CASE (MAX \$300) ON ANY
QUALIFYING PRODUCTS LISTED ON BACK.**

TERMS AND CONDITIONS:

- Offer valid **ONLY** for the products listed above purchased between January 1, 2023 & March 31, 2023.
- Chains may participate on an individual basis.
- This offer cannot be combined with any other rebates, allowances or national account contracts or used on products purchased on bids.
- Cases redeemed against this offer cannot be redeemed against other Trident Seafoods rebate offers.
- This offer is valid for foodservice operators only; distributors cannot redeem rebates for operators.
- Trident Seafoods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. Only reasonable purchase prices will be accepted.
- All rebates must be postmarked by **April 30, 2023**.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.



SAVE \$5/CASE UP TO \$300

| Dist. Item # | Product Code | Product Description | Pack Size | Qty | Rebate Amt. | Total Rebate |
|--|--|---------------------|-----------|-----|-------------|--------------|
| PARTICIPATING PRODUCTS | | | | | | |
| 491544 | TRIDENT PUBHOUSE BATTERED PLK 1-2 OZ | | 1/10 LB | | \$ 5.00 | |
| 491543 | TRIDENT PUBHOUSE BATTERED PLK 2-3 OZ | | 1/10 LB | | \$ 5.00 | |
| 491153 | TRIDENT PUBHOUSE BATTERED COD 1-2 OZ | | 1/10 LB | | \$ 5.00 | |
| 491152 | TRIDENT PUBHOUSE BATTERED COD 2-3 OZ | | 1/10 LB | | \$ 5.00 | |
| 418860 | TRIDENT PUBHOUSE BATTERED ROCKFISH 1-2 OZ | | 1/10 LB | | \$ 5.00 | |
| 418445 | TRIDENT PUBHOUSE GOLDEN ALE BB PLK 2 OZ | | 1/10 LB | | \$ 5.00 | |
| 418446 | TRIDENT PUBHOUSE GOLDEN ALE BB PLK 3 OZ | | 1/10 LB | | \$ 5.00 | |
| 418440 | TRIDENT PUBHOUSE GOLDEN ALE BB COD 2 OZ | | 1/10 LB | | \$ 5.00 | |
| 418441 | TRIDENT PUBHOUSE GOLDEN ALE BB COD 3 OZ | | 1/10 LB | | \$ 5.00 | |
| 414341 | TRIDENT ALASKAN AMBER BB COD FILLET 1.5-2.5 OZ | | 1/10 LB | | \$ 5.00 | |
| 413894 | TRIDENT CRISPANKO BRD PLK FLT RAW/BRD 2.5-3.5 OZ | | 1/10 LB | | \$ 5.00 | |
| 413897 | TRIDENT CRISPANKO BRD COD FLT RAW/BRD 2.5-3.5 OZ | | 1/10 LB | | \$ 5.00 | |
| 142036 | TRIDENT WILD ALASKA PLK TAKOYAKI BITE | NEW! | 2/5 LB | | \$ 5.00 | |
| 142028 | TRIDENT COUNTRY STYLE WILD ALASKA PLK BITE | NEW! | 2/5 LB | | \$ 5.00 | |
| 142031 | EXTRA CRUNCHY POTATO BRD WILD ALASKA PLK PORTION | NEW! | 2/5 LB | | \$ 5.00 | |
| TOTAL REBATE ALLOWANCE (maximum rebate of \$300.00 per location) | | | | | | \$ |

Send completed form along with proof of purchase (Distributor Invoices):

postmarked by April 30, 2023 to the address below OR go online to redeem at fspromos4u.com/trident.

Enter Quick Access Code: Lent2023A. Questions? Call: 844-356-4753

Address: Lent 2023 Rebate, PO Box 2050-TR, Brownsdale, MN 55918

NAME/Title: _____

ESTABLISHMENT NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

PHONE (w/area code): _____

PRIMARY DISTRIBUTOR: _____

AVERAGE # OF MEALS SERVED PER DAY: _____

EMAIL: _____

☐ Yes, I would like to receive occasional email updates from Trident Seafoods.

Menu Type (check one)

- ☐ Varied
☐ Asian
☐ Bakery
☐ BBQ
☐ Italian
☐ Mexican
☐ Pizza
☐ Sandwich/Deli

Ownership (check one)

- ☐ Chain
☐ Independent
☐ Contract Management

Type of Operation (check one)

- ☐ Bar & Tavern
☐ Business & Industry
☐ Cafeteria & Buffet
☐ Caterers
☐ College & Univ.
☐ Fast Casual
☐ Full Serv. Midscale/Family
☐ Full Serv. Casual Dining
☐ Hotel/Motel
☐ Hospitals
☐ K-12 Schools
☐ Military
☐ Nursing Home
☐ Quick Service
☐ Retail Hosts
☐ Senior Living



POS7028A



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