



ANCHORED IN ALASKA

YOUR SEAFOOD DESTINATION



DURING LENT, THE DEMAND FOR FISH SOARS, AND ALASKA'S SEAFOOD EMERGES AS THE PREMIER CHOICE FOR DISCERNING CONSUMERS.

Trident Seafoods is committed to providing our food service partners with the highest quality seafood products, exceptional customer service, and valuable industry insights. We are here to help you create a Lenten menu that will attract new customers, keep your regulars coming back for more, and boost your bottom line.



61%

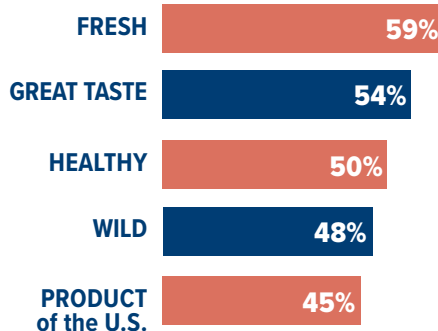
OF CONSUMERS WOULD ORDER MORE SEAFOOD AT RESTAURANTS

IF THEY KNEW ITS ORIGIN



"ALASKA" CONJURES GOOD PERCEPTION ON THE MENU

TOP 5 CONSUMER ASSOCIATIONS WITH SEAFOOD FROM ALASKA



WILD + ALASKA IS THE MAGIC COMBINATION FOR DRIVING PURCHASE

7 OUT OF 10

CONSUMERS ARE MORE LIKELY TO ORDER AN ITEM WHEN

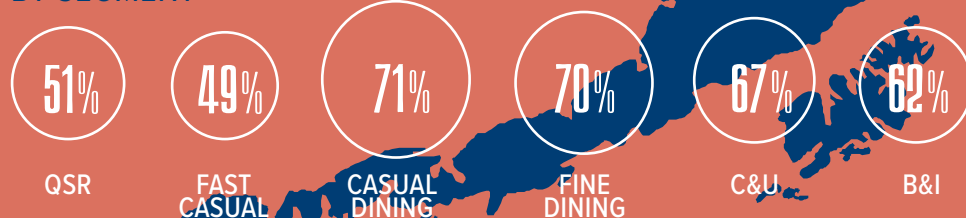
ALASKA IS IN THE NAME



WHY CHOOSE TRIDENT SEAFOODS FOR YOUR LENTEN MENU?

- **Unparalleled Quality:** We source our seafood from the pristine waters of Alaska, ensuring that every bite is bursting with flavor and freshness.
- **Versatility and Adaptability:** Our wide range of Alaska seafood products, from succulent salmon to versatile cod, rockfish, and wild Alaska pollock, offers endless culinary possibilities.
- **Nutritional Powerhouse:** Alaska seafood is rich in omega-3 fatty acids, essential vitamins, and minerals, making it a nutrient-dense choice for health-conscious consumers.
- **Unmatched Expertise:** Our team of experienced seafood experts is always ready to assist you with any questions you may have about our products or catering to your customers' seafood preferences.

MONTHLY SEAFOOD CONSUMPTION BY SEGMENT



SATISFY YOUR CUSTOMERS' DESIRE FOR HIGH-QUALITY PROTEIN WITH THE SUSTAINABLE GOODNESS OF WILD ALASKA SEAFOOD.

TAKE ADVANTAGE OF OUR LIMITED-TIME REBATE AND SAVE \$5/CASE UP TO \$300

Terms and conditions:

- Offer valid ONLY for the products listed in this form purchased between January 1, 2024 & March 31, 2024.
- 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, 2024.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.

SAVE PER CASE UP TO \$300

Product Code	Product Description	Pack Size	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	
435706	TRIDENT PUBHOUSE BATTERED COD 3-4 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	
418442	TRIDENT PUBHOUSE GOLDEN ALE BB COD 4 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 FILLET RAW/BRD 2.5-3.5 OZ	1/10 LB	\$ 5.00	
413897	TRIDENT CRISPANKO BRD COD FILLET RAW/BRD 2.5-3.5 OZ	1/10 LB	\$ 5.00	
142028	TRIDENT COUNTRY STYLE WILD ALASKA PLK BITE NEW!	2/5 LB	\$ 5.00	
142031	OVERSIZED CRISPY POTATO BRD WILD ALASKA PLK PORTION NEW!	2/5 LB	\$ 5.00	
442742	SEA LEGS LIGHTLY BREADED MINI CRAB CAKE OVEN READY .85 OZ	1/10 LB	\$ 5.00	
499464	SEA LEGS LIGHTLY BREADED CRAB CAKE OVEN READY 3 OZ	1/10 LB	\$ 5.00	
499520	SEA LEGS XTREMERS CHEESE & JALAPENO RAW BREADED	1/10 LB	\$ 5.00	
432207	WILD ALASKA SALMON BURGER 4 OZ	1/10 LB	\$ 5.00	
143255	WILD ALASKA SOCKEYE SALMON BURGER 4 OZ NEW!	2/5 LB	\$ 5.00	
420209	REDI GRILLED WILD ALASKA POLLOCK PORTION VACPAC 4 OZ	1/10 LB	\$ 5.00	
410337	REDI GRILLED WILD ALASKA SALMON PORTION VACPAC 4 OZ	1/10 LB	\$ 5.00	
415192	REDI GRILLED WILD ALASKA POLLOCK PORTION VACPAC 4 OZ	1/10 LB	\$ 5.00	
449466	2-4 OZ ALASKA POLLOCK FILLET IQF	1/10 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, 2024 to the address below OR go online to redeem at fspromos4u.com/trident.

Enter Quick Access Code: Lent2024. Questions? Call: 844-356-4753

Address: Lent 2024 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
- ☐ Seafood
☐ Steak
☐ Other _____

Ownership (check one)

- ☐ Chain
☐ Contract Management
- ☐ Independent

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



POS7673



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