

ALASKA FISHERIES MARKETING BOARD

2006 Request for Proposal Awards		
Applicant	Proposal	Award
Copper River Seafoods	Shaping Our Success	\$150,000.00
Taco Loco Products	Alaska Salmon Wrap	\$150,000.00
Arctic Paws, LLC	Yummy Chummy salmon dogfood promotion and marketing	\$142,000.00
Safeway	Marinated salmon fillets marketed into 1500 stores nationwide	\$118,350.00
Alaska Spirit LLC / Zonk Productions	Wild salmon jerky nation-wide advertising	\$100,000.00
Long John Silver's/Ocean Beauty Partnership	Marinated Alaska pink salmon fillet menu item nationwide	\$100,000.00
Schwan's	Support marketing wild Alaska seafood on home delivery trucks nationwide	\$100,000.00
Morey's Fine Fish and Seafoods	Marinated wild Alaska salmon marketed in the southwestern U.S. , Mexico, and Taiwan	\$100,000.00
Samolux, Inc.	Expand smoked Alaska wild seafood markets to Taiwan, Germany, Mexico and Canada	\$70,000.00
Silver Bay Seafoods, LLC	Expand chum and pink salmon market to European and Chinese marketplace	\$60,000.00
Wildsource, Inc.	Marketing speciality salmon products into Subway outlets	\$50,000.00
The Pitt Company	Educate consumers and increase wild Alaska seafood sales into 5-state area	\$50,000.00
E.C. Phillips & Son, Inc.	Value-added product development for specific European, Chinese, and Asian markets	\$50,000.00
Wrangell Seafoods, Inc.	New chum and pink salmon product development for Wal-Market marketplace	\$50,000.00
Bristol Bay Regional Seafood Development Assn	Expand sales, increase ex-vessel value and open new markets for wild Alaska salmon	\$30,000.00
Copper River/PWS Marketing Assn	Increase brand awareness through fish tagging project Copper River salmon	\$30,000.00
Baywatch Seafoods / Bristol Bay	Wild coho salmon marketing project	\$26,000.00
Alaska Glacier Seafoods Co.	Costco Cookbook Marketing Project with nation wide exposure	\$25,000.00
Star of Kodiak	"Taste of Alaska" media event in NYC and the "Taste of Kodiak Cook-off"	\$25,000.00
Icy Strait -(small sockeye/coho fillets)	Marketing value-added small sockeye and coho fillets	\$20,000.00
Alaska Family Salmon	Website development, advertising, tagline development for wild Alaska salmon products	\$11,500.00
Interior Alaska Fish Processors, Inc.	Wild Alaska salmon press kit and publicity campaign	\$10,650.00
Copper River Fish Market	Direct Marketing Expansion and Marketplace Identity Establishment	\$7,500.00
Icy Strait Seafoods, Inc. (Ikura)	Marketing Ikura to about 100 London-area sushi restaurants	\$6,500.00
BB's Kings	Website development, advertising, and printed marketing material for Yukon River salmon	\$5,750.00
Taku River Reds	Advertising wild Alaska salmon products	\$5,000.00
Bristol Bay Fishermen	Website development for marketing wild Alaska seafood	\$4,000.00
60° North Salmon	Direct marketing of frozen wild Copper River salmon	\$3,300.00
F/V Morgan Ann	Direct marketing of Southeast prawns and shrimp	\$2,500.00
Yakutat Wild	Marketing and advertising wild Alaska salmon	\$2,500.00
Lofoten Fish Company	Advertising and marketing wild Alaska salmon in Idaho, California, and Texas	\$2,500.00
Boreal Fisheries	Development of design graphics, packaging, and brochures	\$2,000.00
Wild Alaska Salmon Co., LLC	Product samples for national campaign for wild Alaska seafood products	\$2,000.00
Total		\$1,512,050.00