

LOUISIANA
SEAFOOD



Shenjiamen fishing port in eastern China in 2010

A worker at a shrimp farm vacuums waste from a pond, Sea of Cortez



Shrimp farms on the island of Phu Thanh in Southern, Vietnam.





Slave labor in Thailand



Nutrition Facts

Serving Size 3 oz (85g)
 Servings per container About 6

Amount Per Serving

Calories 60	Calories from Fat 1
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 105mg	20%
Sodium 400mg	20%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	
Sugars 0g	
Protein 7g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 2%

*Percent Daily Values are based on a diet of other people's secrets.

Total Fat 0g 0%
 Sat. Fat 0g 0%
 Cholesterol 105mg 20%
 Sodium 400mg 20%
 Total Carbohydrate 0g 0%
 Fiber 0g 0%
 Protein 7g 14%

Ingredients: Shrimp, Salt, Sodium Tripolyphosphate (to retain moisture).
 Always Use Tails Shrimp.
 Best Before: Product of VIETNAM.



Thời trang xuất khẩu
 Thương hiệu Quốc tế

Made in Vietnam

HE THONG SHOWROOM MADE IN VIETNAM

58 Bà Triệu	27 Phan Đình Phùng	162 Tôn Đức Thắng
82 Hàng Bài	65 Trần Nhân Tông	139 Thái Hà
7A Chả Cá	89 Cầu Giấy	193 Giảng Võ
20 Hàng Thủ	56, 58 Quán Thánh	286 Tây Sơn
	319, 321 Giảng Võ	275 Bạch Mai

Nutrition

Typical values	100g contains	Each slice (typically 44g) contains	% RI*	RI* for an average adult
Energy	985kJ 235kcal	435kJ 105kcal	5%	8400kJ 2000kcal
Fat	1.5g	0.7g	1%	70g
of which saturates	0.3g	0.1g	1%	20g
Carbohydrate	45.5g	20.0g		
of which sugars	3.8g	1.7g	2%	90g
Fibre	2.8g	1.2g		
Protein	7.7g	3.4g		
Salt	1.0g	0.4g	7%	6g

This pack contains 16 servings

*Reference intake of an average adult (8400kJ / 2000kcal)

PRODUCT OF INDIA

See Important **Boxed WARNING** at right

SURPRISE, INSULIN YOU INHALE

ASK YOUR DOCTOR IF IT COULD BE RIGHT FOR YOU

afrezza (Insulin) Inhaler

used to control high blood sugar in adults with type 1 and type 2 diabetes.

Limitations of Use:

Full Prescribing Information and **Boxed WARNING**.

AdChoices

The Shrimp You Buy May Not Be What You Think It Is

10/30/2014 03:05 am ET | Updated Oct 30, 2014

2.1K     

 **Dino Grandoni**
Technology Editor, HuffPost Tech 



BILOXI SUN HERALD VIA GETTY IMAGES

The next time you sit down for some shrimp scampi, beware of a bait-and-switch.

Much of the shrimp sold in grocery stores and restaurants across the U.S. isn't

 **HARVARD BUSINESS SCHOOL**
Executive Education




YOUR CAREER COULD USE A BUSINESS STRATEGY, TOO.

AdChoices

AdChoices

FOLLOW HUFFPOST







VALUE BAG CHICKEN

SAUSAGE & BISCUITS

CHICKEN NUGGETS

BROWN & SERVE

4.99

214.00

10/\$10

10/\$10

10/\$10

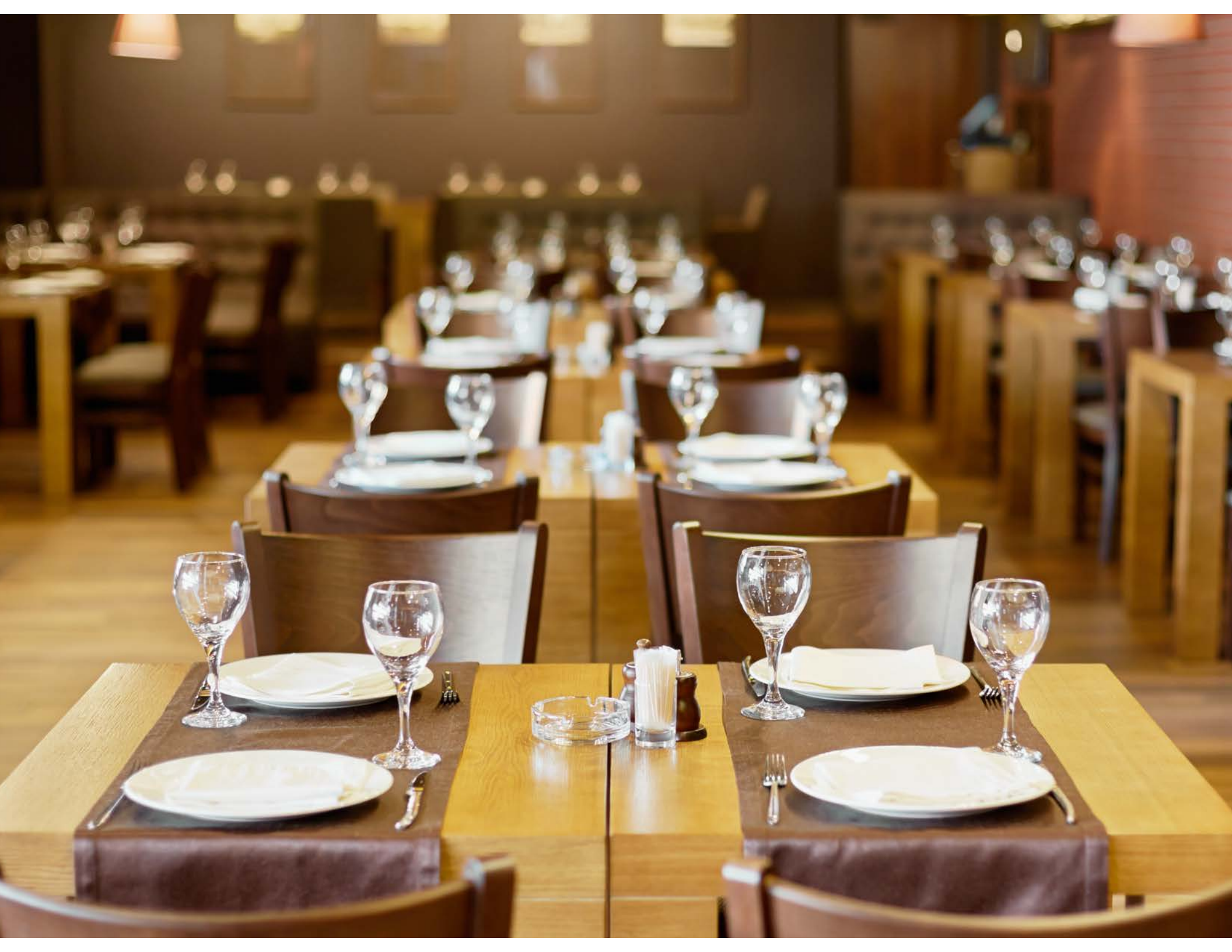
10/\$10

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Ask about
LARGE
Quantity
counts

SHRIMP
• Medium • Large
• X-Large • Jumbo
**ALL SIZES
STEAMED
FREE!**

JUMBO
SNOW CRAB LEGS
10 LBS
AVAILABLE IN
5 OR 10 POUNDS

ASK YOUR
SALESPERSON
ABOUT
OUR SHRIMP
SPECIALS

WE HAVE
**ALASKAN
KING**
CRAB LEGS
AND
WHOLE
DUNGENESS
CLUSTERS

WE PREPARE

WEIGHT UNIT PRICE TOTAL PRICE

**COD FISH
FILLETS**
6.95
L B

**RAINBOW
TROUT**
6.95
L B

**RED
SNAPPER**
10.95
L B

**MAHI
MAHI**
7.95
L B

**BASA
FILLET**
4.95
L B

LOUISIANA
SEAFOOD



JOIN THE AMERICAN SEAFOOD COAST GUARD

The American Seafood Coast Guard is everyone who cares about where their seafood comes from, because that has everything to do with how it tastes, its quality and even its safety. Get the whole story—because when you know better, you eat better.

LEARN MORE



JOIN THE AMERICAN SEAFOOD COAST GUARD

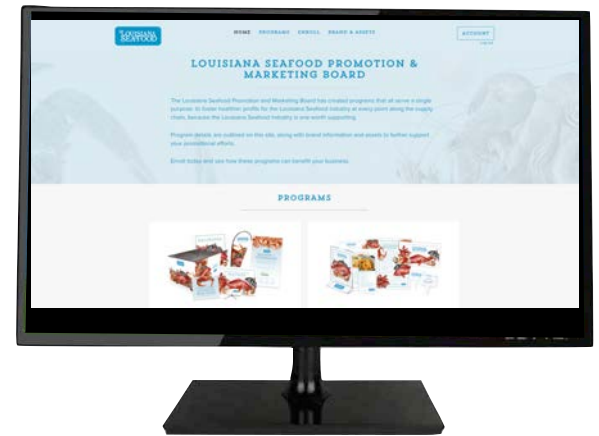
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WHAT WE'RE COOKING:

OYSTERS EN BROchette



E-CLASH SIGN UP



CUSTOMER

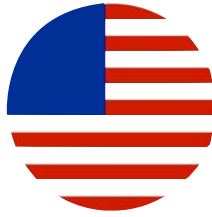
RETAILER

BROKER

DISTRIBUTOR

PROCESSOR / DOCK

FISHERMEN / HARVESTER



RETAILER

BROKER

LA
DISTRIBUTOR

PROCESSOR





GROCERY CO-MARKETING PROGRAM



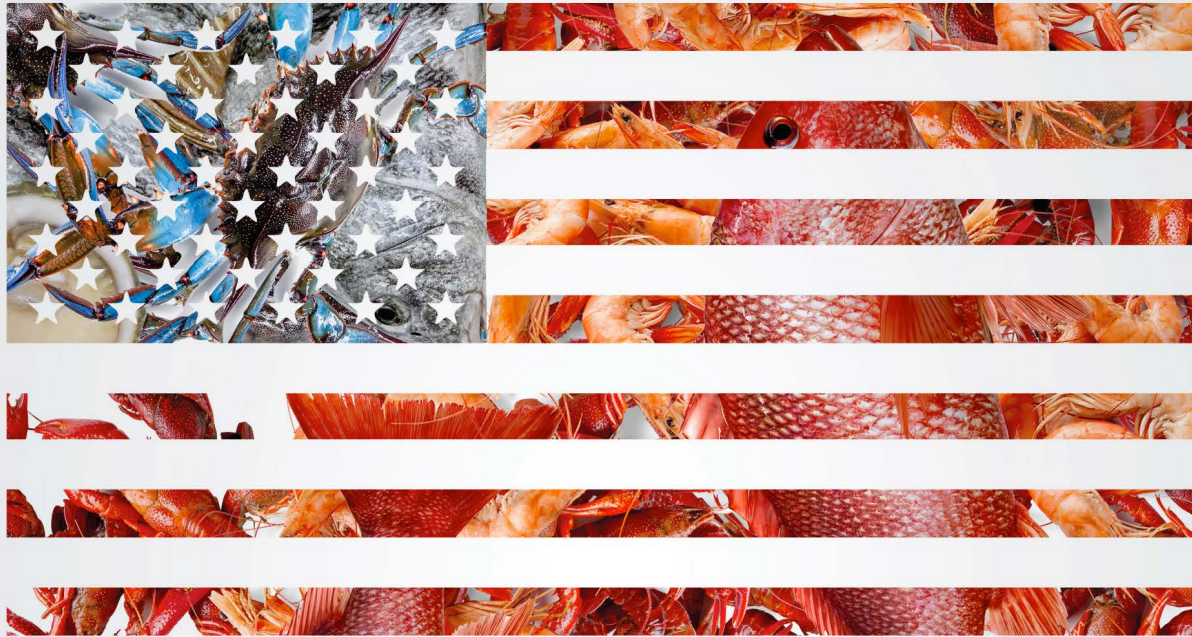
POINT-OF-SALE MATERIALS

VIDEO



Know Better. Eat Better.

Domestic seafood is always the best choice when it comes to health, sustainability and freshness—and when it's from Louisiana, you know the flavor will be unbeatable. So choose domestic seafood from Louisiana. Because now, you know better.



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LouisianaSeafood.com



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SEAFOOD**
LouisianaSeafood.com

The best of the week from Food52. | [View in browser](#)

FOOD52



The Best Way to Eat Healthfully is to Cook at Home

And the 22 speedy weeknight recipes to prove it.

[READ MORE](#)



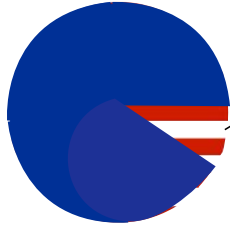
JOIN THE





**WE'RE
AMERICAN.**

LSPMBHI-SEAFOODCONSUMER



Roughly 15% of us seafood consumers are considered Hi-Seafood consumers.
 + eat oysters, shrimp, finfish, crabs at restaurants and at home
 + care deeply about origination
 + see seafood as a healthy alternative to meat

Households Purchasing:
 Trips / Year:
 Avg. Trip Spend

	<u>Hi-Seafood Consumer</u>	<u>US Seafood Consumer</u>
	7M	55M
	18.4 Trips	4.6 Trips
	\$21.80	\$11.90



DEMO:

HHI 60K+ 133
 Female skew 128
 61% college graduate 216
 35-64 years old
 No young children

BEHAVIOR:

Used fresh seafood in the last 7 days
 Willing to pay premiums for quality goods
 Heavy interest in cooking, dining out
 Experimental -- new dishes and recipes
 Light cable viewers
 Heavy internet users
 Heavy commuting within market

MOTIVATORS:

Very active health managers 215
 Really enjoy cooking 148
 Like to try new recipes 163
 Search for the freshest ingredients 163
 Enjoy entertaining in home 146
 Enjoy dining out often 146
 Try to be a gourmet 219
 Appreciate fine food 254
 Enjoy a variety of foreign foods 181
 Informed consumers 215



Louisiana Seafood research focussed on those who would “care” where their seafood was from. Reality is that the majority of seafood consumers only eat shrimp and usually at restaurants — not in the home.

By building a profile of the HI-SEAFOOD CONSUMER, we established a messaging and tactic target consisting of those who care about origination, favor premium and are willing to pay for it. While this represents a small % of grocery shoppers and restaurant-goers in general, it represents the majority of those in Quality-centered retailers.

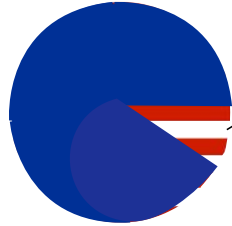
Getting very clear on their motivations, beliefs and purchaser triggers, we were able to identify DMAs where this profile were concentrated. That generated a list of cities, east of the Rockies (logistics) where the HI-SEAFOOD CONSUMER was more likely to live.

THEN, we cross referenced that with DMAs that have an affinity for Louisiana and New Orleans food, music and culture as evidenced by their willingness to travel to or purchase products from the region.

What that generated was a list of 7 DMAs which had a very high index against the presence of Hi-Seafood Consumers + an affinity for Louisiana.



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MOTIVATORS:

Very active health managers	215
Really enjoy cooking	148
Like to try new recipes	163
Search for the freshest ingredients	163
Enjoy entertaining in home	146
Enjoy dining out often	146
Try to be a gourmet	219
Appreciate fine food	254
Enjoy a variety of foreign foods	181
Informed consumers	215

Market	Direct Flights	Direct Flight Cities	Top 25 LT.com Visits (12mos.)	BDI LA INDEX	BDI N.O. INDEX
HOUSTON, TX	53	7	3	472	128
DALLAS-FT. WORTH, TX	41	7	5	255	106
ATLANTA, GA	45	6	6	159	117
NEW YORK, NY	9	1	8		75
LOS ANGELES, AR	4	1	10		57
AUSTIN, TX			13	154	144
SAN ANTONIO, TX			14	226	
CHICAGO, IL	7	1	15		103
WASHINGTON, DC (HAGRSTWN)	7	1	16		122
ORLANDO-DAYTONA BCH-MELBR, FL	4	1	17	86	57
MIAMI-FT. LAUDERDALE, FL	5	1	18		
SAN FRANCISCO-OAK-SAN JOS, CA			19		83
JACKSON, MS			20	820	287
NASHVILLE, TN			21	78	143
PHILADELPHIA, PA	2	1	22		75
MEMPHIS, TN	7	3	25	100	148
MOBILE-PENSACOLA (FT WAL), AL				320	211
LITTLE ROCK-PINE BLUFF, AR				228	
BIRMINGHAM (ANN AND TUSC), AL	2	1			
TYLER-LONGVIEW(LFKN&NCGD), TX				873	
NEW ORLEANS, LA	-	-	-	-	-
HATTIESBURG-LAUREL, MS				152	
MACON, GA					
GREENWOOD-GREENVILLE, MS				1015	
BILOXI-GULFPORT, MS				939	
WACO-TEMPLE-BRYAN, TX				226	







GROCERY CO-MARKETING PROGRAM

IN-MARKET ADVERTISING



DIGITAL ADS

These co-marketed advertisements—which can include banners on food-centric websites, as shown here, as well as video pre-roll, emails and more—will be targeted to customers within a radius of the grocery retailer's designated store locations.

CO-MARKETED LANDING PAGE

When customers click on an ad, it will lead them to a co-marketed landing page where they can find more information about the grocery retailer's in-store Louisiana Seafood offerings.



PERFORMANCE METRICS DASHBOARD

LSPMB will track the performance of both the interactive banner ads and the landing page to monitor the success of the co-marketing program and to make adjustments as needed.



Co-Marketed Materials

Additional details.

Does the buyer's company allow for co-promotion with brands

HERE'S HOW IT WORKS

A customer's Louisiana Seafood order will determine the size of the promotion. The minimum order amount to qualify for a co-marketing promotion is up to 10 percent of an order's total value and the promotion will be customized based on input from the retailer.

The program will be customized based on input from the retailer.



PLENTY TO CELEBRATE

EVERY CO-MARKETING PROGRAM OVERVIEW

The Louisiana Seafood Promotion & Marketing Board developed the program to recognize grocery retailers' commitments to bringing fresh seafood to discerning shoppers.

The program is simple: Once a grocery retailer and participating brand confirm an order for Louisiana Seafood products, LSPMB will coordinate a promotion (up to 10 percent of orders valued \$250,000 or more per chain, per order meets the following criteria:



Examples only. Additional versions and customizations based on product or promotion are available.



Chicago - 123 ●

Philadelphia - 134 ●

DC - 125 ●

Atlanta - 104 ●

Dallas - 102 ●

Orlando - 107 ●

Houston - 119 ●





LOUISIANA SEAFOOD

Chicago - 123

Philadelphia - 134

LOUISIANA SEAFOOD

DC - 125

LOUISIANA SEAFOOD

LOUISIANA SEAFOOD

Atlanta - 104

Dallas - 102

LOUISIANA SEAFOOD

LOUISIANA SEAFOOD

LOUISIANA SEAFOOD

Orlando - 107

Houston - 119



GROCERY CO-MARKETING PROGRAM



POINT-OF-SALE MATERIALS



POINT-OF-SALE MATERIALS

POINT-OF-SALE MATERIALS

Louisiana Seafood Promotion and Marketing Board has created a collection of branded point-of-sale materials for use, free of charge, in restaurant or retail opportunities such as grocery displays or in-store demonstrations. The materials include in-case signage, shelf talkers, Louisiana Seafood Species Guides, posters, decals and more.

On-case Cling
(4" x 48")



HOT LOUISIANA CRAB DIP
Courtesy of the Louisiana Seafood Promotion and Marketing Board

- 2 lbs. Louisiana crabmeat
- 24 oz. low-fat cream cheese
- 3/4 cups Worcestershire sauce
- 3 cups green onions, chopped
- 3 Tbsp. garlic, chopped
- 1 1/4 cups low-sodium soy sauce
- 6 cups artichoke hearts, chopped
- 20 celery stalk strips, 3/4-inch
- 30 red bell pepper strips, 3/4-inch
- 30 green bell pepper strips, 3/4-inch
- 2 lbs. baked tortilla chips

Preheat oven to 425°. Whip the cream cheese, Worcestershire sauce, green onions, artichokes, and bell peppers. When fully blended, fold in the Louisiana crabmeat. Place the mixture into a heat-proof bubbly. Place dishes on a heat-proof surround with the strips of vegetable.

FIND MORE RECIPES AT
LOUISIANASEAFOOD.COM

LOUISIANA CRAWFISH PASTA
Courtesy of the Louisiana Seafood Promotion and Marketing Board

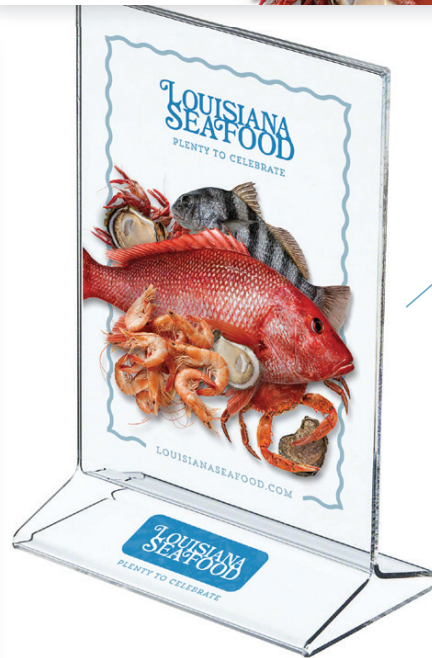
- 2 1/4 lbs. Louisiana crawfish tailmeat, cooked
- 3/4 cup extra-virgin olive oil
- 3/4 cup garlic, chopped
- 22 cherry tomatoes, stemmed, halved
- 3 Tbsp. crushed red pepper flakes
- 1/2 cups white wine
- 3 cups clam juice
- 2 ea. whole wheat spaghetti, cooked
- 3/4 cup flat leaf parsley, chopped
- 3 Tbsp black pepper, freshly ground

Heat a large sauté pan over medium heat. Add olive oil, garlic, and tomatoes, and cook for 1 minute. Add red pepper flakes, white wine, clam juice and Louisiana crawfish, tossing and cooking for 1-2 minutes. Add the cooked pasta and toss to heat through. Let cook for 2-3 minutes to allow sauce to absorb into pasta. Mound into serving bowls and garnish with parsley and freshly cracked black pepper.

FIND MORE RECIPES AT
LOUISIANASEAFOOD.COM



Table Tent Card
(5" x 7")



Freezer Case Stand
(12" x 2.5")



Recipe Card
(3.5" x 8")



30 red bell pepper strips, 3/4-inch
 20 green bell pepper strips, 3/4-inch
 2 lbs. baked tortilla chips

Preheat oven to 425°. Whisk the cream, the Worcestershire sauce, green onion and artichokes. Place the mixture into 3 1/2" x 5" dishes and bake in the preheated oven for 15 minutes. Place dishes on a heat-proof surface surrounded with the strips of vegetables.

FIND MORE RECIPES AT
LOUISIANASEAFOOD.COM

2 1/4 lbs. Louisiana crawfish tailmeat, cooked
 3/4 cup extra virgin olive oil
 3/4 cup garlic, chopped
 72 cherry tomatoes, stemmed, halved
 3 tbsp. crushed red pepper flakes
 1/2 cups white wine
 3 cups clam juice
 2 oz. whole wheat spaghetti, cooked
 3/4 cup flat leaf parsley, chopped
 2 tbsp. black pepper, freshly ground

Heat a large sauté pan over medium heat. Add olive oil, garlic and tomatoes, and cook for 1 minute. Add red pepper flakes, white wine, clam juice and Louisiana crawfish, tossing and cooking for 1-2 minutes. Add the cooked pasta and toss to heat through. Let cook for 2-3 minutes to allow sauce to absorb into pasta. Mound into serving bowls and garnish with parsley and freshly cracked black pepper.

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LOUISIANASEAFOOD.COM



Recipe Card
 (3.5" x 8")

Floor Cling
 (18" x 32")



5.5" In-case Spear Sign



Back-of-House Poster
 (24" x 36")

If you are interested in using our free point-of-sale materials to support your sale of Louisiana Seafood, visit POS.LouisianaSeafood.com to get details about each item and to place your order.





GROCERY CO-MARKETING PROGRAM



POINT-OF-SALE MATERIALS

JOIN THE



Presented by

**LOUISIANA
SEAFOOD**

LOUISIANA
SEAFOOD