HERE’S A WILD IDEA:
ALASKA SEAFOOD
SUSTAINABLE
Our bond with the ocean runs deep. We embrace our responsibility to maintain safe and sustainable fisheries and seafood products, and help keep communities that depend on them thriving.

FAMILY OWNED
Trident is loyal to people, not investment groups, and we put the wellbeing of future generations over short-term profit. We are family owned, and we treat our customers and each other that way.

VERTICALLY INTEGRATED
With processing plants located close to key fishing grounds, we guarantee freshness and flavor because we’re the ones preserving it, from the source to the plate.

For details on how Trident can help your deli, contact us at 800-367-6065 or delisales@tridentseafoods.com today.

1 Datassentials, 2016
2 Technomic Center of the Plate: Seafood and Vegetarian Consumer Trend Report, 2015
3 Annals of Internal Medicine
4 Flavor & the Menu
5 JAMA, October 18, 2006
Eating 8 oz. of seafood a week reduces the risk of dying from heart disease by 36%.

74% of Lent observers believe it is important for restaurants to offer seafood specials specifically for and during Lent.
Fish tacos are one of the fastest growing items on menus.

For entrees, appetizers and tacos fish/seafood is the #1 protein that consumers would like to see more of — at all types of restaurants.

Older adults who had the highest blood levels of the fatty acids found in fish lived an average of 2.2 years longer.
SURIMI SEAFOOD SALAD

FISH SANDWICH

SALMON PLATTER
Here at Trident, everything we have done and everything we do stems from the belief that fish is the food of the future. And not just because we fish for a living, or because it tastes amazing, but because it truly is the purest, healthiest food out there.

Every step of the way from the source to the plate, we must hold not just our product, but ourselves to the highest standards. This has been the key to our success for over forty years: providing people all over the world with top-quality products without compromise, while embracing our role as stewards for the oceans that provide this bounty. Fishing is our past, our present and our future. We are a family that fishes together, and no one does it with more passion, care and expertise.

We are the people of Trident, and we know that our health, the health of our company, and the health of the world depends on our ability to champion the food of the future and inspire the world to eat more fish.
Today’s consumers seek healthier options that don’t sacrifice flavor. Nothing meets that demand better than seafood from Alaska. However, many consumers are afraid to cook seafood at home so they order it at restaurants instead. It’s time to capture share from restaurants by adding seafood to your deli offerings. With wild, natural and sustainable attributes, Alaskan seafood is the perfect canvas for innovative deli prepared items.

**IN DEMAND**
In any given month, 62% of consumers are eating fish/seafood at casual dining restaurants; nearly half of consumers at fast food restaurants¹.

**HEALTHY**
72% of consumers who eat more seafood than two years ago do so for health reasons².

**SUSTAINABLE**
40% of 18–34 year olds expect restaurants to only offer sustainable fish/seafood. Alaska has one of the world’s few governments that is truly dedicated to sustainability².

**RECOGNIZABLE**
“Alaska seafood” is the #1 fish/seafood brand among proteins on U.S. menus¹.

**POWERFUL**
94% of consumers are more likely to order a fish/seafood dish when the word “Alaska” is used¹.
54% of all consumers want a wider variety of seafood dishes (62% for Millennials)²