



Wild, Natural & Sustainable®

NEW STUDY FINDS FROZEN SEAFOOD COOKING TIPS & RECIPES ARE KEY FOR HOME COOKS LOOKING FOR MEAL SOLUTIONS

Alaska Seafood Marketing Institute Releases Time-Saving Cooking Techniques to Create a Delicious, Healthy Meal in Minutes

Juneau, Alaska – September 30, 2015 – In celebration of National Seafood Month starting in October, the Alaska Seafood Marketing Institute (ASMI) has released new research about Americans' seafood consumption along with COOK IT FROZEN!® techniques and recipe ideas designed to help consumers easily prepare a quick, healthy meal in under 15 minutes.

According to the latest research commissioned by ASMI¹, a better understanding of how to prepare frozen seafood may be key to helping Americans achieve the Dietary Guidelines for Americans recommendation to eat two servings of seafood per week. Currently, approximately 80 to 90 percent of Americans fall short of this goal, according to the USDA². Several of the most compelling points from the recent ASMI survey include:

- Among seafood eaters, 71% are likely to purchase frozen seafood.
- Awareness of being able to cook frozen seafood without thawing is divided with 51% aware and 49% unaware.
- Among those who said they are aware, a strong majority (69%) have already tried it.
- Overall, 62% said they are likely to cook frozen seafood if they have preparation tips and recipes.

Given these results, ASMI has developed time-saving, convenient [COOK IT FROZEN! techniques](#), enabling home cooks to easily prepare a quick, healthy meal without preplanning and thawing seafood before cooking. ASMI's website, <http://www.wildalaskaseafood.com>, showcases videos and cooking techniques that teach how to sauté, pan-sear, pan-steam, roast, broil, steam, poach or grill frozen Alaska seafood to create a healthy meal in as little as 15 minutes. The site features more than 100 recipes to provide inspiration for everything from soups and salads to appetizers and entrees such as:

- [Bronzed Alaska Salmon in a Butter Wine Sauce](#)
- [Cod with Kale Pesto and Tomato Jam](#)
- [Pan-Steamed Alaska Seafood Marseilles](#)
- [Fast & Spicy Alaska Halibut](#)

Nearly 60% of all seafood harvested in the U.S. comes from Alaska. Known for its wild salmon, crab and whitefish varieties, Alaska preserves much of the fresh catch immediately after it leaves the icy water by rapidly chilling the catch, then commercially flash freezing at well below zero, ensuring Alaska seafood is kept at the peak of freshness locking in the best quality and flavor.

For those interested in learning COOK IT FROZEN! techniques in-person, ASMI will host cooking demos at more than 600 retail locations throughout October. A list of participating retailers can be found at

<http://www.wildalaskaseafood.com/asmi-in-store-demos/> along with a [step-by-step video of how to cook frozen Alaska seafood, featuring renowned chef and author John Ash.](#)

For more recipe ideas, cooking techniques and nutrition information, visit <http://www.wildalaskaseafood.com/> or follow Alaska Seafood on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).

About Alaska Seafood:

The Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry. ASMI works to promote the benefits of wild and sustainable Alaska seafood and offer seafood industry education. For more than 50 years, Alaska has been dedicated to sustainable seafood. It's so essential to our way of life that our constitution mandates that fish are "utilized, developed and maintained on the sustained yield principle." The seafood industry is Alaska's largest private sector employer, and as a result, Alaskans understand the need to protect the fisheries and surrounding habitats for future generations. We're proud of our leadership in sustainable management, which has led to an ever-replenishing supply of wild seafood for markets around the world.

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¹ Online survey of 1,000 U.S. consumers between September 4-7, 2015, conducted by Edelman Berland on behalf of the Alaska Seafood Marketing Institute.

² [Study](#) conducted by the USDA Agricultural Research Service (ARS) announced August 4, 2015