



NEW PRODUCT INNOVATION

Sesame Crusted Wild-Caught  
**Smoked Yellowfin Tuna**

Launching January 2024



# Key Messages

- Acme is the leading manufacturer of cold smoked fish in the US, and committed to delivering innovation that expands the category
- The Acme brand equity is the strongest of smoked fish brands in the US
- Tuna is the #2 most consumed fish in the US (after salmon), however there are very few smoked options in market
- Acme is adding Cold Smoked Yellowfin Tuna to its line up in January 2024!
  - Wild caught and sustainably sourced
  - Expertly smoked, brushed with toasted sesame oil, then coated in sesame seeds
  - 20g protein in each serving
  - Versatile addition to greens, grains, and so much more
- Consumers Love it! 83% of Consumers are Extremely or Very Likely to Buy



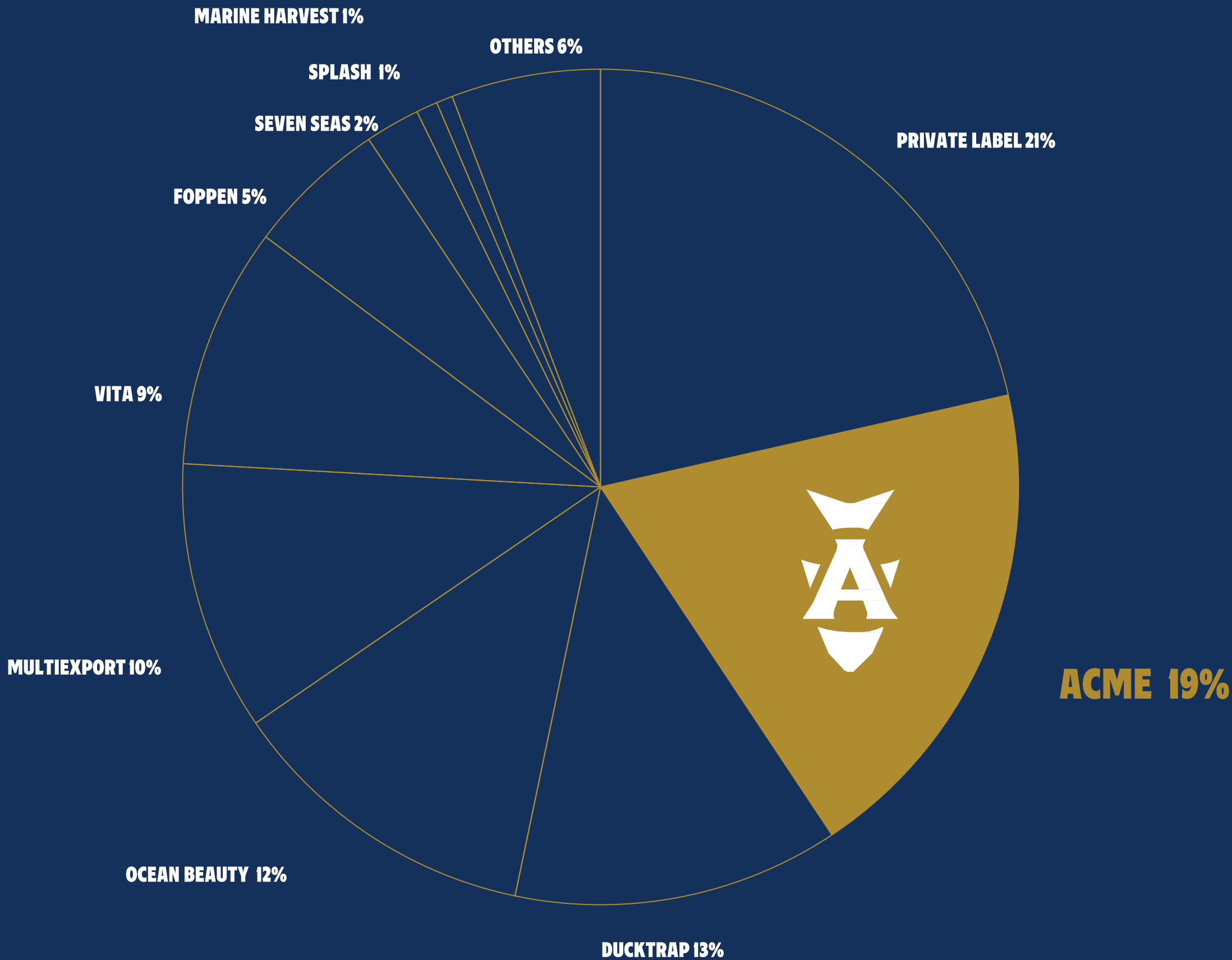
**AS THE MARKET LEADER,  
WE ARE UNIQUELY POSITIONED  
TO GROW THE CATEGORY**

Acme is the leading brand in Cold Smoked.

Most extensive product portfolio encompassing Cold Smoked, Hot Smoked, Salads and Herring products.

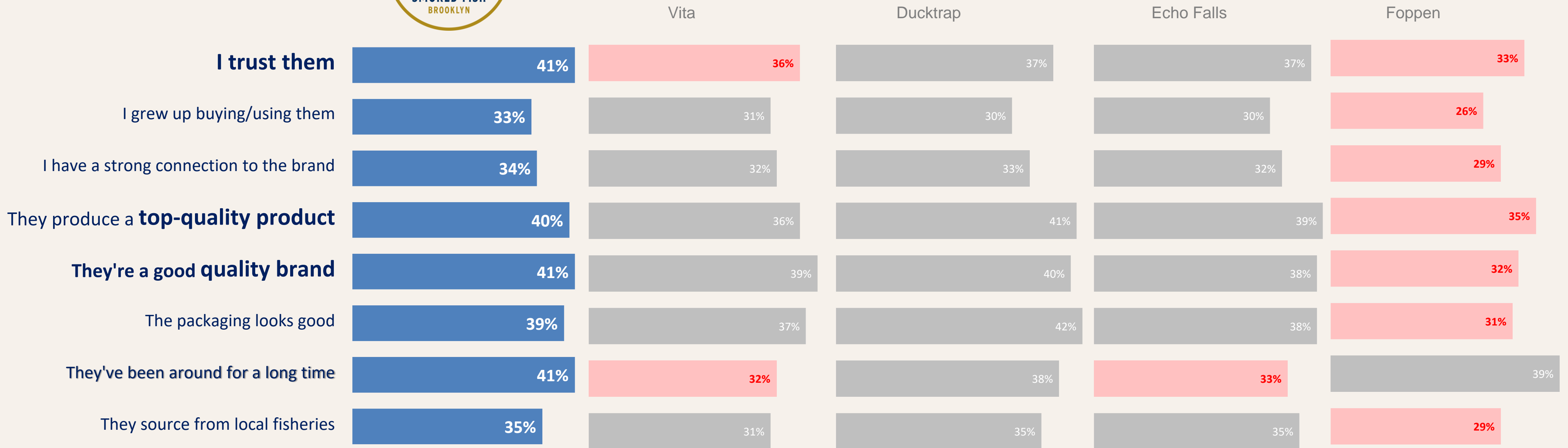
Your one-stop shop.

**COLD SMOKED SHARE BY COMPANY (TOTAL US)**



Source: IRI 52-wks 10.8.23

# Acme is the category-leading brand known for Quality



Source: BASIS Research 2023. Seafood shoppers (n=632)



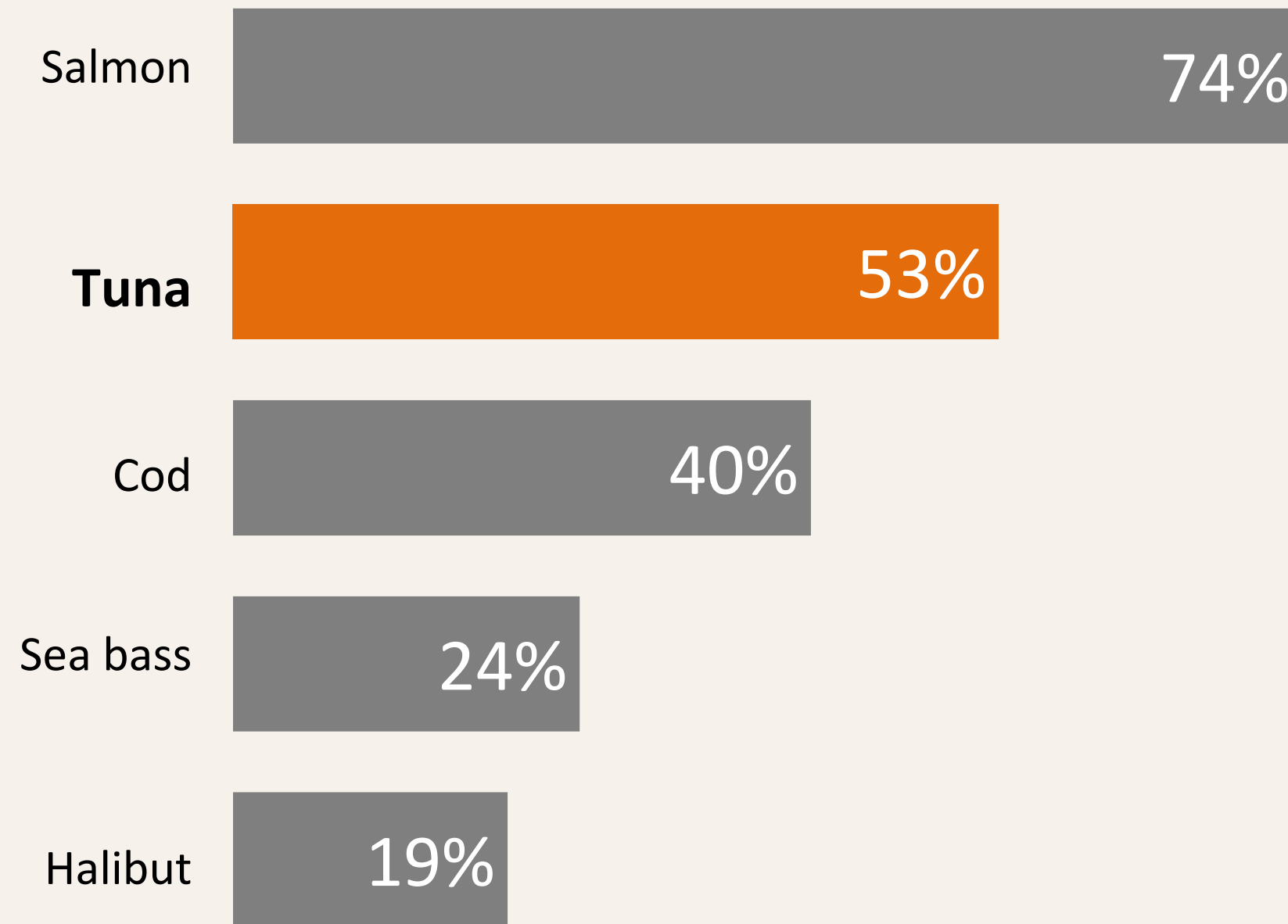
# ACME IS COMMITTED TO INNOVATION THAT GROWS THE CATEGORY!

## GROWING CONSUMPTION BY

Bringing new and younger consumers into the category.  
Increasing frequency of current consumers by expanding eating occasions.



# TUNA is the #2 Most-Purchased Fish in the US



Source: BASIS Research 2023. And when you were shopping for non-frozen seafood products in the last 3 months, which of the below, if any, did you purchase?  
Base: Seafood shoppers (n=632)





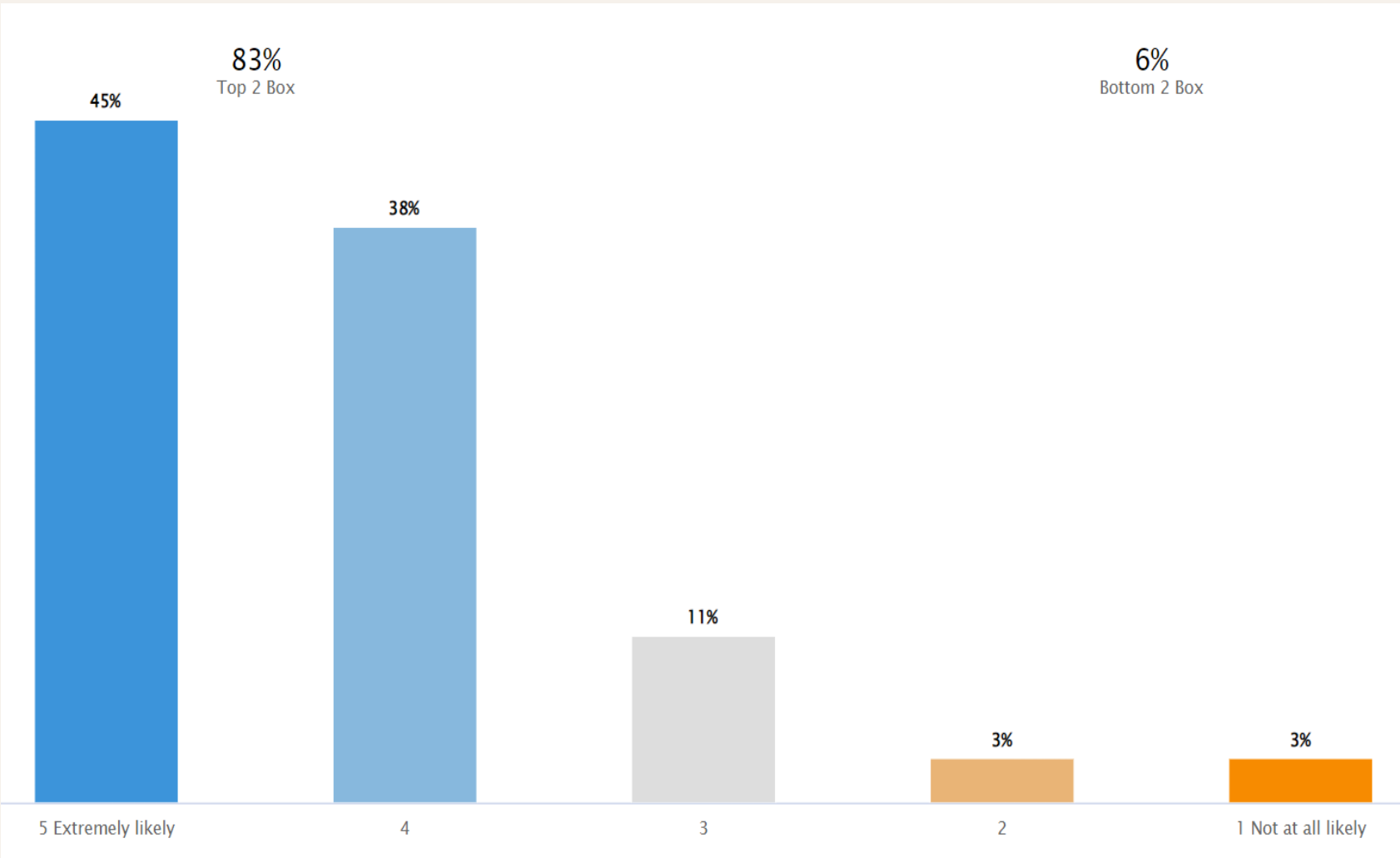
# Coming January 2024!

This premium, **WILD-CAUGHT YELLOWFIN TUNA** is filleted, cured, and **oh-so-subtly smoked** for a sublimely succulent texture. Brushed with **TOASTED SESAME OIL**, then coated in **SESAME SEEDS** for maximum mouthwatering flavor, this recent cold-smoked creation is a **VERSITILE** addition to greens, grains, and so much more. This **INNOVATIVE** and **ON-TREND** is perfect for your valued customers!

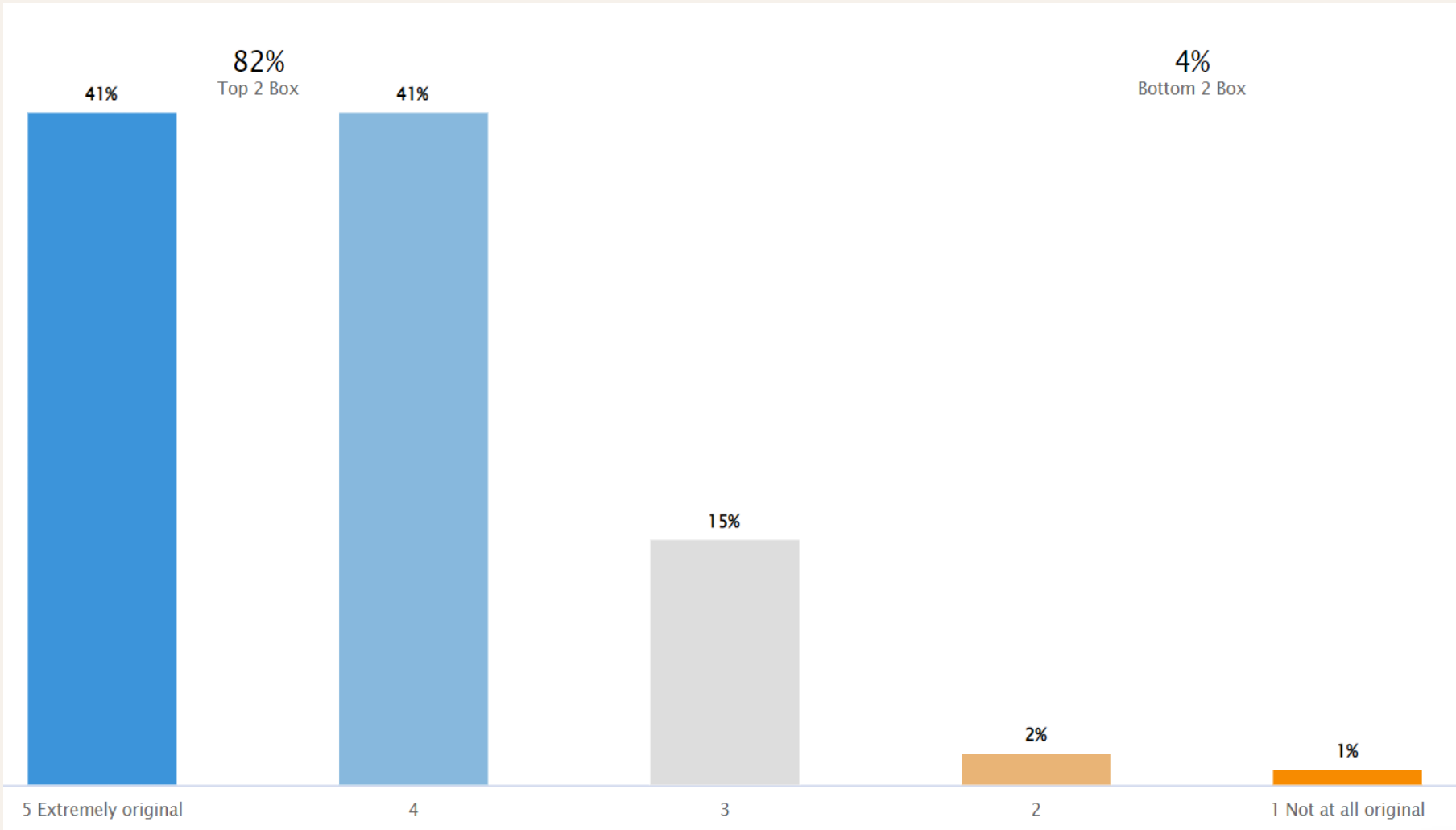


# AND CONSUMERS LOVE IT!

83% of Consumers are Extremely or Very Likely to Buy



82% of Consumers say it's Extremely or Very Original

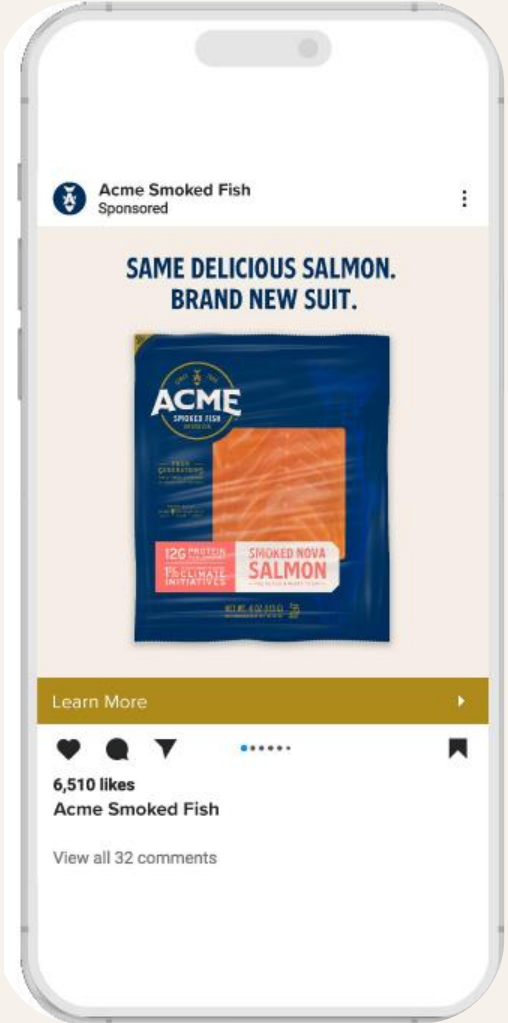


Source: DISQO Insights Concept Test, November 2023. Base: Smoked fish buyers (n=227)





# SUPPORTED WITH NEW CAMPAIGN



**Seafood Expo**  
NORTH AMERICA



THANK YOU

