

# WIN WITH PREMIUM SEAFOOD FROM NORWAY

SEAFOOD FROM NORWAY

The Norwegian Seafood Council (NSC) offers retailers free resources and marketing materials to drive revenue with premium Seafood from Norway.

In 2022, NSC retail partners saw +10% - 30% sales increases during promotional periods.

## Participation benefits



Opportunities to support Norwegian salmon, cod/whitefish, steelhead trout, and shellfish (king crab, snow crab).



Support from NSC including staff training and retail demos.



Promotional assistance for Norwegian origin seafood species including digital, social, point of sale and advertising materials.

## NSC offers marketing and advertising resources for use in

- Online & in-store retail promotions
- Staff training
- Digital banners
- Supermarket geofencing
- Online and mobile display ads
- Educational material
- Social media
- Influencer partnerships

To schedule an intro call and learn more about accessing your share of NSC's \$3M investment in selling more Seafood from Norway in the US please contact: Anne-Kristine Øen at [ako@seafood.no](mailto:ako@seafood.no) or Viviana Pinzon at [Viviana.Pinzon@PadillaCo.com](mailto:Viviana.Pinzon@PadillaCo.com)



Scan here for more!

*Origin matters*

To learn more visit [www.seafoodfromnorway.us/b2b](http://www.seafoodfromnorway.us/b2b)

