'Iceland' the Brand.

The Seafood Conference of Iceland 2018

15th-16th November

WHAT WE'LL COVERN

Background & Experience The Iceland Craze US Opportunity Icelandic Pioneers

Strategy & Storytelling



9 YEARS

Global Director of Local Brands & Product Innovation Cross-Category Support Driven by Quality Standards & Sourcing

IT AND RELETING



The Iceland Craze

The number of US tourists in Iceland grew by **almost 60%** between **2014** & **2015**, and

Americans are now the single largest tourist population in Iceland.

Since 2013 the number of US visitors to Iceland has gone from 119,712 to 576,403 in 2017, representing an increase of over 381%

#Iceland has been used over 9.3M times on Instagram

The Icelandic Opportunity

The US imported more seafood last year than at any point in its history, and the nation's trade deficit in the sector is growing, federal data show.

The US imported over **half billion dollars'** worth of cod in **2017**. That # has grown by more than **\$100M** since **2014**



Most of Iceland's exports go to the EEA, or **79.4%** in 2015.

Total exports from Iceland to the US amounted to almost \$317M in 2015

A TTYXY REY

majority of which are fish (fresh / chilled / frozen) 49.2%



In terms of protein, seafood

tracks alongside pork in terms of

overall frequency of category

consumption, with 50% of US

consumers eating seafood weekly

or more frequently.

The **Northeast** and the **South** represent the US

regions with the highest share of

frequent and moderate seafood

The Potential ...

48% of seafood eaters ages 25-34 and 41% of seafood

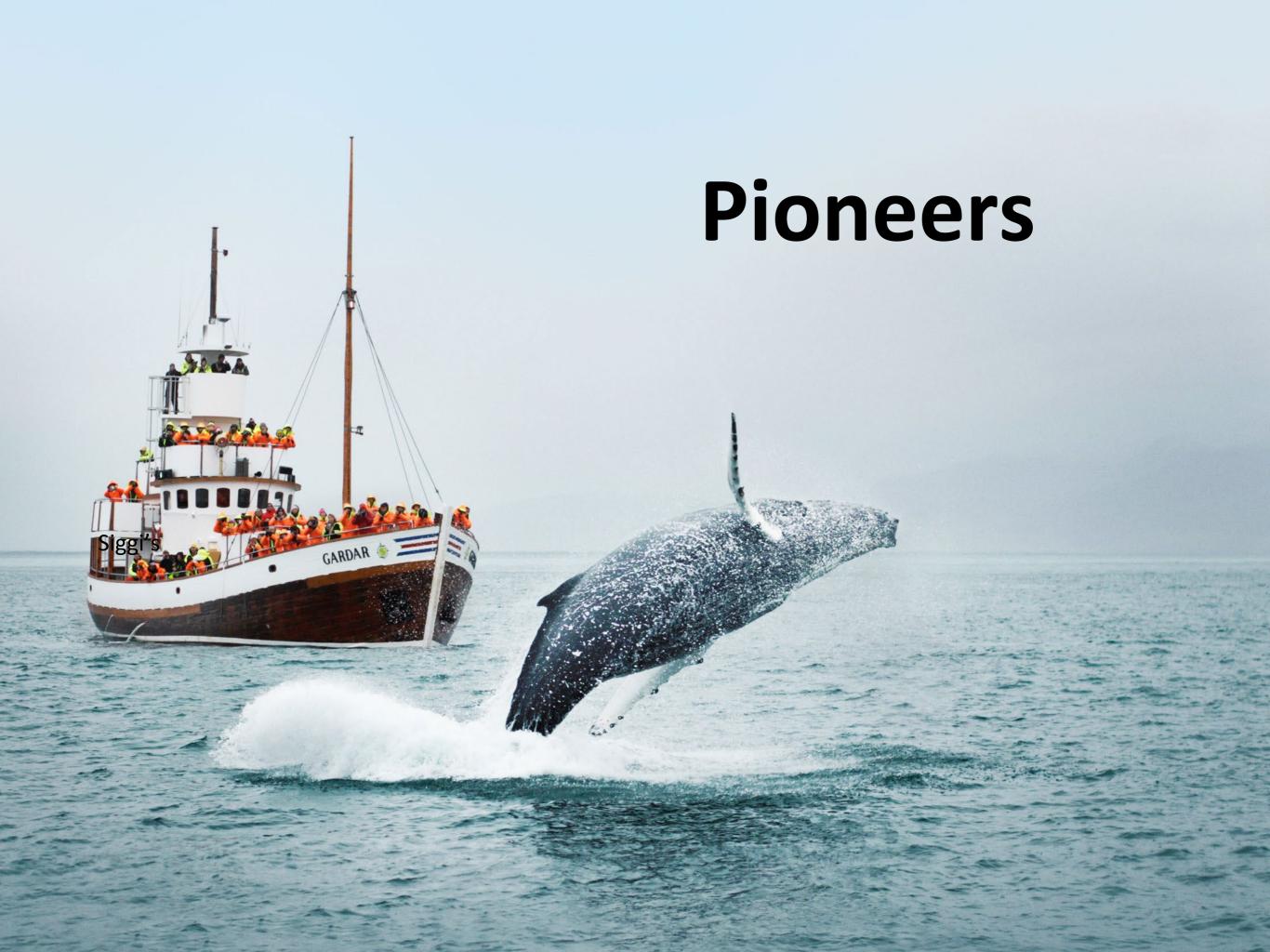
eaters ages 35-44 spend OVER \$50 monthly on seafood

dishes at foodservice.

47% of seafood eaters ages 25-34 and 41% of seafood

eaters ages 35-44 spend over \$50 monthly on seafood for at-

For both at-home and away-from-home consumers, knowing the source/origin of seafood is most important Iceland is very well-positioned to continue growing exports to the US and even more so, to establish a direct Icelandic seafood brand.



launched product line in 2005

in New York City

Top performers in the category in

2017 were Icelandic, skyr-style

yogurts; dollar sales up 40.5%

expect to see **\$200M** in Sales

in **2018** and sold in over 25,000

stores nationwide





Attributes that represent **purity** and

clean living ... Fueled by

geothermal and hydroelectric power

Water travels directly from the

underground **Olfus Spring** into the

bottling facility

Naturally alkaline

Named "Best Overall Concept and Best Label"

at the Bottled Water World Design Awards.

In a research poll of **1,614** American employees, we found that access to natural

light and views of the outdoors are the number one attribute of the workplace

environment.

Americans crave nature & purity.

Strategy

Now more than ever, **distance** isn't a barrier to entry for imported foods, products and brands; **digital strategy** and influencing can impact a brand's market appeal with outsized effect.

People are changing the way they shop at a time when digital technology has made it easier for companies **without large marketing** budgets to reach consumers.



Built US presence through cafes

and $\boldsymbol{3rd\text{-wave}}$ coffee

programs



ASTENDA

https://www.masienda.com/films/



SALTVERK

Effective use of Instagram and photography to connect with origin & story of the product. **Resources / Citations:**

https://www.ferdamalastofa.is/static/files/ferdamalastofa/Frettamyndir/2018/oktober/tourism in-iceland-2018.pdf

https://uploads.alaskaseafood.org/2018/07/Alaska-Seafood-17581-Seafood-Consumer-of-the-

Future-Report-07-2018.pdf