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For Retailers, Eat Alabama Wild Shrimp Is A Natural

(Mobile, Alabama) – Welcome to the Eat Alabama Wild Shrimp campaign. This campaign is dedicated to promoting domestic local shrimp among retailers, wholesalers and consumers.

For many Alabama shrimpers, making a living from the gulf is a proud family heritage. Traditional values of long days of hard, honest labor have been handed down from generation to generation. But the livelihood of this heritage is threatened.

The Eat Alabama Wild Shrimp campaign will implement a statewide marketing campaign to create awareness for this program and its retail partners. The program also will provide extensive consumer education to inform the public about Alabama Wild Shrimp and just where to find it.

Advertising

Beginning this summer, statewide consumers will start to see and hear a lot about this campaign. Both print (magazines and newspapers) and broadcast (TV and radio) will tell the story of Alabama Wild Shrimp.

Public Relations

An aggressive public relations campaign will reach out to consumers and encourage them to ask for Alabama Wild Shrimp. This campaign will encompass statewide print and broadcast media, and will tell consumers where to buy these local products.

Internet Marketing

The website will be widely promoted and strategically linked to important sites. All partners will be recognized on the site and given the opportunity to provide recipes, chef profiles, locations, etc.

Promotional Events

The Eat Alabama Wild Shrimp campaign will sponsor a statewide Alabama Wild Shrimp Recipe Contest for restaurant chefs and consumers. This contest will culminate at the National Shrimp Festival in Gulf Shores in the fall, where finalists in both categories will prepare their recipes.

The Eat Alabama Wild Shrimp campaign also will be very visible at the Great American Seafood Cook Off in Louisiana this summer, as our state representative Lucy Buffett, owner of LuLu's at Homeport Marina restaurant and sister of Jimmy Buffett, prepares an outstanding shrimp entrée.

Point of Sale Materials

The campaign offers retailers a complete marketing kit, including rack cards, posters, buttons, decals, ice picks and more.

Endorsements

The Eat Alabama Wild Shrimp campaign has the endorsement of a lot of people. Two of them just happen to be pretty well known. Winston Groom, author of *Forest Gump* and his most recent book *1942*, supports this program wholeheartedly. Consumers will see and hear him in special radio and television commercials. Lucy Buffett, owner of LuLu's at Homeport Marina restaurant and Jimmy Buffett's sister, also will help represent this campaign through advertising and public relations efforts.

American Wild Shrimp Campaign

Efforts are also supported by the American Wild Shrimp campaign through national advertising and public relations in such media outlets as *Southern Living*, *Coastal Living*, *Bon Appetite*, and many more.

This campaign has a lot to offer retailers: awareness, recognition, increased traffic, increased sales as well as showing your support for our state shrimping industry.

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Eat Alabama Wild Shrimp (EAWS) devotes its resources to raising the public awareness about the many benefits of Alabama Wild Shrimp. It is intended to educate the consumer about the advantages of asking for Alabama Wild Shrimp that is raised naturally, caught fresh, and that supports the Alabama seafood industry. Its goal is to market Alabama Wild Shrimp through grocery stores, markets and restaurants. More information about Alabama Wild Shrimp is available at www.eatalabamawildshrimp.com.