



UNLOCK New Value

WITH SPECIAL REBATE SAVINGS

Take advantage of this limited-time rebate: Up to \$300" and save on the distinct value of Wild Alaska Seafood.

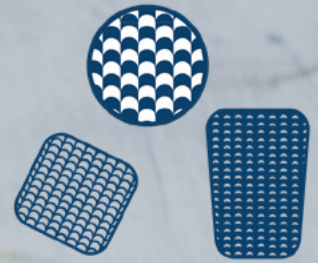
TASTE + QUALITY + PORTION SIZE = THE NEW VALUE EQUATION



TASTE



QUALITY



**PORTION
SIZE**

In 2025, value is more than just price. Today's discerning diners are seeking experiences that deliver on taste, quality, and portion size. Wild Alaska Seafood, sourced sustainably from pristine waters, offers a unique opportunity to elevate your menu and captivate your customers. Trident Seafoods understands this evolving consumer preference and offers a unique proposition: New Value.



How to Leverage Wild Alaska Seafood on Your Menu This Lenten Season.

To capitalize on these trends and elevate your menu, consider the following strategies:



UTILIZE APPEALING DESCRIPTIONS: USE DESCRIPTIVE LANGUAGE THAT HIGHLIGHTS FRESHNESS, WILD-CAUGHT STATUS, AND ALASKA PROVENANCE.

TOP 3 Most appealing descriptions for Seafood Dishes

FRESH, WILD, ALASKA



HIGHLIGHT ORIGIN: CLEARLY LABEL YOUR SEAFOOD DISHES WITH THE ORIGIN, ESPECIALLY "WILD ALASKA."

WILD + ALASKA

is the magic combination for driving purchase



OFFER DIVERSE PREPARATIONS: EXPERIMENT WITH VARIOUS COOKING TECHNIQUES AND FLAVOR PROFILES TO CATER TO DIFFERENT PALATES.

SEAFOOD ON THE MENU IS GREAT FOR BUSINESS

Consumers who order fish spend 34% MORE on their meal, and 63% of diners are MORE LIKELY to order seafood if they know its origin.



PARTNER WITH SUSTAINABLE SUPPLIERS: SOURCE YOUR SEAFOOD FROM REPUTABLE SUPPLIERS WHO PRIORITIZE SUSTAINABILITY AND QUALITY.

Consumers rank **SEAFOOD** above every protein source for being viewed as climate-friendly



Dist. Item#	Product Code	Product Description	Pack Size	Qty	Rebate Amt.	Total Rebate
PARTICIPATING PRODUCTS						
491544	TRIDENT PUBHOUSE BATTERED PLK 1-2 OZ		1/10 LB		\$ 5.00	
491543	TRIDENT PUBHOUSE BATTERED PLK 2-3 OZ		1/10 LB		\$ 5.00	
491153	TRIDENT PUBHOUSE BATTERED COD 1-2 OZ		1/10 LB		\$ 5.00	
491152	TRIDENT PUBHOUSE BATTERED COD 2-3 OZ		1/10 LB		\$ 5.00	
435706	TRIDENT PUBHOUSE BATTERED COD 3-4 OZ		1/10 LB		\$ 5.00	
418445	TRIDENT PUBHOUSE GOLDEN ALE BB PLK 2 OZ		1/10 LB		\$ 5.00	
418446	TRIDENT PUBHOUSE GOLDEN ALE BB PLK 3 OZ		1/10 LB		\$ 5.00	
418440	TRIDENT PUBHOUSE GOLDEN ALE BB COD 2 OZ		1/10 LB		\$ 5.00	
418441	TRIDENT PUBHOUSE GOLDEN ALE BB COD 3 OZ		1/10 LB		\$ 5.00	
418442	TRIDENT PUBHOUSE GOLDEN ALE BB COD 4 OZ		1/10 LB		\$ 5.00	
414341	TRIDENT ALASKAN AMBER® BB COD FILLET 1.5-2.5 OZ		1/10 LB		\$ 5.00	
413894	TRIDENT CRISPANKO BRD PLK FILLET RAW/BRD 2.5-3.5 OZ		1/10 LB		\$ 5.00	
413897	TRIDENT CRISPANKO BRD COD FILLET RAW/BRD 2.5-3.5 OZ		1/10 LB		\$ 5.00	
142028	TRIDENT COUNTRY STYLE WILD ALASKA POLLOCK BITE		2/5 LB		\$ 5.00	
143537	OVERSIZED CRISPY POTATO BRD WILD ALASKA PLK PORTION		2/5 LB		\$ 5.00	
442742	SEA LEGS LIGHTLY BREADED MINI CRAB CAKE OVEN READY .85 OZ		1/10 LB		\$ 5.00	
499464	SEA LEGS LIGHTLY BREADED CRAB CAKE OVEN READY 3 OZ		1/10 LB		\$ 5.00	
499520	SEA LEGS XTREMERS CHEESE & JALAPENO RAW BREADED		1/10 LB		\$ 5.00	
432207	WILD ALASKA SALMON BURGER 4 OZ		1/10 LB		\$ 5.00	
420209	REDI GRILLED WILD ALASKA POLLOCK PORTION VACPAC 4 OZ		1/10 LB		\$ 5.00	
410337	REDI GRILLED WILD ALASKA SALMON PORTION VACPAC 4 OZ		1/10 LB		\$ 5.00	
415192	REDI GRILLED SOCKEYE SALMON PORTION VACPAC 4 OZ		1/10 LB		\$ 5.00	
418060	WILD ALASKA POLLOCK PRE-CUT 0.9-1.5 OZ		1/25 LB		\$ 5.00	
418061	WILD ALASKA POLLOCK PRE-CUT 1.5-2.1 OZ		1/25 LB		\$ 5.00	
418055	WILD ALASKA COD PRE-CUT 0.9-1.5 OZ		1/25 LB		\$ 5.00	
418056	WILD ALASKA COD PRE-CUT 1.5-2.1 OZ		1/25 LB		\$ 5.00	
418057	WILD ALASKA COD PRE-CUT 2.0-2.7 OZ		1/25 LB		\$ 5.00	
418058	WILD ALASKA COD PRE-CUT 3.2-.4.0 OZ		1/25 LB		\$ 5.00	
143770	IPA BEER BATTERED POLLOCK 2-3 OZ		2/5 LB		\$ 5.00	
143366	KRAKEN BEER BATTERED IPA WILD ALASKA PLK (WA,OR,ID,AK,MT) 2-3 OZ		2/5 LB		\$ 5.00	
TOTAL REBATE ALLOWANCE (maximum rebate of \$300.00 per location)						\$

Limited Time Rebate: UP TO \$300

Take advantage of this limited-time rebate and save on the distinct value of Wild Alaska Seafood.

limited-time rebate:
UP TO \$300 off.
Total Rebate Allowance
(maximum rebate of 300.00 per location)

Terms and conditions:

- Offer valid ONLY for the products listed in this form purchased between January 1, 2025 & April 30, 2025.
- Chains may participate on an individual basis.
- This offer cannot be combined with any other rebates, allowances or national account contracts or used on products purchased on bids.
- Cases redeemed against this offer cannot be redeemed against other Trident Seafoods rebate offers.
- This offer is valid for foodservice operators only; distributors cannot redeem rebates for operators.
- Trident Seafoods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. Only reasonable purchase prices will be accepted.
- All rebates must be postmarked by May 31, 2025.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.

5303 SHILSHOLE AVE NW, SEATTLE, WA 98107
(800) 367-6065 (206) 783-3474
FAX: (206) 782-7246

E-MAIL: Sales@TridentSeafoods.com
www.TridentSeafoods.com

TRFS-2412-8075

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Send completed form along with proof of purchase (Distributor Invoices):

postmarked by May 31, 2025 to the address below OR go online to redeem at fspromos4u.com/trident.

Enter Quick Access Code: Lent2025. Questions? Call: 844-356-4753

Address: Lent 2025 Rebate, PO Box 2050-TR, Brownsdale, MN 55918

NAME/Title: _____

ESTABLISHMENT NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____

PHONE (w/area code): _____

PRIMARY DISTRIBUTOR: _____

AVERAGE # OF MEALS SERVED PER DAY: _____

EMAIL: _____

Yes, I would like to receive occasional email updates from Trident Seafoods.

Menu Type (check one)

- | | | |
|---------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Varied | <input type="checkbox"/> Italian | <input type="checkbox"/> Seafood |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Mexican | <input type="checkbox"/> Steak |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Pizza | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Sandwich/Deli | |

Type of Operation (check one)

- | | | |
|--|---|--|
| <input type="checkbox"/> Bar & Tavern | <input type="checkbox"/> Full Serv. Midscale/Family | <input type="checkbox"/> K-12 Schools |
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Full Serv. Casual Dining | <input type="checkbox"/> Military |
| <input type="checkbox"/> Cafeteria & Buffet | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Nursing Home |
| <input type="checkbox"/> Caterers | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Quick Service |
| <input type="checkbox"/> College & Univ. | | <input type="checkbox"/> Retail Hosts |
| <input type="checkbox"/> Fast Casual | | <input type="checkbox"/> Senior Living |

Ownership (check one)

- Chain Contract Management Independent