



PLANNING FOR 2021

NOVEMBER 17, 2020

WE'VE SHIFTED OUR FOCUS

To Address This New Landscape

**INCREASED FOCUS ON
CONSUMER**

including grocery and
direct-to-consumer channels

**CONTINUED FOCUS ON
WHOLESALE,
RETAIL &
FOOD SERVICE**



WE CONTINUE TO REINFORCE

Our Premium Positioning

①

ORIGIN

MAINE

②

FLAVOR

SWEET

③

NEW SHELL

SEASONAL

④

INDUSTRY

SUPPORT



OUR 2021 APPROACH



PARTNER



PROMOTE



PROTECT

INNOVATE

new ways to get Maine
Lobster products into
customers hands

EDUCATE RETAILERS & WHOLESALEERS

about our wide range
of offerings

Stay the course to **PUSH CONSUMER DEMAND**

higher and higher

FIERCELY PROTECT OUR REPUTATION

(and our people) to
drown out the naysayers

REMAIN NIMBLE AND (RE)PLAN

IN REAL-TIME TO ADDRESS THE EVOLVING AND UNPREDICTABLE LANDSCAPE

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SEAFOOD IS THE FASTEST GROWING SUPERMARKET CATEGORY

**RETAIL SEAFOOD SALES ARE UP 35% COMPARED TO THIS TIME LAST YEAR.*
YET THE OPTIONS FOR LOBSTER AT SUPERMARKETS ARE PRIMARILY LIMITED TO THE SEAFOOD COUNTER.**



VALUE-ADDED SEGMENT IS EXPERIENCING BIGGEST GROWTH

**FISH AND SEAFOOD HAVE MORE VALUE-ADDED PRODUCTS THAN ANY OTHER PROTEIN:
73% FROZEN AND 20% FRESH.
CONSUMERS ARE LOOKING FOR CONVENIENT AND EASY-TO-PREPARE MEAL SOLUTIONS.**





**OUR OPPORTUNITY:
TAKE MAINE LOBSTER BEYOND
THE SEAFOOD COUNTER BY
DRIVING NEW PRODUCT
INNOVATIONS**

HOW DO WE INSERT MAINE LOBSTER INTO THE VALUE-ADDED PRODUCT PIPELINE?



Leveraging current trends that are predicted to remain long-term and elevating Maine Lobster's positive attributes to proactively drive new product innovations.



Building on existing industry innovations & trends, such as elevating advances in processing, leveraging opportunities to extract more value from the entire animal, and extending current value-added Maine Lobster products.



Inspired by what we know inspires product innovation through our own research with product developers and research chefs at top food manufacturers.

INFORMING NEW PRODUCT INNOVATIONS & ENGAGING KEY STAKEHOLDERS ALONG THE WAY

WORK WITH A LEADING CULINARY FIRM TO CREATE NEW PRODUCTS FEATURING MAINE LOBSTER

Develop market-ready, on-trend lobster prototypes to inspire production with retailers and food manufacturers



MAKE IT EASY TO SOURCE MAINE LOBSTER FOR NEW PRODUCT DEVELOPMENT

Elevate versatility and showcase new Maine Lobster products to spark additional innovations



LAUNCH TARGETED ADVERTISING THAT POSITIONS MAINE LOBSTER AS A PRODUCT RIPE FOR INNOVATION

Produce webinars and digital ads that inspire and position product formats as ready for innovation



INNOVATION TIMING

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

PHASE 1: INNOVATION

PRODUCT RESEARCH PROCESS AND MAINE LOBSTER PROTOTYPES DEVELOPED

Lead: Culinary Partner



PHASE 2: EDUCATION

PROMOTION TO BROADER INDUSTRY TO ASSIST DEALERS & PROCESSORS IN EXPANDING PORTFOLIO

Lead: MLMC



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REVIVING THE **ADVISORY COUNCIL**

Providing actionable insights from industry leaders and innovators to better inform the marketing, selling, messaging and education of the Maine Lobster product.

TOPICS TO ADDRESS

- Evolution of the market and dining trends through COVID-19
- New purchase considerations and behaviors
- Opportunities and areas for innovation within the category

FEATURING

AMANDA BUCKLE
MANAGING EDITOR,
SEAFOODNEWS.COM

NANCY KRUSE
PANEL MODERATOR,
MENU INNOVATIONS EXPERT

SARAH JOHNSON
MANAGER & SEAFOOD BUYER,
SHAW'S CRAB HOUSE

CATHY NASH HOLLEY
PUBLISHER/ EDITOR-IN-CHIEF,
FLAVOR & THE MENU

IAN ROUGH
CORPORATE CHEF,
OCEAN PRIME

ARLIN SMITH
OWNER & GENERAL MANAGER,
EVENTIDE

PREMIUMIZING MAINE LOBSTER WITHIN THE SUPPLY CHAIN

Through Educational Resources

Production of **retail-focused and point-of-sale content** for supply chain customers



Continued **webinar program** to reach a key trade and retail decision makers



PROGRESSIVE
GROCER

Execute **industry and buyer-focused e-newsletters** to engage our key advocates



A large pot of steamed lobsters is the central focus, resting on a rustic wooden surface. The lobsters are bright red and appear to be in a rich, yellowish-brown sauce. In the foreground, a bunch of fresh green onions with long, thin stalks is visible. The background is a soft-focus view of a white plate with a lobster tail and a slice of lemon.

SUPPORTING RETAIL SALES

*Through Content Creation & Digital
Advertising*

Partner with Maine dealers and processors to develop digital advertising programs which fuel sales and education directly with retail customers.

PARTNERSHIPS INCLUDE:

- Retail website homepage and online recipe features
- Email blasts to shoppers
- Social media ads featuring products, recipes, and videos
- Radio ads
- Custom recipe videos

OUR 2021 APPROACH



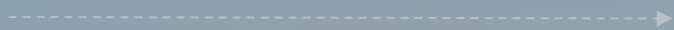
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STARTING WITH RESEARCH

To Understand Our Audiences in the Wake of COVID-19

PARTNERING WITH UMAINE TO UNDERSTAND CONSUMER USAGE

Study being conducted by the University of Maine to dig deeper into consumer purchase and consumption habits, enabling us to further refine our messaging, tactics and targeting.

RESEARCH AREAS INCLUDE:

- Consumption frequency and habits
- Where they purchase and cook lobster
- Barriers to consumption
- Product attributes and priorities when purchasing lobster (live & processed)



A DEEPER DIVE INTO CONSUMER SEGMENTATION

Commission third-party research to get a deeper understanding of key consumer segments in the wake of COVID-19. Key report findings to be shared broadly with the Maine industry.

POTENTIAL RESEARCH AREAS:

- Determine WHO our optimal segments are for activation and uncover behavioral, attitudinal, and demographic traits to aid in defining and targeting these audiences
- Identify WHAT messaging drives consideration of Maine Lobster among our target
- Assess WHERE our target consumers are disproportionately likely to be reached and influenced within the media landscape

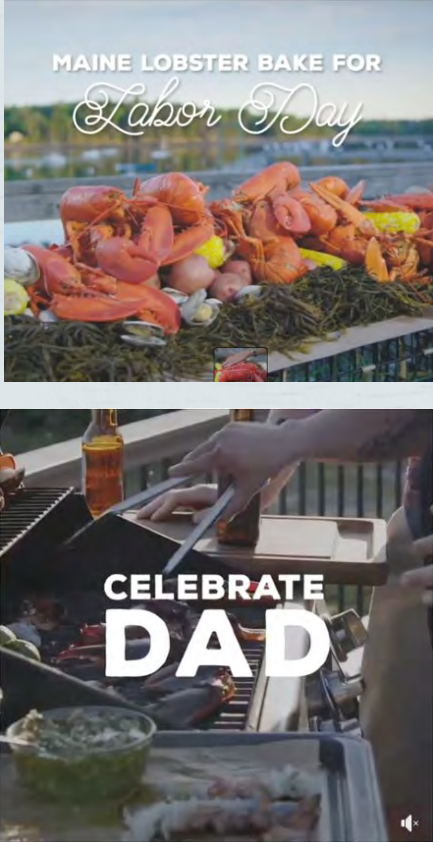
INSPIRING HOME COOKS

With Mouthwatering Content

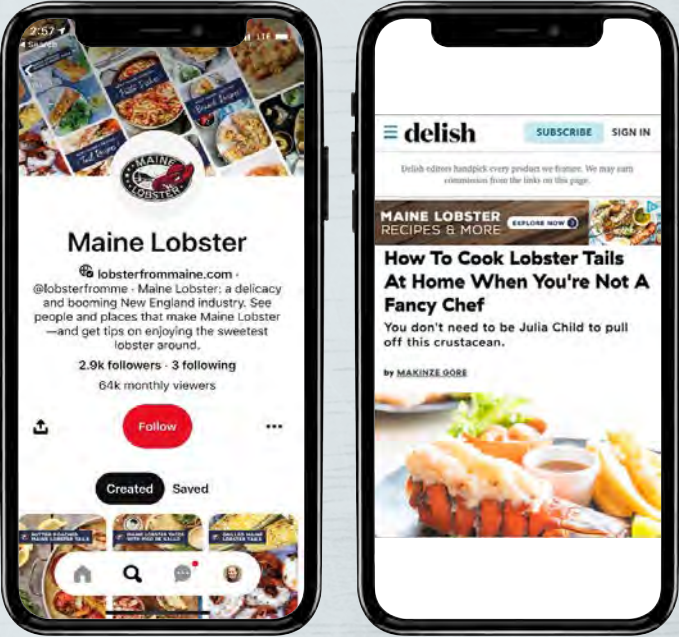
INFLUENCER PARTNERSHIPS



OCCASION-BASED CALLS TO ACTION



ALL SHARED IN THE RIGHT PLACES



A large pile of cooked Maine lobsters, bright orange-red in color, is shown on a metal mesh tray. The lobsters are piled together, filling most of the frame. The background is slightly blurred, showing what appears to be a kitchen or food preparation area with wooden surfaces.

ACTIVATIONS THAT MAKE MAINE LOBSTER UNMISSABLE FOR CONSUMERS (AND MEDIA)

Tapping cultural moments when people are looking for premium food experiences.

Supporting key sales period for the industry.

MAINE LOBSTER TAIL BOUQUET

Valentine's Day

With Valentine's dining out plans likely canceled this season, many people will be scrambling to create a sweet and special experience at home.

Maine Lobster will help put that love in the air with a limited-time offer – a Maine Lobster Tail Bouquet.

WHY IT WORKS:

- Reinforces premium messaging
- Unexpected and highly visual appealing to media
- Provides a solution to a problem



A DECADENT MAINE LOBSTER GETAWAY

July 4th

As we come out of quarantine with a craving for summer getaways (and lobster), one lucky Maine-lover (along with key media) will be treated to a decadent Maine Lobster-inspired retreat: a stay in the first-ever Maine Lobster Sweet, complete with lobster for breakfast, lunch and dinner, and an exclusive experience on the water, learning the ins and outs of lobstering.

Kick off by inviting key media to preview the experience in June, inviting their readers to submit to win. While the July 4th weekend will be on the MLMC, the room will be bookable through the end of the summer season.

WHY IT WORKS:

- Reinforces premium messaging
- Unexpected and highly visual appealing to media
- Creates an exclusive opportunity to get media to Maine



STOUFFER'S x MAINE LOBSTER

National Lobster Day – September 25th

In celebration of National Lobster Day, we're making it easier than ever to enjoy your favorite decadent dish with an unexpected collaboration. Maine Lobster and Stouffer's will partner to take the sweet taste of lobster to homes across the country by launching Stouffer's Maine Lobster Mac & Cheese. This high-end twist on a beloved comfort classic will be available for purchase online for a limited time only.

WHY IT WORKS:

- Unexpected collaboration with a mainstream brand
- Limited-time offer that drives urgency



MAKING WAVES IN MAINE

Through Local Activations with National Scale

STRAIGHT FROM THE SOURCE: THE ULTIMATE GUIDE TO MAINE LOBSTER ROLLS

Crowdsource Mainers to curate the ultimate guide to Maine Lobster with a statewide survey that uncovers the best Lobster rolls along the coast. Create a visual map to share with local and national media leading into the summer season.



INTRODUCING NATIONAL LOBSTER WEEK AT RESTAURANTS

Leading into National Lobster Day, MLMC will unveil its own twist on the popular Restaurant Week model – the inaugural Maine Lobster Week. In partnership with top restaurants throughout the state, offer a prix-fixe menu featuring lobster in each dish.



DRIVING DEMAND AT KEY TIMES

Through Always-On Storytelling Engine

SEASONAL OUTREACH & GIFT GUIDES



Father's Day Gift Guide: The Best Recipe And Meal Kits For The Home Chef

FOOD&WINE

This Decadent Pan-Roasted Lobster Is a Holiday Showstopper

HOW TOS & RECIPE INSPIRATION

Aol.

How to make fresh Maine Lobster rolls in your own home

thrillist

How To Cook and Break Down a Lobster

LOCAL STORYTELLING

REALSIMPLE

Grab Your Bib: The Price of Lobster Is at a Record Low Right Now



On the road again: How to explore the seaside towns of southern Maine

OPPORTUNISTIC OUTREACH



If You're Oprah, Why Eat Chicken Sandwiches When You Can Eat Lobster Rolls?

FANSIDED

Antoni Porowski found the best lobster roll ever at this spot

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ISSUES & INDUSTRY THREATS

Always-On Counsel & Response

Managing brand reputation across a bevy of industry issues to ensure consumer trust in the Maine Lobster brand.

- Ongoing Right Whales regulatory concerns
- Industry certifications
- Impacts of COVID-19
- Supply & demand and price fluctuations
- Tariffs and trade regulations
- Offshore wind energy development

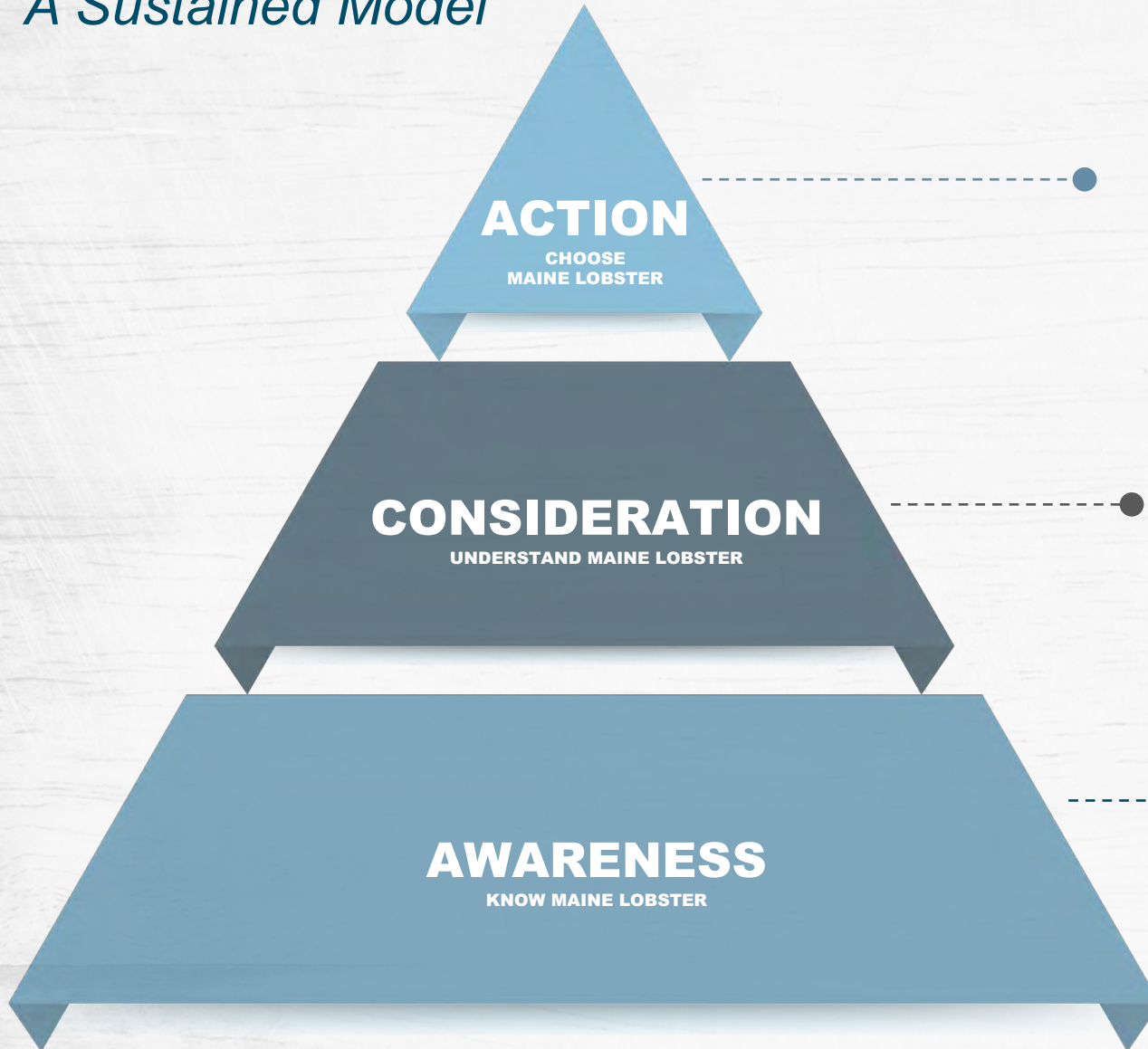


2021 PLAN

SUSTAINING OUR MEASUREMENT

MEASURING SUCCESS

A Sustained Model



DRIVE INCREASES IN VOLUME AND VALUE

via consumer, wholesale and grocery/retail channels

PROPEL PURCHASE INTENT AND HIGH VALUE ACTIONS

by growing and engaging our list of qualified contacts

TARGET HIGHLY RELEVANT, QUALIFIED AUDIENCES

to deliver sales enabling materials in value-adding formats

DIFFERENTIATE THE PRODUCT AND INSPIRE USAGE

via consumer activations and content

STAY TOP-OF-MIND DURING KEY SEASONS

with paid advertising that educates and highlights our range of products

GENERATE A STEADY STREAM OF MEDIA COVERAGE

elevating our focus on Maine, sweet, sustainable, seasonal messages

2021 AT-A-GLANCE

PARTNER

- Product development & innovation
- Advisory Council representing key customer segments to inform on trends and purchasing behavior
- Point-of-sale marketing materials & supply chain promotion
- Retail partnerships to drive premiumization and sales

PROMOTE

- Consumer research to strengthen MLMC & industry marketing efforts
- Renewed Home Cooks program
- Consumer earned media pulses focused on product awareness and differentiation nationally and within Maine

PROTECT

- Unifying the industry with “always on” support of key issues, including:
 - Right Whales
 - Certifications
- As needed support for secondary issues, including:
 - Climate Change
 - Tariffs
 - Global Health Concerns
 - Animal Welfare

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DISCUSSION