

Norwegian Seafood Seminar
Milan 12.05.2026

Learnings from 2025 and plans for supporting the industry

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Director Italy, NSC

NORWEGIAN SEAFOOD COUNCIL



Learning and achievements



Retailers activated



NORWEGIAN SEAFOOD COUNCIL



2025 SALMON
1084 stores

2025 STOCKFISH and
BACCALÀ
606 stores

HORECA

From 0 to 300 restaurants in 1.5 years



STOCCAFISSO E BACCALÀ NORVEGESI
DIREZIONE GUSTO

SEAFOOD FROM NORWAY

Dal 9/10 al 22/10/25
acquista STOCCAFISSO o BACCALÀ NORVEGESI
e vai sul sito www.pescenorvegese.it/promobennet

IN PALIO OGNI GIORNO
2 CARTE REGALO DA € 100

ESTRAZIONE FINALE
I VIAGGIO A OSLO
PER 2 PERSONE

CARTA REGALO 100€
CARTA REGALO 100€
benetton

GIVER
Visit Norway

CONSERVA LO SCONTRINO, TI VERRÀ RICHIESTO IN CASO DI VINCITA.
Valore Montepremi € 4.600,00 (IVA esente ed inclusa non scorporabile)
Regolamento su www.pescenorvegese.it/promobennet



CAPATOAST

CALIFORNIA CLUB

con Salmone Norvegese

SEAFOOD FROM NORWAY

Pasta, Salmone e...

Scopri tutte le ricette con il Salmone Norvegese

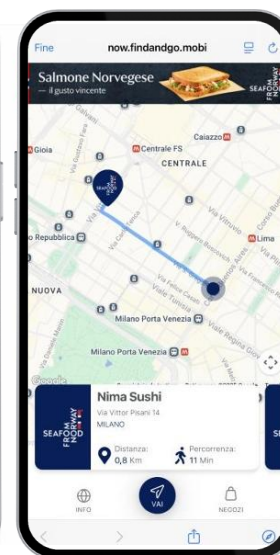
I tuoi appuntamenti con le ricette. Solleva qui

Salmone Norvegese

Stacca e attacca l'adesivo dove preferisci in cucina e lasciali ispirare! Ricette per realizzare gustosi primi piatti con la pasta che desideri!

INOLTRAVA IL QR CODE E PER TE OGNI 2 SETTIMANE UNA NUOVA RICETTA CON IL SALMONE NORVEGese

Pasta, Salmone e...



NIMA SUSHI & URAMAKERIA

SEAFOOD FROM NORWAY

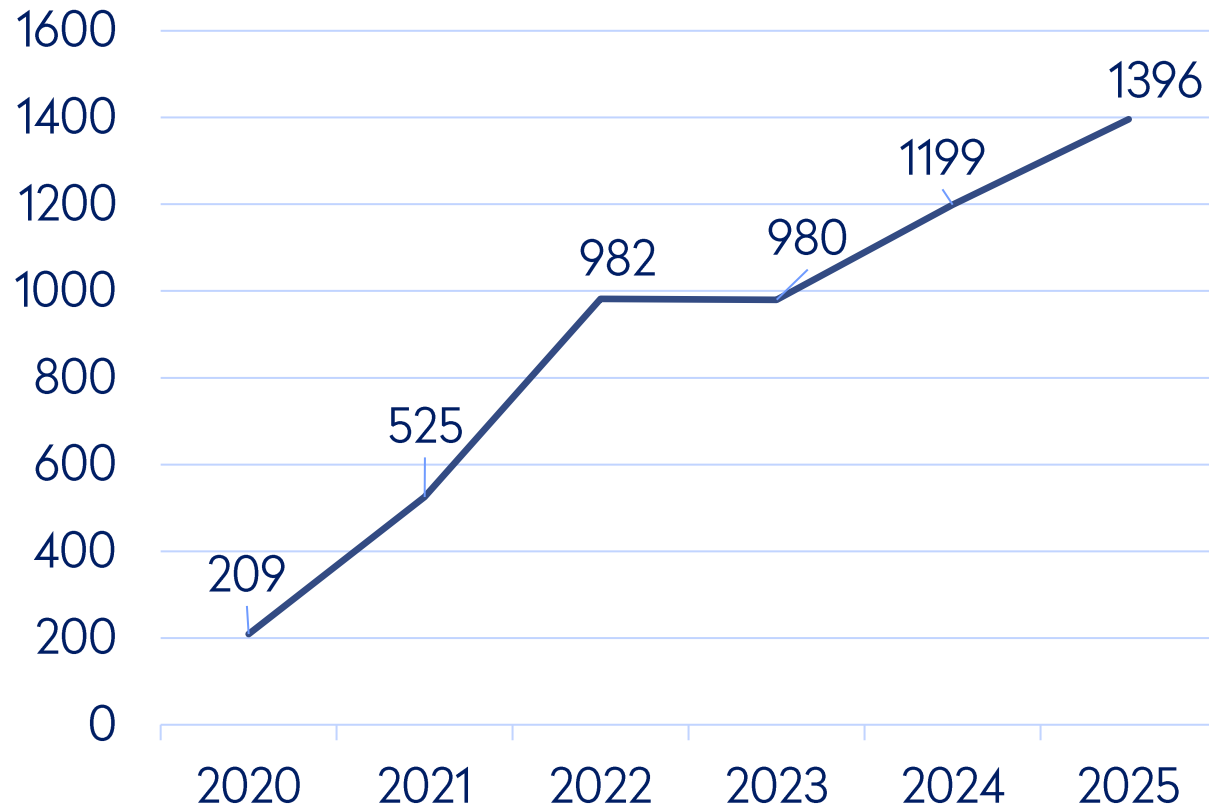
Il nostro salmone parla norvegese!

>>>

Great interest in Norwegian Seafood



Total articles per year



5.4 Million EUR
Ad Value
(similar to 2024)

la Repubblica
IL GUSTO

Daniel Canzian
ambasciatore dello
stocco norvegese,
“anche se in Veneto lo
chiamiamo baccalà”



di Jacopo Fontaneto

Lo chef, patron del ristorante milanese che porta il suo nome, insignito del titolo dal Norwegian Seafood Council



askenews

Materie prime del Mare del Nord nella
Masterclass di MasterChef Italia

Seafood from Norway porta nelle sfide salmone, stoccafisso e
baccalà



italiasquisita
il network dell'alta cucina italiana nel mondo

Il salmone norvegese protagonista del pokè



Il piatto tipico della cucina hawaiana, è arrivato in Italia solo pochi anni fa, ma in
breve tempo ha conquistato tutti.

SoMe 2025 vs 2024 – More engaging content

↑ Engagement (interactions):  

248 951 (+58%)

↑ Traffic:  

374 307 (+206%)

↑ Followers:

 90 333 (+1733)

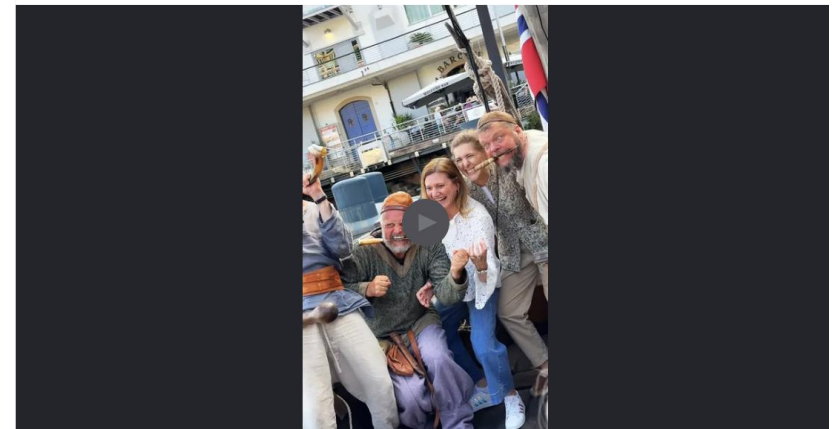
 10 625 (+1184)

Ma come si diventa Ambasciatore dello Stoccafisso Norvegese per l'Italia? 🇳🇴 Ecco la storia che lega il nostro @daniel_canzian a questo prodotto unico e di com'è passato dall'essere una tradizione di famiglia a essere uno dei protagonisti di alcuni dei suoi signature dish più famosi! 🍽️

#SeafoodFromNorway #Stoccafisso #StoccafissoNorvegese #Norvegia #DanielCanzian



E voi sapevate che i vichinghi sono stati fra i primi a portare lo stoccafisso norvegese in Italia? Oggi vi portiamo a bordo della Saga Farmann insieme agli @original_vikings_of_norway per scoprire di più sulla storia e la tradizione di questo prodotto incredibile che ci unisce da secoli! 🇳🇴🇮🇹



Salmon Campaign 2025

- Increased Norwegian salmon as a first choice from 59 to 63%
- Strongest impact among younger salmon buyers (20-34), but performed well among 35-65
- 70% of campaign-recognizers would have Norwegian Salmon as a first choice compared to 61% of non-recognizers
- Assets with Haaland increases awareness, stop-effect and improves link to Norway

Learning and improvement points:

- More overlap between assets
- Incorporate Haaland even more in campaign assets
- Prioritize digital channels, e.g. YouTube
- Include salmon in even more Italian recipes
- Strongest impact where we had a good presence in point of sale (e.g. North-West of Italy)



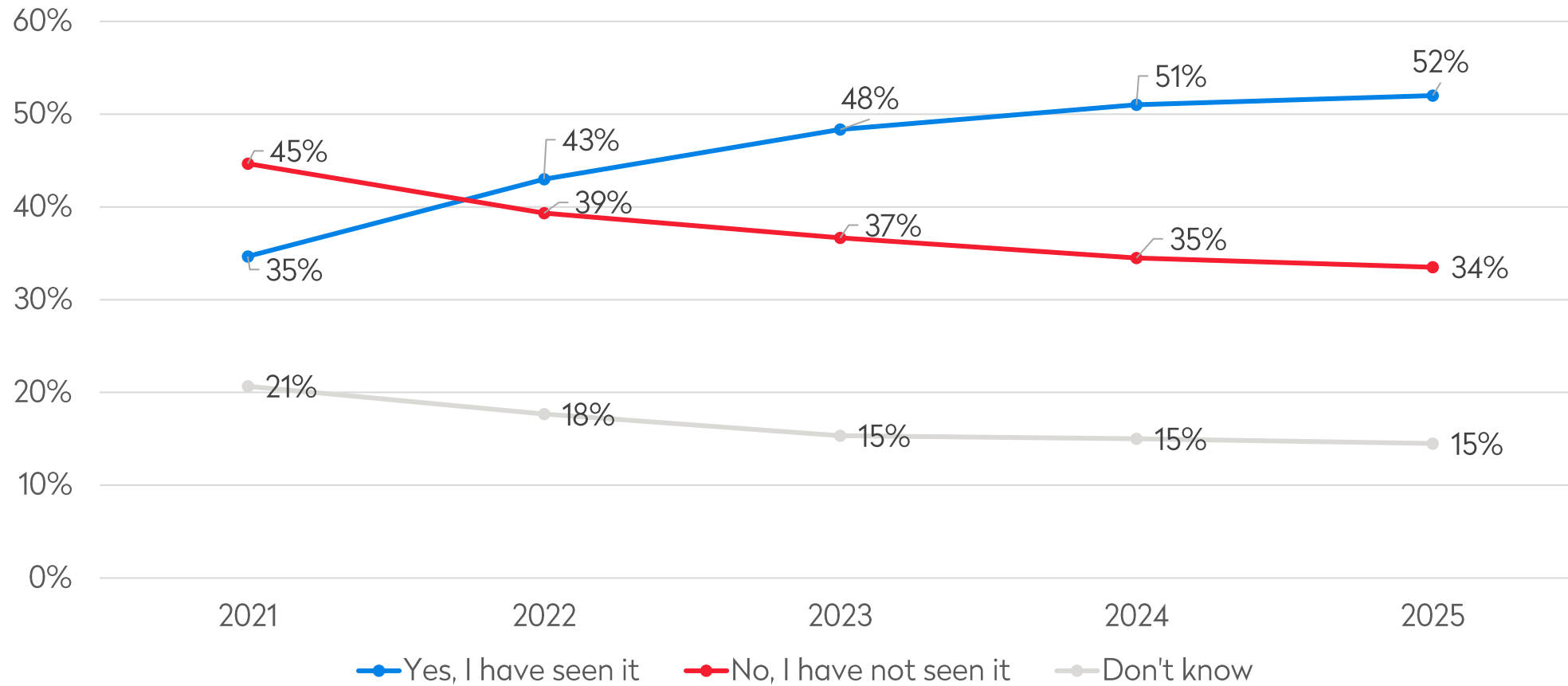
SEAFOOD FROM NORWAY LOGO

The importance of storytelling

– and Country of Origin



Awareness of logo



Norway is the preferred origin across all species

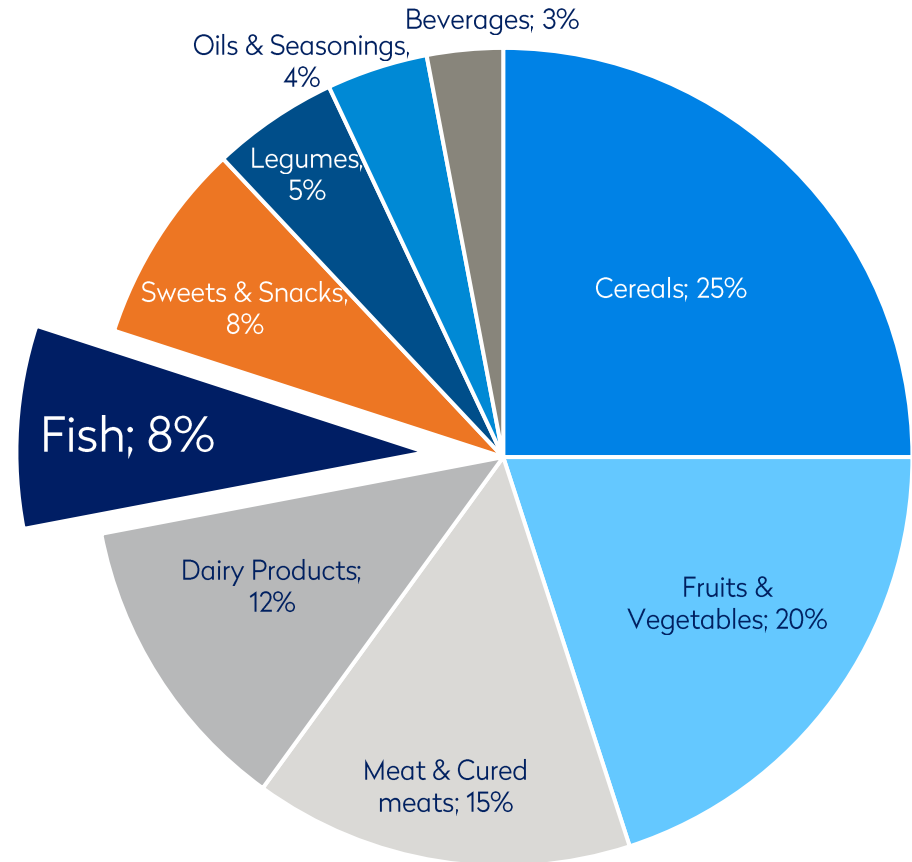
	Salmon All Italy		Stockfish Measured in stockfish regions		Baccalà All Italy	
	Norway (1st)	Scotland (2nd)	Norway (1st)	Italy (2nd)	Norway (1st)	Italy (2nd)
Unaided Awareness	76 %	25 %	66 %	13 %	43 %	22 %
Preference	68 %	33 %	60 %	22 %	44 %	29 %

2026 game plan



2026 → Change of media strategy

- Fish: Share of bite is only 8%
- How to change and promote eating habits in an overcrowded scenario?
- Shifting eating habits requires “ongoing efforts” rather than single, big, bursts!
- We need to be more relevant throughout the year



Main objectives



SALMON

- ◆ Main goal: Increase consumption to 161,500 tonnes in 2030
- ◆ Increase proportion of consumers eating salmon weekly
- ◆ Keep awareness and preference at high levels



STOCKFISH AND BACCALÀ

- ◆ Main Goal: Increase perceived value and willingness to pay
- ◆ Emphasize convenience to align with modern habits
- ◆ Reinforce the unique value propositions of the products
- ◆ More inspiration

Media Plan 2026

AWARENESS

Video and Digital Out-of-Home



CONSIDERATION

Branded Content, Social, Search Engine Advertising



PURCHASE

Retail media and Digital Out-of-Home



Some Examples

⚽ WORLD CUP HYPE



TIMING:

JUNE JULY

PLATFORMS     

📅 PEAK SEASON

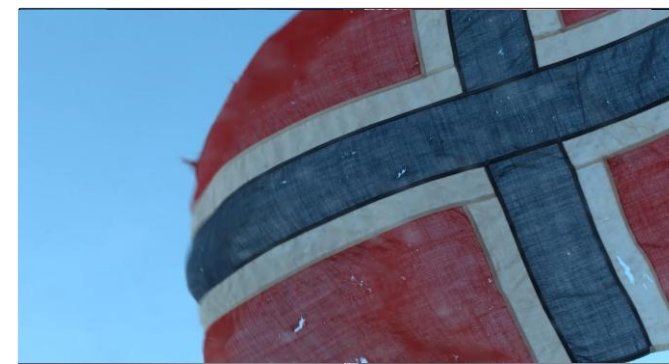


TIMING:

OCT NOV

PLATFORMS     

🎄 XMAS HOLIDAYS



TIMING:

DEC

PLATFORMS     

Content

Spring
versatility

Summer
light & fast

Back to
routine

Christmas
table

Seafood from Norway in Italy's most famous kitchen



Retail activities (TBD)

2026
Salmon

March

April

May

June

October

November

December



Aleanza 3.0

SFN materials display +
in-store promoters



SFN materials display +
In-store promoters



SFN materials display
+ in-store promoters



SFN materials display +
in-store promoters



Consorzio Nord-Ovest

Competition + WEB



Garrefour

SFN materials display +
in-store promoters



Sticker + WEB



Consorzio Nord-Ovest

Competition + WEB



Garrefour

POS + in-store
promoters



Competition,
WEB + POS



All 2026: SFN video In-Store

Retail activities (TBD)

2026 Stockfish and baccalà

January

February

March

April

October

November

December



SFN materials display +
in-store promoters



SFN materials display +
in-store promoters



Competition:
POSM + WEB



SFN Materials Display



SFN materials display +
in-store promoters



SFN materials display +
in-store promoters



SFN materials display +
in-store promoters



SFN materials display +
in-store promoters

HoReCa

Continued cooperations

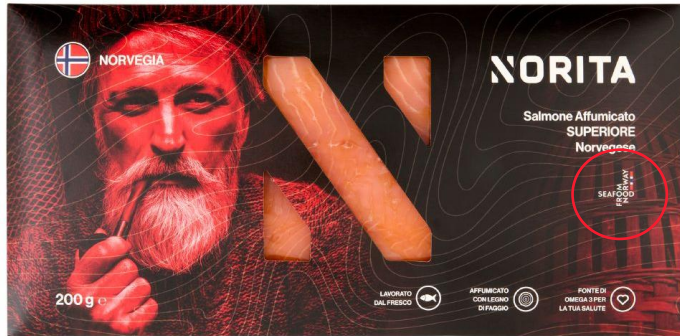


2026 – Pilot campaigns for 2 new products



Consumers care about origin – in Italy, they care even more

Utilize the SFN-trademark on your products



86%

Care about where the seafood comes from



83%

Believe that origin is an important indicator of quality



85%

Expect the origin to be clearly stated on the product



68%

Are willing to pay more for products with clear origin labelling

Grazie!

Contatti:



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