

Alaska Mariculture Marketing Program

July 2025–September 2026



Meet the Team

Deep Alaska seafood knowledge and a proven record of growing brands locally and nationwide.



Tessa Ward
Day to Day Lead



Katie Goldberg
Strategic Lead



Karmen Johnson
Strategic Lead



Heather Beaty
Account Lead



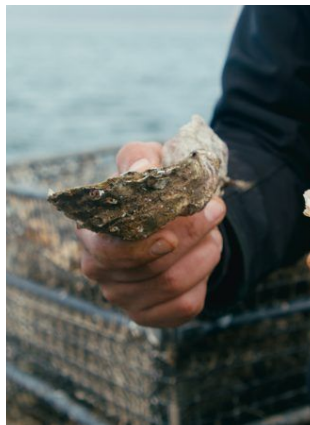
Kate Consenstein
Branding Lead



Alex France
Art Director

Objective

Unlock industry growth potential and demand for Alaska mariculture products.



Oysters

Foodservice and Consumer Demand

Support Premium Pricing and Perception



Kelp

Product Development and Consumer Demand

Support Processing and Utilization

Approach

Design and execute a marketing program that builds industry awareness and opens doors for future growth.

Phase 1: Foundation and Framework

Branding and assets that empower and equip the industry to tell their stories.

Phase 2: B2B and B2C Market Activations

Targeted activations that engage priority audiences and markets.

Phase 1: Branding and Asset Creation

July - November 2025 for planning, messaging and asset/content development, with ongoing asset development through July 2026



Existing Asset Audit



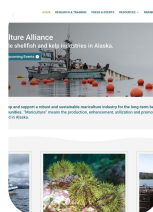
Brand Identity Package



Lifestyle, Culinary and Harvest Photo Shoots



Collateral Creation
(e.g., Fact Sheets, Tasting Notes, Buyer's Guides, etc.)



Landing Page
on AMA Website



Industry Digital Media Library

Phase 2: Familiarization (FAM) Trips

Fall 2025 - July 2026

Host immersive visits for media, influencer, chef, foodservice, and distributor guests to experience and taste Alaska oysters and kelp.

Offer a firsthand look at Alaska mariculture to **drive trial, content creation, menuing, product development and distribution while building buzz, awareness and excitement.**

- Oyster trip - September 22-25 (Anchorage, South Central): Showcase oysters from across the state at a kick off dinner, followed by farm visits, tastings and more in Homer/Kachemak Bay/Halibut Cove.
- Kelp trip - May 2026
- Oyster trip (Southeast) - Summer 2026 TBD



serious eats

SAVEUR
FOOD52



Phase 2: Trade Shows

Fall 2025 - July 2026

Showcase Alaska mariculture at high-impact CPG and Seafood trade shows to generate awareness and leads.



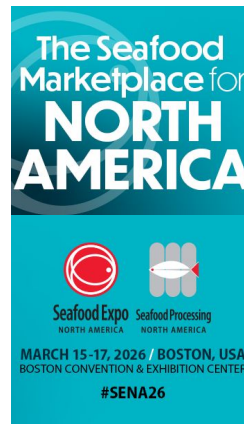
Booth Design

Strategically designed booth that captures the spirit and identify of Alaska mariculture.



Expo West March 2026

Attend and host meetings at the largest natural, organic and health product show.



SENA March 2026

Exhibit at the largest seafood expo.

Phase 2: Alaska Mariculture Festival and Culinary Festival Participation

2026

Culinary Festival: Build brand exposure through direct sampling to influential consumers, chefs, and culinary tastemakers at an established food festival such as South Beach Wine and Food Fest in February 2026 or Aspen Food & Wine in June 2026.

Alaska Mariculture Festival (TBC): Host a debut tasting event in Anchorage or Juneau to showcase Alaska oysters and kelp. The one day festival will be held at the height of Summer travel to showcase oysters, kelp and kelp information and products from across the state.



Phase 2: Media, Influencer, Trade Relations

Ongoing

Deliver Alaska oysters and kelp directly to key stakeholders—including chefs, media, influencers, and retailers—to generate interest, encourage trial.

Coordinate ongoing media outreach and sampling to raise awareness and educate target consumer and trade audiences via engaging digital and social content.



Program at a Glance

	2025						2026						
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
Foundation		Brand Identity Alignment											
							Digital & Physical Asset Creation						
							Digital & Physical Sales Collateral						
Trade Show				Planning & Booth Design									
					Trade Show Coordination								
									SENA Expo West				
Media & Buyer FAM Trips	Oyster Trip Planning												
		Oyster Trip											
							Kelp Trip Planning						
Culinary Festivals											Kelp Trip		
							Festival(s) Research, Vetting and Planning						
												TBD Festival(s)	

Thank you!

For more information:
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Meet the Tastemaker Comms Team



Tessa Ward
Day to Day Lead

Tessa has over 10 years of integrated marketing experience for food, outdoor, and lifestyle brands, such as Alaska Seafood Marketing Institute (ASMI), Barilla, General Mills (Betty Crocker, Halo Top, Old El Paso, Pillsbury), Nestlé, The French's Food Company, The Schwan Food Company, Rad Power Bikes, and more.

Prior to Tastemaker, Tessa was Vice President at Edelman where she led comprehensive PR and marketing campaigns that consistently drove results. She became known as a trusted partner who listens to clients' ambitions and turns them into reality.



Katie Goldberg
Strategic Lead

Katie is the co-founder of [Tastemaker Comms](#). With 25 years of experience in PR and integrated marketing, she is a mastermind when it comes to elevating food, beverage, and consumer lifestyle brands. In addition to AMC, Tastemaker works with Chef Jamie Oliver, Pop & Sol, Nuts.com and House of Smith Wines to name a few.

Prior to Tastemaker she led Edelman's global food and beverage sector, crafting and executing omnichannel campaigns for some of the world's most iconic brands reaching consumer and B2B audiences including ASMI, BBRSDA and more. Previously, as VP of Consumer PR for Martha Stewart Living Omnimedia, Katie managed communications for Martha Stewart, MSLO's media properties, and products.

Katie has worked across every corner of the supply chain, driving impactful programs supporting everything from food product launches and chef partnerships to tasting events and collaborations.



Karmen Johnson
Strategic Lead

Karmen is a co-founder of Tastemaker Comms and has three decades of communications and marketing experience helping brands build trust, launch products, and foster meaningful connections with customers and employees. She's led communications and marketing strategies at top companies including Starbucks, Expedia, and Boeing, shaping their corporate reputations and driving growth with creative solutions.

Karmen is a trusted C-suite advisor, guiding strategic initiatives and delivering results. Previously, she served as CEO of Edible, Inc., the food and beverage agency within the Edelman companies, where she worked across the entire food ecosystem—from commodities to CPGs to restaurants.

Karmen is passionate about helping food and beverage companies tackle tough challenges, including sustainable nutrition, equity, and climate change.

Meet the Rising Tide Communications Team



Heather Beaty
Account Lead

Heather Beaty is the Vice President of Client Services and leads the development of work plans, campaign strategy, project scopes and budgets. Heather brings over a decade of experience working on diverse marketing and communications projects, from leading Alaska's largest charitable giving program to managing competitive political campaigns. She held top staff leadership positions in the Alaska Legislature and is an expert at turning multiple points of view into one coherent, unified voice.

Before joining Rising Tide, Heather worked at the Alaska Department of Labor and Workforce Development as the executive director of the Alaska Workforce Investment Board, a 25-member board appointed by the Governor of Alaska. During that time, she built partnerships with private industry, organized labor, educational and training organizations to improve Alaska's workforce development system.



Kate Consenstein
Branding Lead

Kate is president and founder of Rising Tide Communications. She is an industry leader in public relations, campaign development, strategic communications, branding, integrated messaging, content creation, and social media. Kate is an expert in big picture thinking, diagnosis and analysis, and creative strategy and tactical ideas.

Kate is a 20-year veteran of government, nonprofit and private sector communications, with more than 15 years focused on seafood and marine economy strategic communications and marketing.



Alex France
Art Director

With over a decade of experience in graphic design, Alex brings a wealth of expertise to the Rising Tide team. Her experience as a designer for independent studios, in-house teams, and nonprofit organizations have fostered a diverse range of skills.

Her portfolio is focused on visual communications such as graphic design, branding and identity, environmental design, and art direction.

Alex is a problem solver who prioritizes collaborative processes and understanding audience needs. When she's not working her graphic design magic, you can catch Alex on the track, blocking for Alaska's original roller derby league—Rage City Roller Derby.