

DALLAS

POST PROPOSALS

Dallas/Fort Worth (4 million) is one of the fastest growing metropolises in the United States. Canadian personnel in Dallas helped Taste of Canada coordinate a seafood promotion in Dallas/Fort Worth *Tom Thumb* stores during February 27--March 12, 1991. The post organized two receptions which were held at the Fairmont Hotel, the Sunday reception targeted the foodservices trade and media, and the Tuesday reception honoured *Tom Thumb* personnel. The promotion included fresh seafood with some frozen fish and fresh salmon chosen as the feature product. Taste of Canada reported salmon as the best received product of the promotion. "The distributor advises that the 37,000 pounds sold during the two-week promotion was four times the quantity which *Tom Thumb* would normally sell in a two-week period.

In the *Report on Taste of Canada Seafood Promotion*, many of the demo reports and observed consumer reactions were listed, and are highlighted below.

- A. **Product Attributes**
 - salmon tastes so good
 - I buy salmon often, and I like to barbecue it
 - people from up north seem to know and like salmon the best
 - feature price is a good idea
- B. **Recipes and Salmon POS**
 - Magic Rule is excellent
 - recipes should specify temperature for cooking
- C. **Demonstration Process**
 - I liked the explanations given by the demo ladies
 - I would have preferred to sample the product
 - we would have sold more product if it had been sampled
- D. **Consumer Trips**
 - a trip is a good selling feature
 - the trip helped to draw customers
 - I would love to visit Canada

In addition, the *Tom Thumb* management commented as follows:

- Canadian quality is very good, perhaps surprisingly so, and they would be pleased to use Canadian products again.
- The support provided by the advertisement, the POS, and the demonstrations helped sell much more fish than usual.
- They would be happy to run another Taste of Canada promotion.