



Lobster and salmon shine during Michigan tailgate promotion

Canadian seafood firms Cooke Aquaculture and Paturel International along with the province of New Brunswick sponsored a University of Michigan tailgate party for seafood buyers featuring lobster and salmon. Check out our exclusive photo gallery from the Nov. 7 event.

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A few months ago, Seafood International brought you news of a unique lobster and salmon promotion planned for Nov. 7, as part of the tailgating festivities prior to Michigan vs. Rutgers football game in Ann Arbor at Michigan Stadium, which seats more than 100,000.

The event was a great success, reports Tom Quinn, architect of the promotion, and owner of TQ Marketing Services, a Detroit-based business development agency specializing in the food and beverage industry. Canadian seafood firms Cooke Aquaculture and Paturel International along with the province of New Brunswick provided product and sponsored the event.

“We had about 50 invited industry guests at ‘Lobstertailgate & Salmon, too,’ from around 20 seafood companies –distributors, retailers, restaurateurs, caterers. Sysco, Superior Foods, Fortune Fish, Busch’s Food Markets and many others had multiple representatives there,” Quinn told Seafood International.

“Our secondary audience was fellow tailgaters and students, and about 100 of them passed through our tent for sampling, demos, recipe booklets and other giveaways. ‘The Fishionista,’ Michael-Ann Rowe, oversaw the food prep, demos, and sampling. Quinn also did a pre-tailgate promotion and demo at a Williams-Sonoma store in Ann Arbor the evening before the tailgate, which attracted about 125 people.

“I think we hit our mark, and will be back next year in Ann Arbor, and maybe at one or two more college, or even NFL games,” he said.