OUR BUSINESS GOAL
Create demand for Maine Lobster when supply is highest and price is lowest

HOW WE’LL ACHIEVE THAT GOAL
Position Maine New Shell Lobster as a seasonal delicacy with provenance diners can taste

WHO WILL WE INFLUENCE TO BE SUCCESSFUL
Fine dining chefs and upscale casual restaurants in the Northeast

SEPERATING FROM COMPETITIVE PRESSURES
Be nimble, “purposely inefficient,” seasonally special and always sustainable

THE TRUTH ABOUT MAINE (ESPECIALLY NEW SHELL) LOBSTER
Seasonal New Shells from Maine are lobster on a higher level – let’s get the secret out

HOW DOES IT ALL ADD UP TO A STRATEGY?
MAINE NEW SHELL

EVERYTHING ELSE IS JUST LOBSTER
2015 LEARNINGS

**Sustainability:** Not only representing the practices that keep the fishery healthy, but also how the industry impacts the fabric of Maine. It’s a passion for product and a passion for place.

**Culinary:** Tasting is believing. From chefs to consumers, the sweeter, more tender taste of New Shell is apparent.

**Social Sharing:** Maine Lobster is a social star, with people wanting to share their experiences. Engaging in real-time is key to turning opportunities into awareness.

**Media/Consumers:** Education is key. Leveraging our unique storytellers and stories has proved successful. It’s all about WHY MAINE and positioning Maine Lobster as a storied seafood.