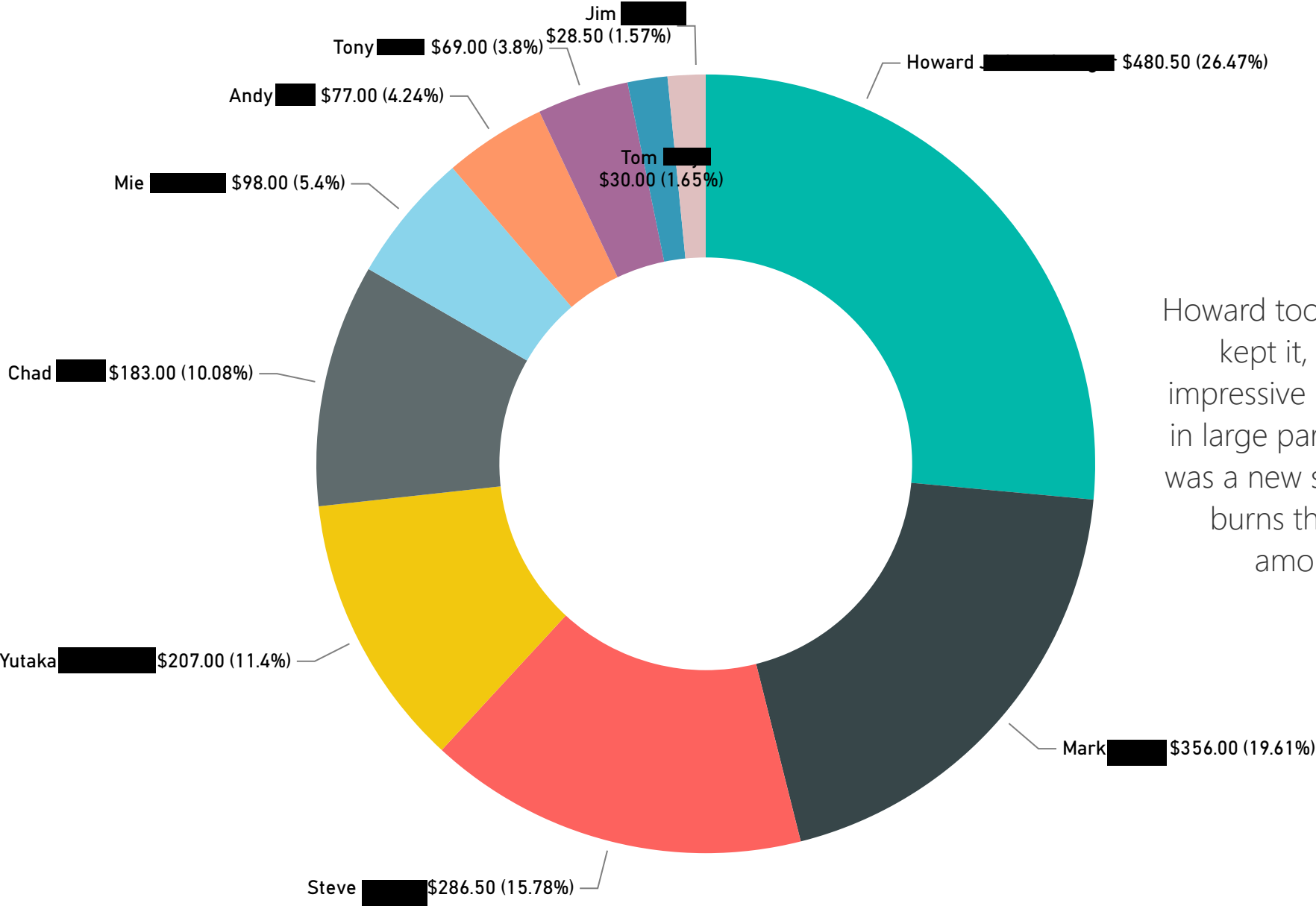


2022 SQUID CONTEST RESULTS

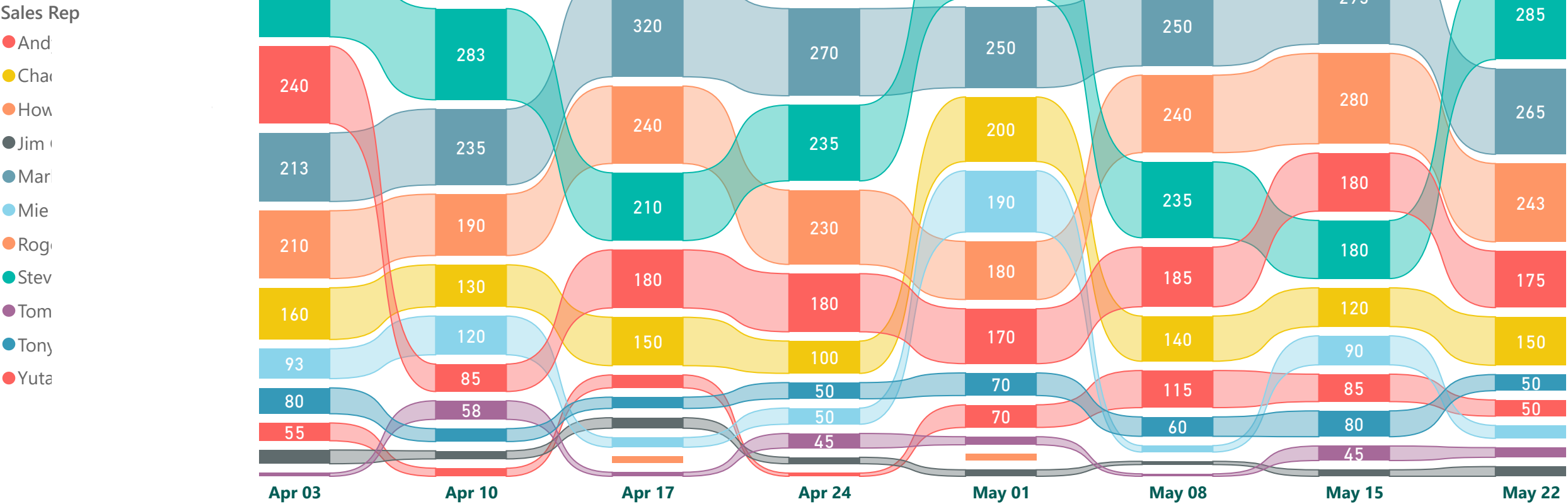
PORTLAND DISTRIBUTION

PAYOUT SUMMARY

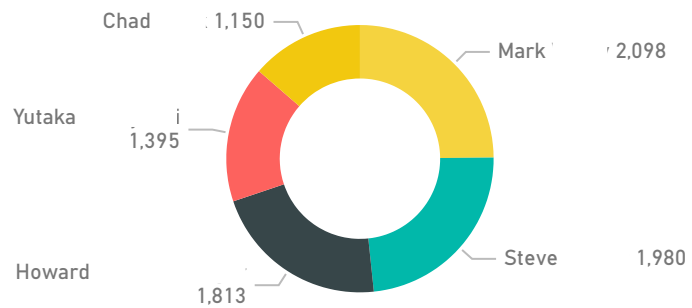


Howard took the lead early and kept it, taking home an impressive **\$480** payout thanks in large part to **The Cove**, who was a new squid customer who burns through an insane amount of shrimp.

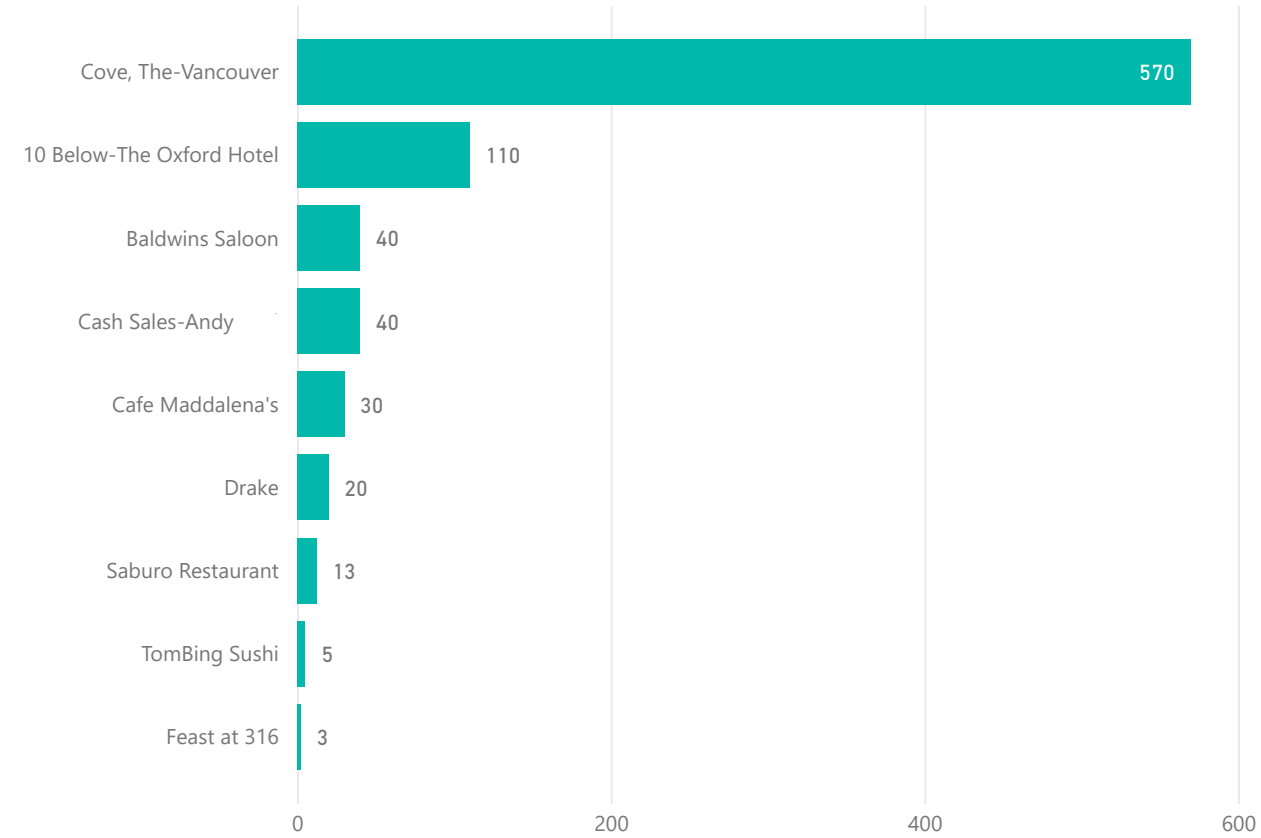
TOTAL POUNDS SOLD EACH WEEK



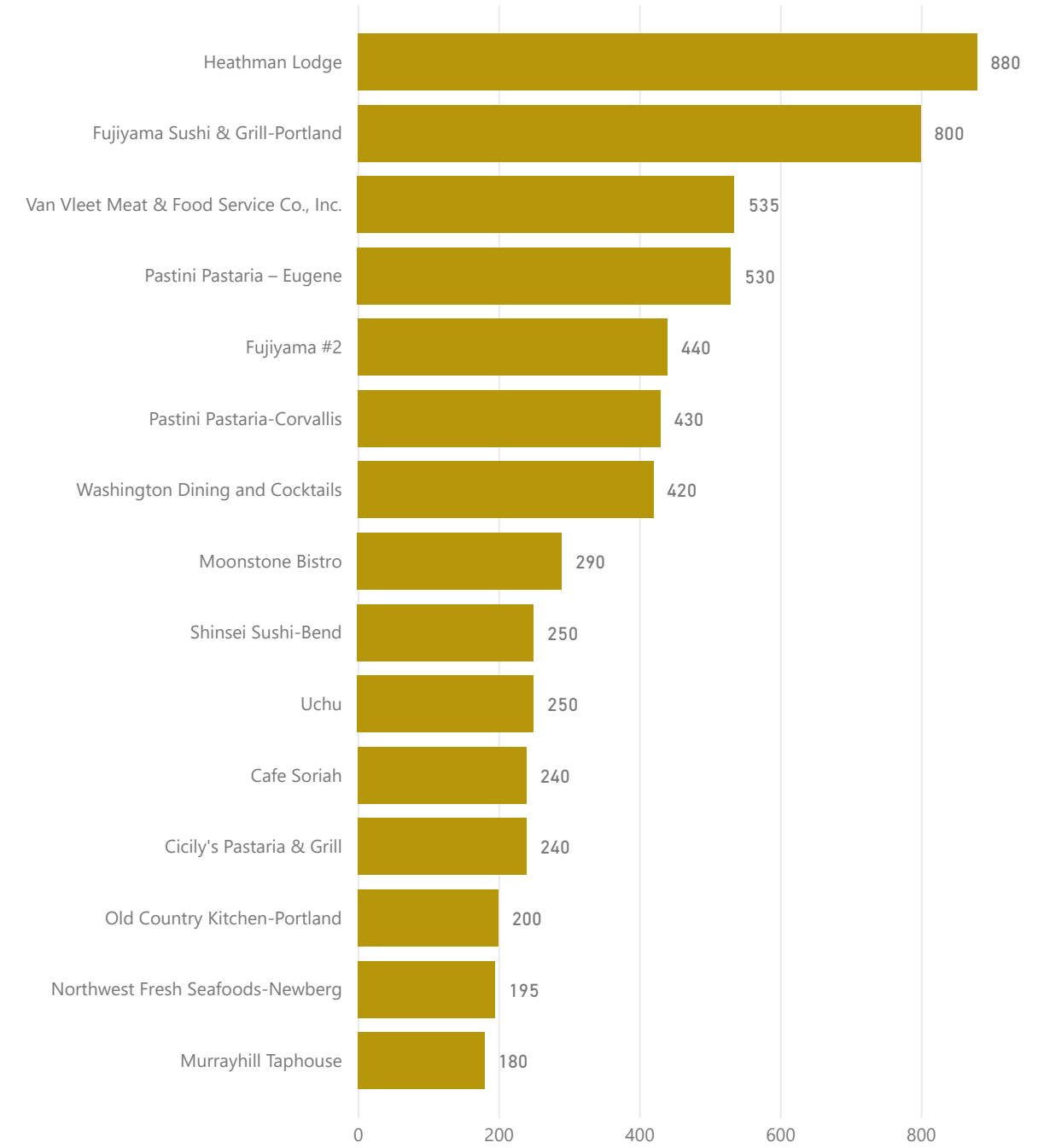
- **Mark** hit highest volume with **2,098** pounds sold!!
- **Steve** and **Howard** were close behind with **1,980** and **1,813** pounds respectively.
- We saw a big spike in sales from **Jim**, **Mie**, and **Steve** the week of **May 1**.



NEW CUSTOMERS POUNDS SOLD



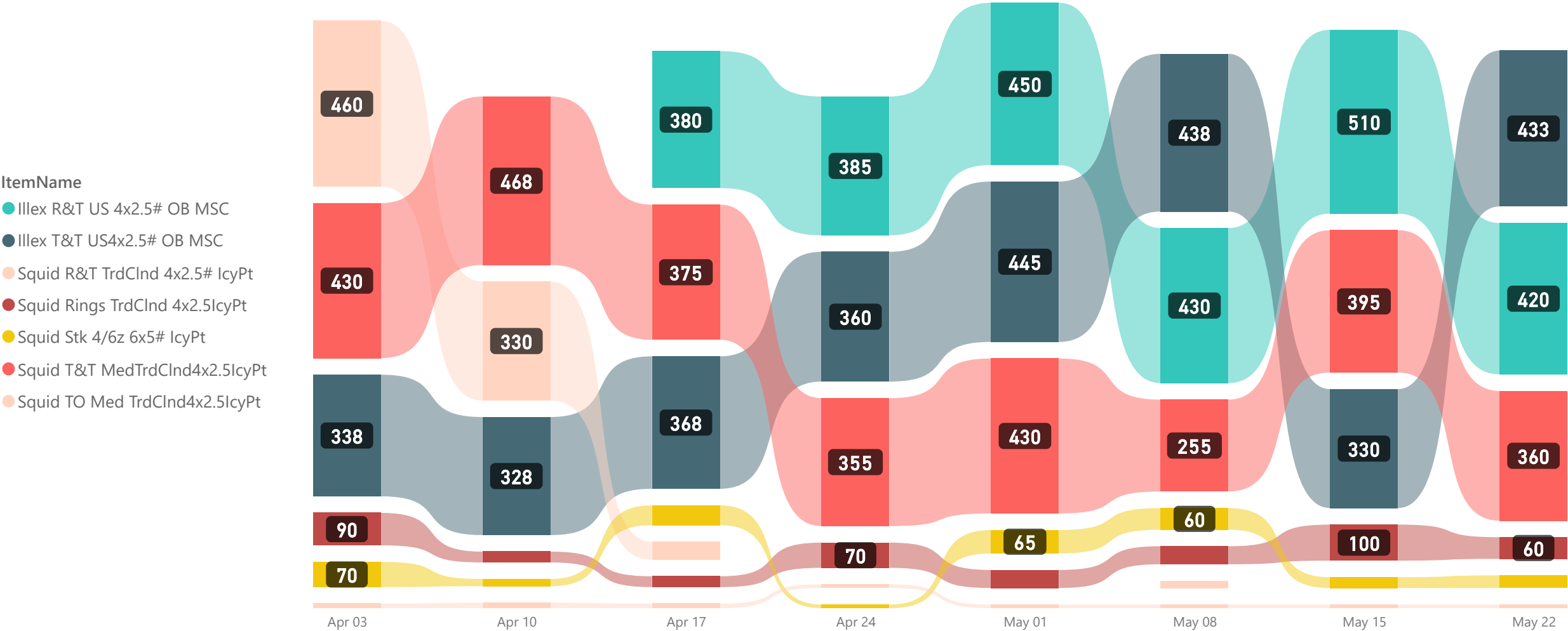
TOP 15 PREVIOUS CUSTOMERS POUNDS SOLD



TOP 5 TOTAL CUSTOMERS, NEW OR RETURNING:

- Heathman Lodge, 880 Lbs
- Fujiyama Sushi & Grill, 800 Lbs
- The Cove, Vancouver, 570 Lbs
- Van Vleet Meat & Seafood, 535 Lbs
- Pastini Pastaria - Corvallis , 530 Lbs

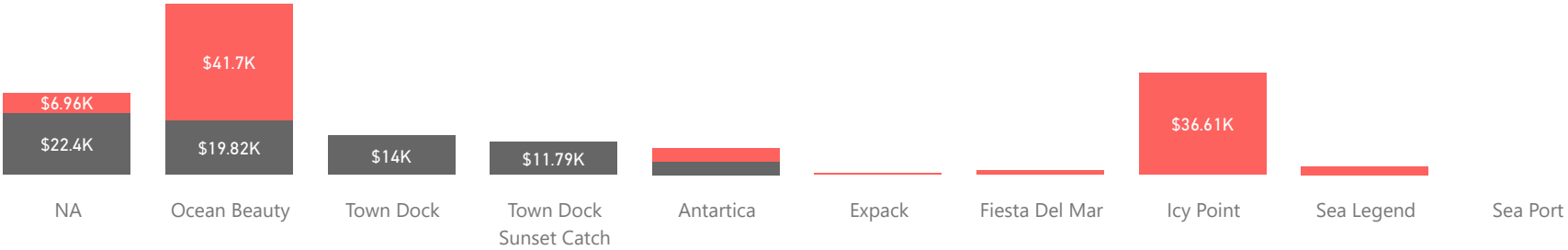
POUNDS OF EACH ITEM SOLD PER WEEK



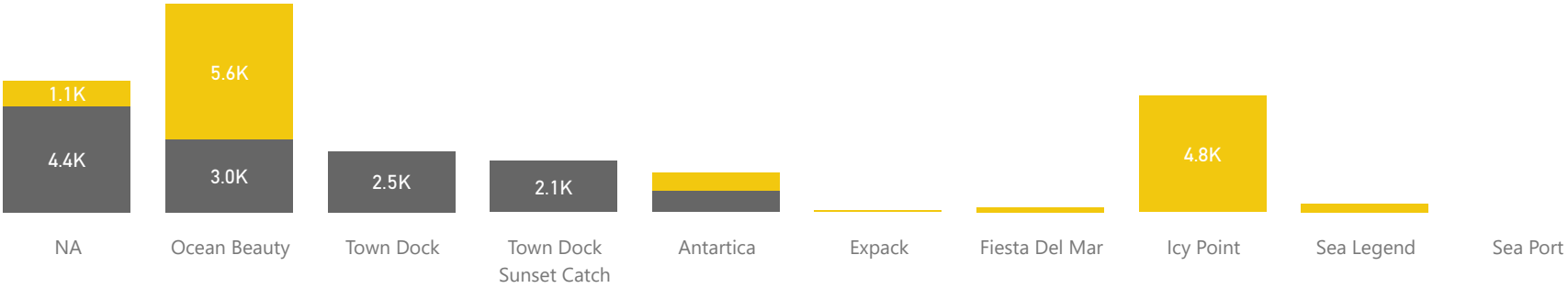
- Ocean Beauty items took the lead by week 4 of the competition.
- Steaks and Tubes-Only did not perform the way the other formats did. What was the customer feedback like for these items?

YOY BY BRAND

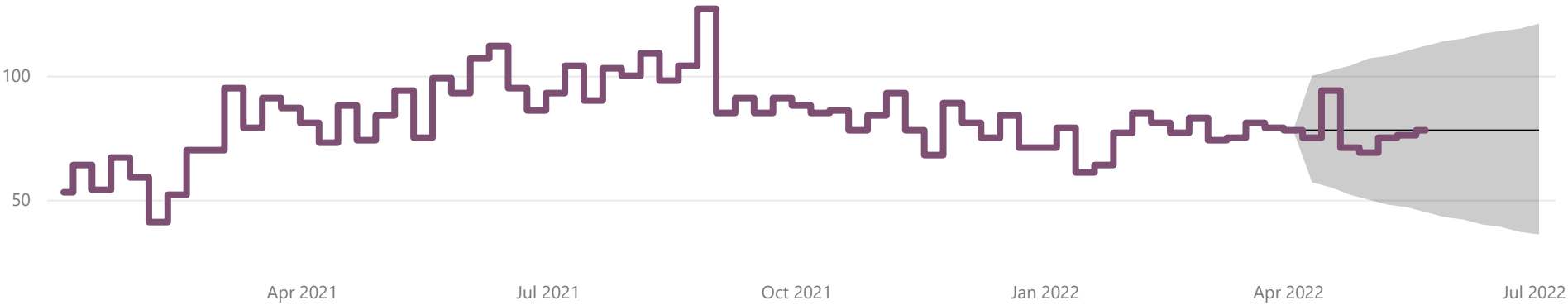
2021 Sales \$ 2022 Sales \$



2021 Pounds 2022 Pounds



CUSTOMER COUNT



YOY TOTALS

2021 Net Margin \$ 2022 Net Margin \$



2021 Sales \$ 2022 Sales \$



2021 Margin % 2022 Margin %



2021 Pounds 2022 Pounds

