

For Immediate Release

** Triad Fisheries sold to Alaska Glacier Seafoods**

**Vancouver WA. August 5, 2024 — After sixteen years of successfully marketing Alaska's highest quality wild salmon under the Bruce Gore trademarked brand, Mark Tupper is pleased to announce the sale of Triad Fisheries to Mike and Jim Erickson at Alaska Glacier Seafoods in Juneau, Alaska.

Alaska Glacier Seafoods (Juneau, AK) is pleased to announce the acquisition of Triad Fisheries/Bruce Gore brand.

"For over 20 years, Triad/Bruce Gore brand has set the benchmark in terms of quality for Alaskan caught salmon. It's our goal to continue this tradition to the same standards Bruce Gore and Mark Tupper have developed over the years... We are excited to work with their established customer base and their fleet of FAS trollers, who in our opinion put up the highest grade, sustainable wild caught salmon there is. Even though the Alaska Salmon industry has experienced some very challenging times in the past 18 months, we feel optimistic about the future. Alaska Glacier Seafoods will be looking to integrate this brand into our existing hi-end customer base as well as continue to support the long standing customers Triad has supplied over the years. "

Jim Erickson

V/P Alaska Glacier Seafoods

"We are thrilled to have the Erickson Family take over the Bruce Gore **TM** brand," said Tupper in a statement. "We are confident that Alaska Glacier Seafoods will continue to honor the exceptional fishermen who dedicate their livelihood to meeting the exacting standards that make the Bruce Gore brand synonymous with the highest quality salmon from the state of Alaska."

The Erickson family, who founded Alaska Glacier Seafoods (AGS), shares the same values and commitment to quality as the Tupper's. "After many discussions with the Erickson's, we knew we were placing Triad Fisheries in the right hands to continue the legacy that Bruce Gore started in 1978," added Mark Tupper.

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