

# FUELING AMERICA ONE BITE AT A TIME



**MOST-  
VIEWED  
RECIPE  
IN FY21**

Capitalizing on America's love of all things pumpkin spice, our Pecan Pumpkin Bites recipe was a big draw for consumers. Clicks to this recipe accounted for **nearly 44,000 views this year**.

Energy bites continue to be a huge hit with our consumers, with bites recipes accounting for the **number one and two most-viewed recipes** of the year. This holiday season, we're taking that success to a new level as we fuel holiday travelers with Pecan Pie Bites through an exciting partnership with Farmer's Fridge, a nationwide network of smart fridges and home-delivery options bringing healthy food to those on the go.

## KETO- AND PLANT-BASED EATERS LOVE PECANS

Did you know "keto" was the most Googled food-related term last year? Alongside keto, the **plant-based food industry is expected to grow to 100x its current size** by 2050. Our fall ads directed towards keto- and plant-minded consumers **achieved nearly 2X the industry average click-through rate** (3.73% vs. 2%), demonstrating that we are successfully introducing pecans as a key ingredient for lifestyle eating among these audiences.

The success of our search engine ads continues to improve each month as our digital strategy around key trends increases. We ended FY21 with our strongest-ever paid search results and cost efficiency in our program's history.

Ad · [www.americanpecan.com](http://www.americanpecan.com)

**Keto-Friendly Snack | Smokey Spiced Pecans**

Make this delicious keto-friendly snack from your own kitchen! Try the recipe today.

Ad · [www.americanpecan.com](http://www.americanpecan.com)

**Plant-Based Protein Recipe | Superfood Pecan Tacos**

Healthy eating has never been easier with this satisfying vegetarian taco recipe!

Ad · [www.americanpecan.com](http://www.americanpecan.com)

**Keto-Friendly Snack | Garlic Herb Pecans**

Make your keto diet easier than ever with this satisfying snack. Try it today!

Ad · [www.americanpecan.com](http://www.americanpecan.com)

**Plant Based Recipes | Plant-Based Italian Sausage**

This delicious and satisfying recipe makes it easy to eat meatless! Try it today!

# PECANS GO PICNICKING IN CHINA

-  **goodfoodmadesimple** We LOVE snacking on pecans and adding them to oatmeal!
-  **dishes\_by\_daniela** Pecans are definitely the best nut 😊
-  **goodnessavenue** Love pecans!! Especially in yoghurt bowls 🥰
-  **goodeatswithcon** omg pecans are the best 🥰🥰



This fall, our team in China sent American Pecans picnic baskets to **more than 120 KOLs (key opinion leaders** – the local term for “influencers”) as well as food or lifestyle writers, building awareness and seeding interest for future coverage. Picnicking has increased in popularity as people became eager to be outdoors while staying safe.

The picnic baskets were filled with fresh pecans, pecan-snacking inspiration and American Pecans-branded items for the Mid-Autumn Festival, a traditional Chinese holiday that celebrates the end of harvest.

## KOLS PROMOTED OUR BASKETS TO THEIR PECAN-LOVING FOLLOWERS

## PECANS STAR WITH ON-THE-GO SNACKING AUDIENCE

Lifestyle influencer Tati Chermayeff (Healthful Blondie) snacked on pecans during her day out – and her audience loved it. With a 5% engagement rate — **2X the industry standard** – Tati’s on-the-go audience proved highly receptive to our evolved strategy of promoting more content associated with snacking and fueling active lifestyles.

