

# LOVIN' THIS PECAN-FILLED SUMMER

## IN THE NEWS

THROUGHOUT THE MONTH OF JUNE, ARTICLES NATIONWIDE FEATURED PECAN RECIPES, NUTRITION INFO AND USAGE TIPS. IN FACT, AMERICAN PECANS GENERATED 83 MILLION CONSUMER VIEWS AND TOUCHPOINTS!

Coverage included TODAY.com, Eating Well, PureWow (women's lifestyle site), The Beet (go-to site for plant-based recipes) and Food Processing Magazine, a trade magazine that serves the food and beverage industry.

In addition, nearly **1,200 local outlets** shared our summer recipe article featuring popular sweet and savory snacks. The content exceeded expectations for media placements — our ROI was 23% higher than average for our article-distribution partner.

**83 MILLION**  
CONSUMER VIEWS AND  
TOUCHPOINTS

PureWow



The Beet.  
Just add plants!

EatingWell.com  
WHERE GOOD TASTE & MEETS GOOD HEALTH

FOOD PROCESSING  
THE INFORMATION SOURCE FOR FOOD AND BEVERAGE MANUFACTURERS

## MORE PEOPLE ARE SEARCHING FOR PECANS

When it comes to searching the web for everything from pecan nutrition facts to pecan recipes, more consumers are turning to AmericanPecan.com.

American Pecans' website had a **64% year-over-year increase in clicks** due to our continued research and optimization based on trends, recipes and keywords. Cost per click is trending in the right direction as well — we're **down nearly 20% in cost** due to continued refinements to our ad word bidding.

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit [AmericanPecan.com](http://AmericanPecan.com) and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.



## AMERICAN PECANS IS OFFICIALLY HEADING TO GERMANY

The American Pecan Council is proud to announce we're launching a marketing program in Germany. Our international committee is excited to be working with a local team to develop and roll out an in-market program. Stay tuned for more details!

## CHINA TEAM HOSTS PECAN PAIRING PARTY



American Pecans co-hosted a lunch party in China with Uncle Life, a creative director with a large social media following on WeChat (960,000 followers) and Weibo (1.4 million followers). To demonstrate how to incorporate pecans into popular dishes, attendees tried a variety of flavor pairings, from steak tartare with pecan crunch to chocolate mousse with caramelized pecans.

Since the event, American Pecans recipes have been shared with attendees, leading to positive feedback and continued engagement as they make them at home.

Additionally, the event's success was promoted across news outlets and social media platforms, including a post to Uncle Life's WeChat page and his Weibo account.

We all know pecans are used for more than just pecan pie, and we continue to promote pecans as a no-compromise snack of choice. In a year-over-year comparison of data from FYQ3, consumers are searching for more snack options — AmericanPecan.com saw a 38% increase in snack-recipe visitors compared to 2020.

What are they searching for? The top snack recipes are Roasted Pecans with Sea Salt, Pecan Energy Bars, and Garlic Herb Pecans. YUM.

## MORE CONSUMERS SEEK PECANS AS SNACKS

