

American
PECANS
THE ORIGINAL SUPERNUT

OCTOBER 2019 MARKETING HIGHLIGHTS

SOCIAL MEDIA DRIVES WEB TRAFFIC

Social media continues to be a valuable tool to bring pecans top of mind for consumers. So far this year, more than **40%** of all AmericanPecan.com visitors were directed via social media to our site, where they can learn more about the great taste, versatility and heritage of pecans.



MEAL PREP WITH PECANS



The APC is reaching Gen X/Y moms who are meal planning by showcasing pecans in a range of family-friendly recipes. Our Pecan Crusted Tilapia recipe gained inclusion in a 7-Day Menu planner in several papers across the country, reaching **more than half a million consumers**.



TAKE ADVANTAGE OF INDUSTRY RESOURCES

The "For Industry" section of our website saw a **20% increase in page views** this month. A valuable resource for industry, there you can find market data, event details, marketing resources and more.

Make sure you check it out at **AmericanPecan.com** (toolkit password: pecans18).



AMERICA'S NEXT HOT FOOD STAYS

HOT

The article, "Why pecans might be America's next hot food" continued to run in new markets across the US. In October, the piece gained **750,000 additional views**.

PECAN GHOST COOKIES ARE A HALLOWEEN HIT



American Pecans engages consumers by tapping into seasonal trends. Our signature Halloween creation, Pecan Ghost Cookies, continue to be a seasonal hit. The recipe was our most visited recipe this month, garnering **more than 1,800 page views!**