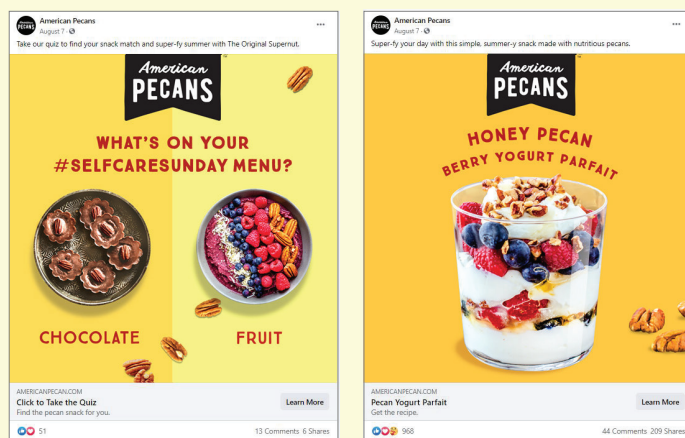




AUG 2020 MARKETING HIGHLIGHTS



NUTRITION BENEFITS MADE TO ORDER

Social media allows us to tailor our messages to different audiences, promoting the pecan nutrition benefits most likely to resonate with each group. This month, we saw strong engagement from people whose health is their number one priority and prefer to cook at home, accounting for **more than 6,000 visits** to the website!



SNACK ATTACK!

Snacking keywords — things like “healthy snack,” “snack recipe,” and “snacks for kids” — were top performing search terms this month. **More than 1,000** snack-seeking searchers viewed our Pecan Granola Bars at AmericanPecan.com.

DISCOVER DELICIOUS PECAN RECIPES

PECAN DESSERTS
PECAN SNACKS



Pecan Peach Crumble

5 Prep 1:30 Cooking ☆☆☆☆

PECAN SNACKS



Fruit Kabobs with Yogurt and Pecans

10 Prep ☆☆☆☆

PECAN SNACKS



Simple Pecan No-Bake Energy Bites

15 Prep ★★★★★

FILTER

SITE VISITORS HUNGER FOR MORE!

Not only did our AmericanPecan.com site views increase throughout the summer but **2 out of every 3 visitors to the site viewed at least one recipe**, indicating interest in cooking with — and *purchasing* — pecans.

PECAN
LOVE 

Made these tonight and they were so good!! ❤️

Omg this might be my new favorite dessert 🥰

Sweet with a crunch is hands down my fav combo, so I can't WAIT to try this!!! 🥰🥰

This looks so yummy!

Pecans are the best addition 🥰

I really do need to try this

Wow so delicious 🙌❤️

SUMMERTIME SUPERHEROES

Our advertisement for pecan snacks in Kroger's *Live Naturally* magazine was distributed to **more than 530 stores**, alongside an article that showcased the nutrition superpowers of The Original Supernut™.



LiveNaturally

PECANS

"Traditionally thought of as a dessert nut, pecans are actually a nutritious addition to healthy eating lifestyles," contends the American Pecan Council. And they've got the numbers to back it up. Pecans are the tree nut highest in manganese, a nutrient essential for metabolism and bone health, and carb-watchers will be glad to hear that pecans are neck-and-neck with walnuts for the lowest number of carbohydrates—about 1 percent of your DV for carbs per serving. They also provide the most monounsaturated fats, which are the kind your heart likes best.

Each 1-ounce serving of pecans provides 63 percent of your DV for manganese, 11.4 grams of monounsaturated fats, 11 percent of your daily fiber needs and 12 percent of your daily intake needs for thiamine, a B vitamin that benefits your nervous system.

NUTRIENT
POWER
PUNCH