

American
PECANS
THE ORIGINAL SUPERNUT

PECANS SHINE THROUGHOUT THE HOLIDAY SEASON

BEIJING COOKS WITH PECANS FOR WINTER SOLSTICE

Tapping into an important cultural moment, we reached **millions of Chinese consumers** during the Winter Solstice festival, when families gather and feast on traditional delicacies. This festival's origins are based on the Chinese concept of Yin and Yang – the belief that when the days are short, there is insufficient Yang energy, so Yang (warm) foods are consumed to maintain health during colder days.

American Pecans partnered with Chef Tiger who hosted a cooking class – showcasing pecans – for 20 guests. The class was livestreamed across his channels, generating **1.5 million consumer views & touchpoints (CVTs)**. Related social posts also generated more than **7 million CVTs**.



**8.5
MILLION**
CONSUMER
VIEWS AND
TOUCHPOINTS



SEARCH ENGINE ADVERTISING DRAWS IN CONSUMERS, DRIVES STRONG ROI



54%
YOY INCREASE
IN CLICKS
VIA PAID
SEARCH

During the holidays, pecans shone brightly in America's favorite family recipes, traditional dishes and party snacks. We saw a **54% YOY increase in total clicks** to our website thanks to search engine advertising with a **56% YOY decrease in cost per click (CPC)**.

Gingerbread Pecan Magic Bars saw the highest clicks to the landing page out of all our holiday recipes with a **very strong clickthrough rate (CTR) of 6.85%** - more than **3.5X the industry average**.

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

'SHOCKING' RESULTS IN AMERICA AND GERMANY



Nutcrackers played a starring role in American Pecans holiday marketing in both the U.S. and Germany. With a playful twist, the Christmas icons expressed shock at the versatility of pecans.

In the U.S., our Nutcracker social campaign resulted in nearly **11 million CVTs** and generated strong engagement levels with approximately **16,000 reactions**, 11,000 saves, 8,000 shares and 630 comments.

Our multi-platform Germany campaign resulted in more than 9,000 visits to our new German website, a **billboard reach of 1.74 million people, near point of sale**, more than **2 million social CVTs** and features in top marketing trade media outlets.



HEALTH PROFESSIONALS GIVE THE GIFT OF PECANS



Leading into the winter holidays, American Pecans hosted a **pecan gift-giving challenge** for members of the Pecan Powerhouses Network, our dedicated group for health professionals. Members were invited to create a unique holiday gift incorporating pecans, drawing inspiration from festive gift ideas from our website, including sweet and crunchy Maple Pecan Superfood Bark and a decorative Pecan Wreath.

Our members brought creativity and flavor with their pecan gift creations – from fresh rosemary pecans perfect for packing in mason jars, to cinnamon-spiced pecan butter to slather on toast or eat by the spoonful. And in honor of practicing gratitude with pecans during the holiday season, members who participated in the challenge became eligible to win \$200 for the charity of their choice.