



American
PECANS
THE ORIGINAL SUPERNUT

JUNE 2020 MARKETING HIGHLIGHTS



GOOGLERS

HEAD TO [AMERICANPECAN.COM](https://americanpecan.com)

Our website is an ever-growing resource for online recipe seekers. Organic traffic to AmericanPecan.com was **up 27% this quarter**, and visitors are primarily clicking through to savory mealtime and snacking content. Consumers continue to find pecan inspiration beyond desserts. Ground Pecan Taco Meat, Classic Chicken Salad, and Roasted Pecans with Sea Salt all ranked as top performers.



BREAKFAST BREAKS THROUGH

Search interest in breakfast options has increased in recent months, so American Pecans focused on ads for matching keywords. In less than two weeks, **more than 800 visits to our website** were driven by searches for "French toast"!



“HERE'S WHY YOU SHOULD START EATING MORE PECANS”

“

[TRY] ADDING NUTS LIKE PECANS TO SALADS, CEREAL, SIDE DISHES, AND STIR FRIES. THINK OF ANYTHING THAT WOULD BENEFIT FROM A LITTLE ADDED CRUNCH.

”



Online foodie outlet *Mashed* encouraged readers to think outside the pie with a piece about the pecan’s important nutrition and versatility story. The article, which reached more than 350,000 readers, cited the American Pecan Council – and referenced articles placed by the APC in *Taste of Home* and *Good Housekeeping* magazines.

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“

BEYOND THANKSGIVING PIE, PECANS HAVE A PLETHORA OF CULINARY USES...WHILE SOME NUTS GET A BAD RAP, PECANS ARE ONE YOU SHOULD DEFINITELY PUT ON YOUR TO-EAT LIST.

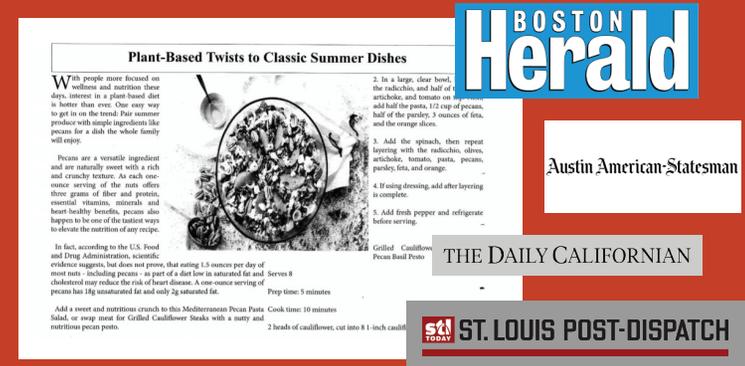
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PECAN LOVE 

I made this tonight. So Good.

Oooh these look DELISH!

Love this! Pecans are so buttery and amaze 🤩



THE ORIGINAL *summertime* SUPERNUT

Inspiring year-round pecan usage starts with showcasing easy options for summer. Our article, “Plant-Based Twists to Classic Summer Dishes,” shared pecans as a plant-based protein addition to pasta salad and pesto. The article ran in print and online **more than 2,500 times**.