



FEBRUARY 2019 MARKETING HIGHLIGHTS

PECANS & PIGSKIN

From pecan-topped pizza on the Food Channel to pecan appetizers in the Chicago Daily Herald, game day pecan recipes were shared like never before – a **31% increase over last year's Big Game recipe coverage.**



3/22/19 Connecticut Family Magazine

test kitchen

Energy food

that's good for your heart

Sometimes making small changes can have a positive impact on your health — including heart health — like drinking more water, taking the stairs instead of the escalator, and adding nutritious ingredients to your snacks and meals.

Incorporating nutritious ingredients is an easy way to step up your routine. For example, American Pecans can be used in many recipes by adding them to your favorite recipes or using them as the base of a portable snack, there are few things America's native nut can't do.

Start the day right with a bowl of Banana Pecan Cherry Oatmeal — a comforting and hearty combination that can keep you full for hours. For a wholesome, on-the-go option perfect for school snacks, desk drawers or an afternoon pick-me-up, try Cherry Pecan Energy Bites. Dried cherries, dates and crunchy pecans combine for an all-natural burst of heart-smart nutrition to help you power through the day.

Discover more ways to create heart-healthy meals with pecans at AmericanPecan.com.

Banana Pecan Cherry Oatmeal
1 cup old-fashioned oats

Cherry Pecan Energy Bites
Makes 10-12 energy bites
1 cup toasted pecan halves or pieces
1 cup dried cherries
4 medjool dates, pitted
1/2 cup old-fashioned oats
1 tablespoon cacao powder, plus additional for coating (optional)
1 teaspoon vanilla extract

In a bowl of food processor, combine toast pecans, dried cherries, dates, oats, cover and pulse until finely ground.

Down Home Recipes

Boost heart-smart recipes with pecans

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Incorporating nutritious ingredients is an easy way to step up your routine — for example, American Pecans can help you nearly any recipe by adding flavor and nutrition.

It's always a good time to include heart-healthy ingredients on your shopping list. Certified by the American Heart Association's Heart-Check®, American Pecans and their unique mix of unsaturated fats, plant sterols, fiber and flavonoids add up to help promote a healthy heart.

In fact, according to the Food and Drug Administration, research suggests that does not prove that eating 1 1/2 ounces of most nuts, such as pecans, each day as part of a diet low in saturated fat and cholesterol may help reduce your risk of heart disease. One serving of pecans (28 grams) contains 18 grams unsaturated fat and only 2 grams saturated fat.

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Banana Pecan Cherry Oatmeal
1 cup old-fashioned oats
2 cups water
1/2 cup pecan milk

on high 3-4 minutes, or until oats are cooked through. Watch carefully to avoid boiling over.



AMERICAN PECAN COUNCIL

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Simple Ways to be Heart Smart

Discover recipes chock-full of heart-healthy pecans

BY AMERICAN PECAN COUNCIL

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Makes 10-12 energy bites

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- 1 cup dried cherries
- 4 medjool dates, pitted
- 1/4 cup old-fashioned oats
- 1 tablespoon cacao powder, plus additional for coating (optional)
- 1 teaspoon vanilla extract

In a bowl of food processor, combine toast pecans, dried cherries, dates, oats, cacao powder and vanilla extract.

Pulse until ingredients begin to bind and form loose, dough-like ball.

Roll into 1-inch balls. Roll balls in additional cacao powder, if desired, and transfer to airtight container. Refrigerate until ready to serve, up to seven days.

Note: To make gluten-free, substitute 1/4 cup of certified gluten-free old-fashioned oats.

Banana Pecan Cherry Oatmeal
1 cup old-fashioned oats
2 cups water
1/2 cup pecan milk

Watch carefully to avoid boiling

AMERICAN HEART MONTH

American Pecans released an article, "Simple Ways to Be Heart-Smart," to remind consumers of pecans' heart benefits. **The article ran in 970 news outlets nationwide, reaching consumers in more than 40 states.** One of the featured recipes, Cherry Pecan Energy Bites, received **2x as many views** on AmericanPecan.com as it did in January.

OUTSIDE THE PIE, INSIDE THE INSTANT POT

The popular cookware tool was one of last year's hottest holiday gifts, so American Pecans used paid search to intercept consumers searching online for Instant Pot recipes.

34% of all clicks to AmericanPecan.com in February were generated from the search "instant pot recipes" – showing consumers are considering pecans in their meal planning.



MEALS ON THE GO

CONSUMERS CONTINUE TO FAVOR OUR SOCIAL MEDIA POSTS ON MEAL PREPARATION.



This Pecan Chicken Salad in a Jar video garnered more than 317,000 views on Facebook this month – that's 11,000+ a day!

kumquatblog @americanpecan pecan + chocolate = ❤️

shemovesphilly no better combo! pecans are so underrated!

sunkissedkitch Adore easy zoodle salads — and PECANS! 🍷👍

WE LOVE SEEING
CONSUMERS ENGAGE
ON SOCIAL MEDIA
WITH OUR CONTENT
AND THEIR OWN.

CHECK OUT THE
PECAN LOVE!

