

American
PECANS
THE ORIGINAL SUPERNUT

OCTOBER 2018 MARKETING HIGHLIGHTS

HARVEST IS UNDERWAY



RUNNING TO THE KITCHEN
WHOLESOME • FIT-MINDED • FRESH

Through partnerships with food bloggers, we are inspiring Gen X and Gen Y moms with savory pecan recipes. Responses to this "Sheet Pan Maple Mustard Chicken with Pecans and Sweet Potatoes" were overwhelmingly positive, and

55% OF COMMENTS
INDICATED AN INTENT TO PURCHASE PECANS.

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QUOTE-WORTHY

Pecans are one of my favorite fall nuts. I love how you incorporated them into a seasonal fall main dish meal.

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Now that the kids started school, I'm leaning towards all sheet pan suppers – my family will love this!

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This is 100% happening for dinner this week!



Our harvest video, highlighting the people behind The Original Supernut, reached an audience of **MORE THAN 295,100 ON SOCIAL MEDIA.** A paid promotion campaign targeted the post to Facebook users who match our pecan consumer, reaching **76X MORE EYES** THAN A POST WITHOUT PROMOTIONAL SUPPORT.

HALLOWEEN SPOTLIGHT

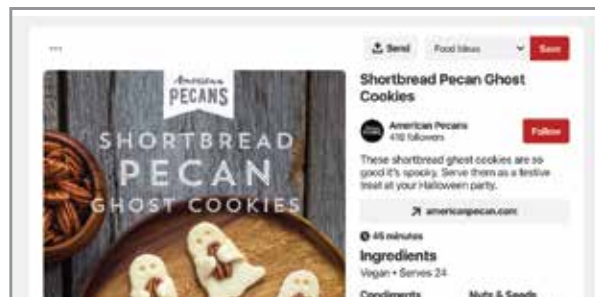
As people searched for Halloween ideas, American Pecans was ready with delicious pecan treats. The pecan shortbread ghost cookie was popular with news media as well as people on social media.

News and social media about the ghost cookie made it our most popular recipe on AmericanPecans.com.

The recipe page was visited

MORE THAN 6,900 TIMES during October!

Pinterest



70% OF HALLOWEEN RECIPE MEDIA PLACEMENTS WERE OUTSIDE OF THE PECAN BELT.



In Alabama, RD partner Holley Grainger's "Spooky and Nutritious" segment on ideas for Halloween using pecans reached **A BROADCAST AUDIENCE OF 75,000** and included messaging around the taste, nutrition, and heritage of pecans.



Pinterest users saved the ghost cookie **5,432 TIMES** to their own personal boards on Pinterest, a **60% INCREASE** from last October.

Why do Pinterest saves matter? According to market research, 93% of active users of Pinterest use the platform to **PLAN FOR PURCHASE, AND 87% HAVE PURCHASED** because of Pinterest.