

DECEMBER 2018 MARKETING HIGHLIGHTS

On the heels of The Super American Pecan-A-Thon premiere, December's marketing activities doubled down on holiday recipe inspiration to drive demand through the holidays and beyond, encouraging America to **#PledgePecans** – a promise to include one more pecan-infused dish alongside your pecan pie during the holidays.

OUR ARTICLE,
“GO BEYOND PECAN PIE THIS HOLIDAY
SEASON,” APPEARED NEARLY
800 TIMES
NATIONALLY IN DECEMBER.

58% OF THESE PLACEMENTS
APPEARED IN
NON-PECAN PRODUCING STATES
AND ENCOURAGED CONSUMERS
NATIONWIDE TO GET CREATIVE
IN THE KITCHEN
WITH PECANS OVER THE HOLIDAYS.

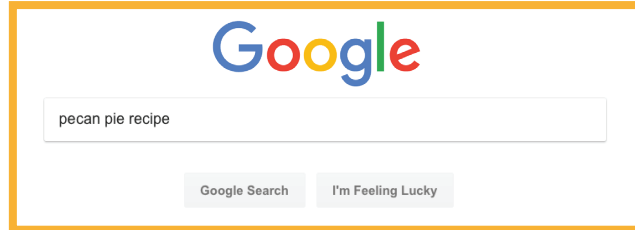


THE SEARCH WAS ON

Data shows that appetizer recipe searches are high in December, so our Pecan Partners developed recipes for **PECAN STUFFED MUSHROOM CAPS** and **PECAN AND SQUASH FLATBREAD** with Dried Cherries and Ricotta to fit the trend. These recipes were our top performing influencer content of the month.



HAVE YOU HEARD?



GOOGLE ANNOUNCED THAT PECAN PIE WAS THE MOST SEARCHED RECIPE OF ALL OF 2018!

Classic Pecan Pie continues to be the most visited recipe on AmericanPecan.com.



Paid social media and paid search advertising helped to generate interest in American Pecans holiday ideas, leading to **29% MORE PAGE VIEWS THAN LAST MONTH.**

SAVORY RECIPES ARE GAINING POPULARITY, TOO

After Classic Pecan Pie, December's most popular recipes on AmericanPecan.com were Sweet Potato Casserole with Bourbon Pecan Crumble, Mulled Cider with Caramel Pecan Rim and Smoky Spiced Pecans.



By tagging American Pecans, Instagram users helped share the brand with more than **1 million** additional Instagram followers in December – that's **MORE THAN THE PRINT CIRCULATION OF THE NEW YORK TIMES AND CHICAGO TRIBUNE COMBINED!**