

American
PECANS
THE ORIGINAL SUPERNUT

SUPER-FY

**SOCIAL MEDIA
CONTENT CALENDAR
FOR INDUSTRY**





SUPER-FY YOUR SOCIAL CHANNELS

America's native nut has much to offer beyond holiday pies and decadent desserts. To give pecans the credit they deserve, we're showing consumers that The Original Supernut™ is a hard-working ingredient that can “super-fy” any recipe.

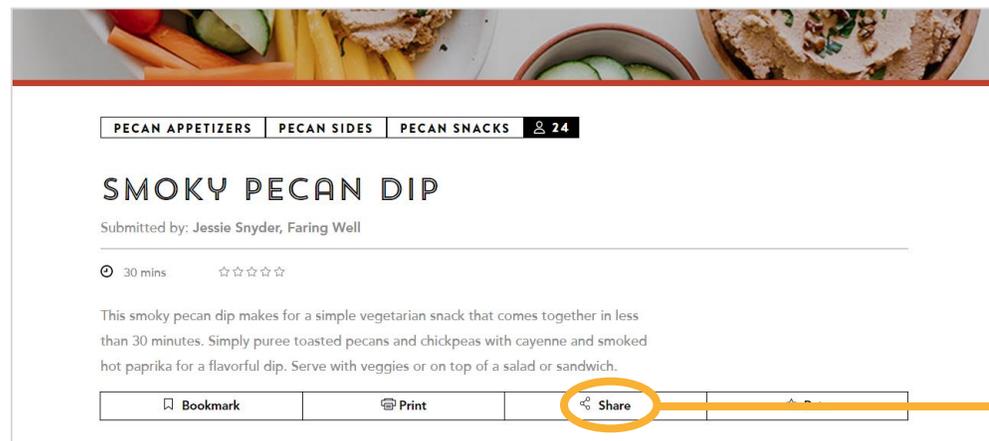
You can add your voice to the Super-fy movement by promoting the nutrition and versatility of pecans on social media. We've compiled **a calendar of pecan-inspired recipes** that coincide with various holidays, observances and other cultural events that you can leverage on your own channels.

The recipes and recommended content within this calendar are just suggestions – you are welcome to **put your own spin on Super-fy posts** by writing your own post or choosing a different recipe to highlight. High-resolution images of all of our recipes can be found in the AmericanPecan.com [Media Library](#).

If you have any questions about Super-fy or how to use APC social media assets, please reach out to us at industry@americanpecan.com or 817-916-0020.

HOW TO SHARE DIRECTLY FROM AMERICANPECAN.COM

You can share the recipes linked in this calendar, along with any others on the American Pecans [recipe page](#), directly to your Facebook, Twitter or Pinterest channels. On each recipe, you will have the option to select the **Share** button.



After you select the **Share** button, you will see the options to share the post on Facebook, Twitter or Pinterest.



When you select the desired social icon, it will open a new window to create a social post. You will see a place to personalize the post before sharing with your followers, if desired.

JANUARY

NEW YEARS RESOLUTIONS

For many Americans, the New Year means new commitments to a healthier lifestyle. You can take advantage of this motivated mindset to show your social media followers that eating better doesn't have to be difficult, bland or boring – any meal can be super-fied with the addition of American Pecans.

Recommended recipes to highlight:

- + [Spinach Salad with Maple Pecans, Apples and Blue Cheese](#)
- + [Berry Pecan Smoothie Bowl](#)
- + [Savory Pecan and Rosemary Granola Bars](#)
- + [Pecan Buddha Bowl](#)
- + [Roasted Root Vegetables with Pecans](#)

EXAMPLE SOCIAL POST



Trying to eat more veggies in the New Year? This fresh, super-fied salad topped with crunchy pecans and crisp apples is ideal for tossing together after a long day at work or for packing ahead for weekday lunches.
#pecans #NewYears #Resolutions

FEBRUARY

AMERICAN HEART MONTH NATIONAL SNACK FOOD MONTH

February is American Heart Month and National Snack Food Month – so why not combine the two and celebrate with super-fied heart-healthy snacks? According to research, 50% of all eating occasions in the U.S. are now snacks and pecans are an easy, grab-and-go way for consumers to celebrate heart health in February and beyond.

Recommended recipes to highlight:

- + [Cherry Pecan Energy Bites](#)
- + [Superfood Pecan Energy Bars](#)
- + [Smoky Spiced Pecans](#)
- + [Garlic Herb Pecans](#)
- + [Coconut Pecan Energy Balls with Masala Spice](#)

EXAMPLE SOCIAL POST



Show your heart some love with these simple, heart-smart energy bites, made with just six wholesome ingredients: pecans, oats, dried cherries, dark chocolate, dates and vanilla. #pecans #AmericanHeartMonth #NationalSnackMonth

MARCH

NATIONAL NUTRITION MONTH

Promote the health benefits of pecans in March to align with National Nutrition Month. According to research, about three-fourths of the population is not eating enough fruits, vegetables, dairy and good fats, and few Americans meet the recommendation to eat 5 ounces of nuts per week. Offer your followers easy, pecan-inspired recipes to increase their intake of these under-consumed food groups.

Recommended recipes to highlight:

- + [Green Apple Pecan Smoothie](#)
- + [Instant Pot Acorn Squash with Pecan Stuffing](#)
- + [Mexican Style Oaxacan Bowl with Pecans](#)
- + [Stuffed Spaghetti Squash with Pecans, Kale and Dried Cranberries](#)
- + [Za'atar Spiced Pecans and Quinoa Veggie Bowl](#)

EXAMPLE SOCIAL POST



Start your day with this invigorating Green Apple Pecan Smoothie made with #DIY pecan milk that packs in a serving of fruits and vegetables.
#pecans #NationalNutritionMonth

APRIL

NATIONAL PECAN MONTH

April is The Original Supernut's time to shine. Since many consumers only think of pecans during the holidays, this is the perfect opportunity to promote America's native nut during a time when it is not traditionally top-of-mind. Recipes to share in April highlight how the pecan's versatility and great taste make it a must-have ingredient year-round.

Recommended recipes to highlight:

- + [Superfood Pecan Tacos](#)
- + [Gluten-Free Hidden Veggie Mac and Cheese with Pecan Breadcrumbs](#)
- + [Pasta Primavera with Pecan Parmesan Topping](#)
- + [Pecan Spinach Artichoke Dip](#)
- + [Pecan Butter Millionaire Bars](#)
- + [Pecan Milk Chai Latte](#)

EXAMPLE SOCIAL POST



Everyone loves tacos! Try a #plantbased version using ground pecans in place of traditional ground beef. You'll be amazed by the taste.
#pecans #NationalPecanMonth

MAY

NATIONAL SALAD MONTH MEDITERRANEAN DIET MONTH

May offers two opportunities to share pecans' nutrition story with your social media followers. Offering crunch and protein, pecans make a great swap in place of croutons on salads. They're also part of the popular Mediterranean Diet, which emphasizes the incorporation of foods high in monounsaturated fats, such as nuts.

Recommended recipes to highlight:

- + [Pecan, Pear, Pomegranate Kale Salad](#)
- + [Pecan Chicken Salad in a Jar](#)
- + [Pecan Brussels Sprouts Salad](#)
- + [Toasted Pecan, Quinoa and Maple Mustard Salad](#)
- + [Candied Pecan and Herb Chicken Salad](#)
- + [Creamy Chopped Chickpea Pecan Salad](#)

EXAMPLE SOCIAL POST



For #NationalSaladMonth, enjoy a different salad every day. Here's one you'll surely love with crunchy kale, fresh pecans, pears and pomegranate seeds with a simple homemade dressing. #pecans

JUNE

FATHER'S DAY (JUNE 16) GREAT OUTDOORS MONTH

American Pecans are The Original Supernut for super men. Celebrate fathers of all kinds by sharing super-fied recipes for Father's Day celebrations – from the perfect breakfast in bed to pecan-inspired drink recipes Dad is sure to enjoy. It's also Great Outdoors Month, so encourage your followers to get outside with pecan snack mixes and granola bars as the perfect adventure fuel.

Recommended recipes to highlight:

- + [Pecan Protein Pancakes](#)
- + [Pecan Old Fashioned](#)
- + [Savory Pecan and Rosemary Granola Bars](#)
- + [Chili Lime Pecan Snack Mix](#)

EXAMPLE SOCIAL POST



Planning a Father's Day breakfast in bed? These Pecan Protein Pancakes are sure to satisfy, and so easy that even little ones can help. Come on in, we have everything you need in store! #pecans #protein #FathersDay

JULY

GOOD FOR YOU GRILLING INDEPENDENCE DAY (JULY 4)

Summer months are all about backyard barbecues, especially for the Fourth of July. Give America's native nut a starring role during America's celebration of Independence by sharing super-fied recipes for outdoor entertaining.

Recommended recipes to highlight:

- + [Wild Rice Pecan Burgers with Creamy Sunflower Chive Spread](#)
- + [Grilled Eggplant with Pecan Pesto](#)
- + [Spiced Pecan Grilled Peach Salad with Goat Cheese](#)
- + [Mini Pecan Lemon Berry Tarts](#)

EXAMPLE SOCIAL POST



Surprise and delight guests at your backyard #BBQ with these veggie burgers made with pecans, wild rice and chickpeas and topped with a creamy sunflower chive spread. #pecans #4thofJuly #plantbased

AUGUST

BACK TO SCHOOL NATIONAL TRAIL MIX DAY (AUG. 31)

With summer coming to an end, parents nationwide are getting ready to send their kids back to school. Help them prepare with recipes for easy after-school snacks – all featuring pecans. And don't forget to promote pecan snack mixes on National Trail Mix Day on August 31.

Recommended recipes to highlight:

- + [Pecan Popcorn Chicken](#)
- + [Superfood Pecan Energy Bars](#)
- + [Chocolate and Pecan Dipped Frozen Banana Pops](#)
- + [Honey Ginger Pecan Snack Mix](#)
- + [Chocolate Cherry Pecan Snack Mix](#)

EXAMPLE SOCIAL POST



Our easy-to-make, kid-friendly Pecan Popcorn Chicken is a tasty dinner option that your kids will ask for again and again! #pecans #BackToSchool

SEPTEMBER

NATIONAL FAMILY MEALS MONTH BETTER BREAKFAST MONTH

September is the perfect time to focus on family meals and better breakfasts, as families get back into routine following the summer holiday. Show your followers how pecans will Super-fy any meal by adding both flavor and nutrition.

Recommended recipes to highlight:

- + [Sheet Pan Pecan-Crusted Salmon with Brussels Sprouts](#)
- + [Baked Pecan-Crusted Chicken Tenders](#)
- + [Pizza with Pecan Herb Topping](#)
- + [Chunky Chocolate Chip Pecan Breakfast Cookies](#)
- + [Banana Pecan Cherry Oatmeal](#)

EXAMPLE SOCIAL POST



Children of families who share meals together reap emotional, mental and physical benefits. Enjoy delicious Pecan-Crusted Salmon with Brussels Sprouts at your next family dinner. #pecans #FamilyMealsMonth

OCTOBER

INDIGENOUS PEOPLES DAY (OCT. 14)

NATIONAL NUT DAY (OCT. 22)

HALLOWEEN (OCT. 31)

As the only major tree nut indigenous to America, pecans were a staple in the diets of Native Americans. Celebrate our shared heritage by showcasing recipes that include other indigenous foods, such as wild rice and sweet potato. And, don't forget – Super-fy National Nut day and Halloween with some pecan-inspired treats!

Recommended recipes to highlight:

- + [Pecan Wild Rice Pilaf](#)
- + [Sweet Potato Bowl with Pecan Cilantro Pesto](#)
- + [Roasted Pecans](#)
- + [Pecan Butter](#)
- + [Shortbread Pecan Ghost Cookies](#)

EXAMPLE SOCIAL POST



Bring a bit of Native American flavor to your table for #IndigenousPeoplesDay. Enjoy this wild rice pilaf with pecans, the only major tree nut indigenous to North America. #pecans #plantbased @americanpecan

NOVEMBER

THANKSGIVING (NOV. 28)

As Americans gather around the table to celebrate one of our country's oldest traditions, pecans take center stage. From Classic Pecan Pie to super-fied versions of holiday favorites, The Original Supernut is a staple on Thanksgiving tables nationwide.

Recommended recipes to highlight:

- + [Baked Brie with Pecans and Cranberry Orange Chutney](#)
- + [Pecan-Crusted Prime Rib with Horseradish Cream Sauce](#)
- + [Sweet Potato Casserole with Bourbon Pecan Crumble](#)
- + [Pecan-Crusted Green Bean Casserole](#)
- + [Classic Pecan Pie Recipe](#)

EXAMPLE SOCIAL POST



Looking to impress your guests with a festive holiday platter? This crowd-pleasing Baked Brie with Pecans and Cranberry Orange Chutney is sure to do the trick. Add these ingredients to your shopping list and head on in. #pecans #Thanksgiving

DECEMBER

HOLIDAY ENTERTAINING GIFTS FROM YOUR KITCHEN

Help followers plan for the upcoming season with super-fied ideas for simple, nutritious party food and wholesome edible gifts. Pecans play an integral part in show-stopping desserts, but can also enhance savory dishes with their naturally sweet taste and versatility.

Recommended recipes to highlight:

- + [Maple Pecan Superfood Bark](#)
- + [Pecan Brussels Sprouts Salad](#)
- + [Pecan Stuffed Mushrooms](#)
- + [Pecan Peppermint Hot Chocolate](#)
- + [Reindeer Pecan Brownies](#)

EXAMPLE SOCIAL POST



Maple Pecan Superfood Bark is a delicious holiday treat – serve at a holiday party or give as an edible gift this season. #pecans



QUESTIONS?
CONTACT APC VIA SOCIAL

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