

American
PECANS
THE ORIGINAL SUPERNUT



RETAIL DIETITIAN
TOOLKIT

— GET TO KNOW — AMERICAN PECANS



America's native nut has so much more to offer beyond the classic holiday pie. That's why we've created this retail dietitian toolkit so you can inspire shoppers with all the glorious ways to enjoy pecans all year round.

Often viewed as a dessert nut, pecans don't always get the health-promoting credit they deserve. Yet, pecans are extremely nutrient-dense and nearly two decades of research shows that pecans may help maintain a healthy heart.

In this toolkit, you'll find more information about the nutrient profile of pecans, along with a review of the existing scientific evidence on their cardiovascular and metabolic benefits. It's also packed with turnkey activations that you can insert into your seasonal promotions, including ideas to engage shoppers, elevate total store sales, showcase store brands, support your prepared foods program, and drive visitors back to your retailer's website.

Intended to support all aspects of your work – from in-store demonstrations, classes and counseling to social media, TV interviews and community outreach – the toolkit includes:

- Content calendar
- Activation ideas
- Store and media messages
- Newsletter or blog inspiration
- Social media posts
- Recipe cards
- Digital images/shareable graphics

For more about American Pecans, including additional recipes, nutrition research and how the country's native nut is grown and harvested, please visit **AmericanPecan.com**.

Connect with us @AmericanPecan



WHAT'S INSIDE

You'll find monthly thought-starters to help support your seasonal promotions, along with a USB flash drive that includes shareable images for your social posts, blog and website. All images and recipes can be customized, reproduced and shared in store and online.

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SUPER-FY SOLUTIONS FOR RESOLUTIONS

For many shoppers, January means new commitments to a healthier lifestyle. Take advantage of this motivated mindset to show them that eating better doesn't have to be difficult, bland or boring. With delicious, health-promoting foods like American Pecans, it's easy for shoppers to super-fy their year, transform their norm and upgrade their game from the same old same.



ACTIVATION IDEAS

- **Pitch a TV segment or host a Facebook Live segment** providing tips to help consumers stick to their New Year's resolutions. These could include focusing on small changes, meal prepping or stocking their kitchen and pantry with nutritious ingredients and ready-to-go snacks, such as simple snacks made with pecans.
- **Conduct an in-store demonstration** to show shoppers how easy it is to blend frozen fruit (available even during the coldest time of the year) and top it with pecans and other nutritious ingredients for a quick, super-fied smoothie bowl packed with flavor and nutrients. Sample in store and share the recipes with shoppers.
- **Encourage shoppers to make simple, satisfying salads** part of their regular routine, highlighting a few of your favorite combinations.
- **Host a grocery store tour or post tips on your store's website or blog** to inspire shoppers to revamp their refrigerators and pantries by stocking more nutritious staples like whole grains, canned beans, seafood and nuts.

STORE AND MEDIA MESSAGES

Even with the best of intentions, many people will abandon their New Year's resolutions – but sticking with the decision to improve your diet doesn't have to be a difficult feat!

Set yourself up for success with a few small changes, like upgrading recipes you already love with a few extra superfoods, or whipping up make-ahead snacks using wholesome, nutritious ingredients.

With good fats, fiber, protein and essential nutrients, pecans are a perfect example of a superfood that can make any meal more nutritious and delicious.

Pecans are incredibly easy to incorporate into your daily routine. You can eat them on their own, sprinkle them on top of your morning oatmeal, throw a handful in your smoothie before blending for a touch of natural sweetness or toss them into your favorite sautéed or roasted vegetables.

Whatever your menu plan is for the day, you can super-fy your meals and snacks with American Pecans, The Original Supernut.



SOCIAL MEDIA POSTS



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



#NationalGranolaBarDay on January 21 is the perfect occasion for these no-bake pecan granola bars that are deliciously nutritious and incredibly simple to make. Stop in for a sample today. #pecans



Smoothie bowls are a tasty way to start your day – quick, easy and packed with goodness. This mix of frozen fruits, pecans and chia seeds is one of our favorite combinations. #pecans #smoothiebowl

NEWSLETTER & BLOG INSPIRATION



New year, new you? If improving your eating habits made this year's list of resolutions, we have lots of tips (and delicious foods) to help you do it.

First, focus on small, simple changes that you can easily turn into a habit. Adding a few nutrient-rich foods that you really enjoy to your day-to-day routine or to favorite recipes is a great way to start and increases the likelihood of a lasting change.

One of our favorite easy add-ins is American Pecans. Not only do these rich, buttery nuts taste absolutely delicious, they're incredibly nutrient-dense. You can eat pecans on their own or use them to super-fy virtually any dish! Sprinkle them on top of your morning oatmeal, throw a handful in your smoothie before blending for protein and a touch of natural sweetness or toss them on top of a salad or into your favorite vegetable sautés – the possibilities are endless.

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? Not only are American Pecans crunchy, savory and satisfying, they also offer a unique mix of unsaturated fats, plant sterols, fiber and flavonoids that add up to make them a heart-healthy superfood. Whether eating them on their own as a grab-and-go snack or including them in a delicious heart-smart recipe, pecans are an easy, nutritious way for shoppers to celebrate heart health in February and beyond.

ACTIVATION IDEAS

- **Share a heart-healthy shopping list** by handing it out in store and posting it on your store's blog or website. You can download one of these shopping lists from the enclosed USB flash drive.
- **Host a store tour**, showing shoppers how to look for the American Heart Association's Heart-Check Certification and read nutrition labels to find foods low in saturated fat, sodium and added sugar.
 - **Set up an in-store demonstration or cooking class** featuring heart-healthy ingredients and easy swaps, like adding pecans to a salad in place of croutons or snacking on a handful in place of chips.
 - **Highlight nutritious twists on game-day snacks**, like sneaking in some veggies with our Cauliflower Pecan Poppers.
 - **Celebrate Valentine's Day with samples of heart-smart snacks**, like our Cherry Pecan Energy Bites. You can also hand out the recipe card so shoppers can make these bites at home.

50% of all eating occasions in the U.S. are now snacks.

The Hartman Group

STORE AND MEDIA MESSAGES

Creating heart-healthy meals and snacks that your family will love is actually quite simple if you start with the right ingredients.

For example, let's look at American Pecans, The Original Supernut. Not only are they naturally sweet and deliciously buttery, they possess a variety of impressive health benefits.

A 1-ounce serving, about 19 halves or a small handful, contains 18 grams of unsaturated fat (the "good" type of fat) and only 2 grams of saturated fat (the type you should limit). Each serving also provides 3 grams of plant-based protein, a trio of essential minerals and is a good source of fiber.

It's easy to have prepackaged snack bags of pecans on hand or incorporate them into your favorite dish.

You can find pecans in the produce section, snack aisle or baking aisle – debunking the popular myth that the best foods are only around the perimeter of the store!



According to the U.S. Food and Drug Administration: "Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease." One serving of pecans (1-ounce or about 19 halves) contains 18 grams of unsaturated fat and only 2 grams of saturated fat.

SOCIAL MEDIA POSTS



Nuts, including American Pecans, are an important part of a heart-healthy diet. Snack on a small handful (about 1 ounce or 19 halves) for good fats, energy, protein and fiber. #pecans #AmericanHeartMonth #NationalSnackMonth



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

NEWSLETTER & BLOG INSPIRATION



Did you know February is one of our favorite months? That's because it's American Heart Month and National Snack Food Month. Who doesn't love a good heart-healthy snack?

Whether you want to satisfy hungry kids after school, munch as you cheer on your favorite team or show your sweetie how much you care on Valentine's Day, we've got lots of delicious snacks to show your heart some love. Check them out below [highlight heart-healthy foods or recipes] or head into the store on [insert date of in-store demo or cooking class], when we'll be highlighting some of our favorites – like American Pecans!



It's almost time for the big game! Your guests will love eating their veggies with these crispy, crowd-pleasing Cauliflower Pecan Poppers. Come in today to grab the ingredients. #pecans #gameday

NATIONAL NUTRITION MONTH

National Nutrition Month is definitely a good opportunity for retail dietitians to shine. It's an ideal time to promote healthy habits and offer creative ideas to bring better balance to the plate. About three-fourths of the population is not eating enough fruits, vegetables, dairy and good fats. While half are meeting or exceeding recommendations for total grains, they have low intakes of whole grains. Few meet the recommendation to eat 5 ounces of nuts per week. Pecans help provide good fats and can be a nutrient-dense, plant-based stand-in for meat in the protein foods group – a shift that's recommended twice a week by U.S. Dietary Guidelines. Pecans also pair well with other nutrient-dense foods that need to be increased, and they can help replace other foods that are high in added sugars, saturated fat and sodium, all of which remain at too-high levels in the American diet.

ACTIVATION IDEAS

- **Offer shoppers easy ideas** to increase foods that are under-consumed: fruits, vegetables, dairy and good fats. Include creative ways to meet the recommendation of 5 ounces of nuts per week, taking inspiration from our pecan power pairings.
- **Pitch your local TV station or conduct a Facebook Live segment** on simple swaps that can have big nutritional payoffs. Instead of chips or pretzels, snack on toasted pecans. Rather than coating chicken or fish with breadcrumbs, use finely chopped pecans instead.
- **Conduct an in-store demonstration** on how to cook different whole grains and incorporate them into weekly meal prep, highlighting recipes such as our Farro and Pecan Tabbouleh.
- **Share 31 tips and recipes throughout March** to inspire new healthy habits for National Nutrition Month, starting with ideas for breakfast, such as our Green Apple Pecan Smoothie – a bright green drink that can also be featured for St. Patrick's Day.
- **Showcase your store's health and nutrition services** on National Registered Dietitian Nutritionist Day on March 13.

STORE AND MEDIA MESSAGES

Did you know 5 ounces of nuts are recommended each week? That's right. Nuts offer good fats, protein, fiber and other essential nutrients. They're great on their own as a snack, or to pair with other foods that most Americans fail to get enough of, such as vegetables, fruit, whole grains and dairy. Try some of these power pairings with pecans.



PECAN POWER PAIRINGS

PECANS + VEGETABLES

Add pecans to salads in place of croutons and sprinkle on roasted vegetables for added protein and crunch.

PECANS + FRUIT

Combine toasted pecans and dried fruit for a snack, top oatmeal with pecans and a sliced banana, and add chopped pecans or pecan butter to a fruit smoothie.

PECANS + WHOLE GRAINS

Add pecans to whole-grain salads, spread pecan butter on whole-grain toast or crackers, and top grain bowls with pecans.

PECANS + LOW-FAT DAIRY

Layer pecans with berries in a yogurt parfait and top a smoothie bowl with pecans.

SOCIAL MEDIA POSTS



Discover ancient grains that are new again, like farro. This nutty-tasting Italian whole grain is the foundation of this hearty salad that's loaded with nutritious ingredients and flavor. #NationalNutritionMonth



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

NEWSLETTER & BLOG INSPIRATION



National Nutrition Month is a good time to take a closer look at your eating habits. Contact your in-store registered dietitian nutritionist to learn more about how to shop and cook healthier, including ideas for nutritious meal prep and quick family dinners, better-for-you homemade snacks and wholesome breakfasts that will inspire you to wake up earlier. Learn more about the in-store nutrition services available to you.



Did you know bowls are the new plates? Get in on this #trend with this satisfying Sweet Potato Bowl with Pecan Cilantro Pesto. #NationalNutritionMonth

NATIONAL PECAN MONTH

Pecans deserve attention all year, but especially in April during National Pecan Month. Many people may think of pecans during the holidays, but spring is an ideal time to enjoy America's native nut. With their naturally sweet taste and buttery texture, pecans are the perfect addition to a wide range of foods beyond pie. Whether tossed in salads and grain bowls, added to oatmeal and smoothie bowls, blended in a smoothie, combined with vegetables or simply eaten whole as a snack, pecans are a nutrient-dense nut worth celebrating.

ACTIVATION IDEAS

- **Post 30 days of pecan recipes or fun facts** on your store's social channels throughout April to celebrate National Pecan Month.
- **Pitch a TV segment or conduct a Facebook Live segment** to celebrate National Pecan Month, demonstrating creative recipe ideas using pecans and discussing the homegrown heritage of America's native nut. Pair up with a pecan grower if you work in one of the 15 pecan-producing states.
- **Feature packages of fresh pecans in the produce section of your store** and offer recipes or fresh-prepared salad kits that include pecans combined with different fruits and vegetables.
- **Assemble all the pecan products throughout your store** in one section with signage to celebrate National Pecan Month, including packages of shelled pecan halves and pieces, candied pecans, pecan oil, pecan butter, pecan meal and pecan flour. Distribute recipe cards featuring pecans.
- **Conduct a recipe demonstration or cooking class** each week during April to showcase innovative ways to use pecans, including the plant-based pecan "taco meat." Or show shoppers how easy it is to make homemade pecan butter and pecan milk.

STORE AND MEDIA MESSAGES

Pecans are incredibly versatile – pairing well with both sweet and savory flavors.

Roasting deepens the flavor and crispness of pecans. It's easy to do in the oven with a dash of sea salt and a splash of olive oil. Enjoy as a snack or prep ahead to top salads and use in a range of recipes.

Pecans can be transformed into a tasty, plant-based meat alternative; simply grind in a food processor and saute with onions and spices. Pecans can also be combined with chopped vegetables, beans and whole grains for plant-based burgers.

It's easy to make your own pecan butter. Simply toast the pecans in the oven for 5 minutes, then add to a food processor and blend until smooth. Add a pinch of cinnamon and sea salt. Spread it on toast and sandwiches or add it to oatmeal, smoothies and yogurt for extra protein.

54%
of Americans would
like to eat more
plant-based foods
and beverages.

The Hartman Group



A healthy eating pattern for a 2,000-calorie diet should include 5 ounces of nuts and seeds per week, according to the U.S. Dietary Guidelines for Americans. A 1-ounce serving of pecans is equivalent to 2 ounces in the protein foods group. Because pecans offer protein, along with heart-healthy unsaturated fats, dietary guidelines recommend using nuts and other plant proteins instead of meat or poultry at least twice a week.

SOCIAL MEDIA POSTS



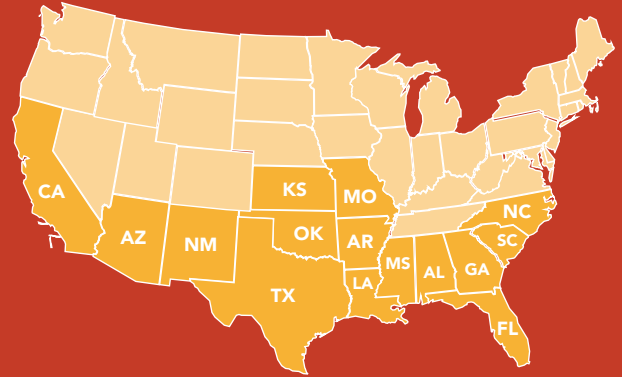
Everyone loves tacos! Try a #plantbased version using ground pecans in place of traditional ground beef. You'll be amazed by the taste.
#NationalPecanMonth #pecans



Celebrate #NationalPecanMonth throughout April with our 30 ideas for enjoying America's native nut. For some tasty and nutritious recipes, visit (your website).
#pecans

NEWSLETTER & BLOG INSPIRATION

Pecans are Grown in 15 States



The United States produces more than 300 million pounds of pecans annually, which is about 80% of the world's pecan supply.

Pecans contain "good" monounsaturated fats, protein and fiber, along with essential vitamins and minerals, plant sterols and polyphenols.

A 1-ounce serving of pecans – about 19 halves – is a good source of fiber, thiamin and zinc, and an excellent source of copper and manganese.

Pecans are the only major tree nut indigenous to North America, with a storied history among Native Americans and early settlers. George Washington and Thomas Jefferson planted pecan trees and they still grow at Mount Vernon and Monticello.



Make our easy 10-minute homemade pecan butter to celebrate #NationalPecanMonth. Enjoy all month long on toast, in oatmeal or stirred into smoothies. #pecans

NATIONAL SALAD MONTH

MEDITERRANEAN DIET MONTH

Flowers are blooming, birds are singing and everything is a little greener outside. May is a perfect time to enjoy more greens at mealtime by celebrating National Salad Month. Pecans are the perfect salad topper, offering crunch and protein. With a primarily monounsaturated fat content, pecans provide heart-healthy benefits, landing them a coveted spot in the ever-so-popular Mediterranean Diet.

ACTIVATION IDEAS

- **Conduct an in-store demonstration or Facebook Live segment** to celebrate National Salad Month, showing consumers how to build a better salad using multiple combinations featuring different greens, toppings and dressings. Refer to our salad recipes for inspiration.
- **Collaborate with your prepared foods department** to package up the salads you demonstrate in store, and make them available for purchase. Include salads topped with berries and pecans.
- **Challenge shoppers to adopt a Mediterranean-style eating pattern** for the month of May. Share Mediterranean Diet tips and recipes throughout the store and online. Reinforce the importance of good fats, including pecans.
- **Offer new inspiration for seafood and meatless meals**, including our plant-based Spicy Pecan Italian "Sausage" and Grilled Vegetable Penne.

STORE AND MEDIA MESSAGES

May is International Mediterranean Diet Month – a good time to celebrate the heart-health benefits of this style of eating that reflects the traditions in the countries surrounding the Mediterranean Sea.

To get started, all of the foods you need are as close as your grocery store. No passport required. It's all about making a few small changes to the way you eat.

First, choose lots of vegetables. Since it's also National Salad Month, enjoy different salad combinations for lunch and dinner. Try a touch of the Mediterranean on your salads, such as roasted red peppers, olives, tomatoes, cucumbers and feta cheese.

Other tips: Eat seafood twice a week. Go meatless once a week. Switch to whole grains. For dessert, enjoy fresh fruit more often. Embrace good fats, especially olive oil and nuts.

The Mediterranean-Style Eating Pattern in the U.S. Dietary Guidelines includes 5 ounces of nuts per week. Pecans are delicious way to meet this goal.



SOCIAL MEDIA POSTS



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.



Salads do not need to be complicated or boring! Vary your veggies, grab some grains, pick a protein and add some crunch using pecans in place of croutons. Make ahead for the week in mason jars. #NationalSaladMonth #pecans #mealprep



Enjoy this creative #plantbased pasta dish that's loaded with vegetables and uses ground pecans in place of meat. #MediterraneanDiet #pecans

NEWSLETTER & BLOG INSPIRATION



For International Mediterranean Diet Month, change up your dinnertime routine. Serve seafood twice a week, especially fatty fish like salmon. For pasta, make it whole grain and pile on the vegetables. Instead of traditional sausage, try this plant-based recipe that uses seasoned ground pecans that tastes surprisingly like Italian sausage.

NATIONAL MEN'S HEALTH MONTH GREAT OUTDOORS MONTH

June is all about the men. Help raise awareness of men's health by celebrating National Men's Health Month (and of course Father's Day) in your store and throughout your community. And don't forget to super-fy the celebrations with American Pecans – a supernut for super men. June is also Great Outdoors Month. Encourage shoppers to head outside with the whole family to get some exercise and reconnect with nature. Our snack mix and granola bar recipes featured throughout this toolkit make the perfect adventure fuel to sample in store and feature on your social channels. #EscapetheIndoors.

ACTIVATION IDEAS

- **Participate in the men's health initiative #ShowUsYourBlue** on June 14. Wear blue T-shirts, pass out blue ribbons and promote a healthy lifestyle among the male population with handouts and recipe cards.
- **Host an in-store event called "Supernuts for Super Men,"** handing out samples of pecan recipes from this toolkit and highlighting the many beneficial attributes of this original supernut.
- **Conduct a cooking class just for men.** Keep it simple, focusing on nutritious recipes with quality ingredients and minimal prep, like our Honey Pecan Berry Yogurt Parfaits with blueberries.
- **Feature recipes kids can make for their dads on Father's Day.** Recipes like our Pecan Protein Pancakes are an excellent source of protein to fill dads up, and they're easy for little ones to help mix up in the morning.

STORE AND MEDIA MESSAGES

June is National Men's Health Month, and here at [insert store] we're celebrating all month long!

Not only is it important to encourage the men in our life to visit the doctor for annual checkups, it's also important for men to embrace a healthy lifestyle.

Today we're highlighting a few of our favorite nutrient-rich foods for men, starting with American Pecans – a supernut for super men.

American Pecans are a nutrition powerhouse. With good fats, fiber, plant-based protein and other essential nutrients, they're a winning combination to support men's health.



SOCIAL MEDIA POSTS



We're celebrating National Men's Health Month with Honey Pecan Berry Yogurt Parfaits. They're full of superfoods like American Pecans, and even include an ode to the official color of the month – blue! #pecans #MensHealthMonth #ShowUsYourBlue



It's berry season! Celebrate with these sweet, tangy Mini Lemon Berry Tarts with a Pecan Crust – they're almost too cute to eat. Stop in on [insert date] for a sample. #pecans



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

NEWSLETTER & BLOG INSPIRATION



You may already know that men, on average, don't live as long as women, but did you know they're also less likely to visit the doctor? That's why we're using National Men's Health Month as an opportunity to create awareness around the importance of healthy lifestyle choices among the male population.

Apart from encouraging the men in your life to get to the doctor for their annual checkup and preventive services, inspire them to embrace a healthy lifestyle with nutritious food choices. See below for some events we're hosting throughout the month. We hope to see you there!

[Insert events. Examples include a #ShowUsYourBlue event or fundraiser on June 14, a cooking class for men and in-store demos themed around a "Super-fied Father's Day"]

GOOD-FOR-YOU GRILLING INDEPENDENCE DAY

Summer months are all about backyard barbecues, especially on the Fourth of July. This is an ideal time for America's native nut to have a starring role during America's celebration of independence. The only major tree nut that is indigenous to North America, pecans were a favorite among our country's founders. The Original Supernut can super-fy multiple menu items for outdoor entertaining, from appetizers and salads to main courses and desserts. Offering protein, fiber and good fats, pecans can also be transformed into veggie burgers and other plant-based dishes.

ACTIVATION IDEAS

- **Conduct an in-store demonstration on creative ideas** for plant-based burgers for those shoppers looking for vegetarian options, including patties made with beans, whole grains and nuts – such as our Wild Rice Pecan Burgers. Give shoppers an easy formula for making their own veggie burgers at home.
- **Work with your prepared foods department** to create packages of the ready-to-grill plant-based burgers that you demonstrated in store, or have the ingredients assembled so shoppers can easily make them at home.
- **Pitch a TV segment or broadcast on Facebook Live** demonstrating a better-for-you BBQ menu, focusing on simple swaps that can bolster nutrition without sacrificing taste, such as our Roasted Red Pepper Pecan Dip with vegetables instead of creamy mayonnaise-based dips with chips.
- **Celebrate Independence Day** with a blog post and recipes featuring all-American foods, including American Pecans and other homegrown favorites.

STORE AND MEDIA MESSAGES

Make it a mixed grill this summer. In addition to the traditional ribs and burgers, consider adding some plant-based burgers to the grill. It's easy to make your own veggie burgers with beans, nuts and whole grains.

Don't forget to fill half your plate with fruits and vegetables, even when you're eating outdoors. Add vegetable kabobs to the grill. Simply skewer an assortment of colorful vegetables and brush with olive oil. Try red peppers, zucchini, yellow squash and eggplant.

Fruits are also fantastic on the grill, especially peaches and pineapple, although almost any fruit can be cooked on the grill. Create fruit kabobs or use a grilling tray. Add grilled fruits to salads, serve on the side or offer for dessert.

Switch out the high-calorie snacks for more nutrient-dense versions. Instead of chips, put out bowls of toasted nuts and raw veggies. Rather than creamy dips, serve hummus and nut-based dips, such as Roasted Red Pepper Pecan Dip.

For dessert, make an artfully arranged fruit and nut board with watermelon, strawberries, grapes, pineapple, mango and glazed or spiced pecans. Or add glazed or spiced pecans to a prepared fruit tray from your produce department.



Celebrate
National Pecan Pie Day
on July 12.

This year-round family favorite was the most-Googled recipe of 2018.

SOCIAL MEDIA POSTS



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. #4thofJuly #plantbased



Have you ever tried grilling fruit? The intense heat of the grill caramelizes the natural sugars in the fruit so the flavors intensify. This salad with grilled peaches may become your new #summertime favorite. #peaches #pecans



Start your #BBQ celebration with a festive, nutritious dip and lots of fresh veggies. This Roasted Red Pepper Pecan Dip is a quick, make-ahead appetizer that is chock full of goodness. #4thofJuly #appetizer

NEWSLETTER & BLOG INSPIRATION



Peaches are the ultimate summer treat and these sweet, juicy stone fruits become even more delectable when you add them to your grill. Combine the grilled peaches with savory spiced pecans, tangy goat cheese and fresh mixed greens for this spectacular summer salad that is a definite crowd-pleaser.

AUGUST

BACK TO SCHOOL

NATIONAL TRAIL MIX DAY

Days are getting shorter and summer is coming to an end. Soon, kids will return to their textbooks, classrooms and after-school activities. You can help shoppers prepare for a successful school year by showcasing nutritious after-school snacks to fuel kids following their long days and help them stay productive and happy into the evening. Pecans are an ideal snack on their own, or a tasty addition to other snacks, including trail mixes. You'll find lots of ways to help celebrate National Trail Mix Day on August 31 with pecans.

ACTIVATION IDEAS

- **Conduct an in-store "make your own trail mix" demonstration** with a bowl of pecans plus a variety of other ingredients so shoppers can customize their own mix: raisins, dried cranberries, dried cherries, dried apples, banana chips, coconut flakes, dried mango, dark chocolate chips, pretzels and cereal. Include cinnamon, nutmeg and other spices to sprinkle on at the end.
- **Pitch your local TV station** on the benefits of after-school snacks. Plan the segment to coincide with National Trail Mix Day and compile different trail mix combinations with the on-air reporter.
- **Work with your prepared foods department** to assemble different types of trail mix for purchase, such as a tropical trail mix (pecans, dried mango, coconut flakes and banana chips) or a fall version (pecans, dried apples, pumpkin seeds, nutmeg and cinnamon).
- **Feature packages of fresh pecans in the produce section** and promote pairings with fruits and vegetables for a well-rounded after-school snack.

STORE AND MEDIA MESSAGES

Stock your cupboards and fridge with nutritious snacks and offer them to hungry kids after school. Make the healthy choice, the easy choice.

Wash and precut vegetables – think carrots, red peppers, broccoli florets and sugar snap peas – and make them easily visible on refrigerator shelves. Preportion hummus and other nutrient-rich dips for easy grab-and-go snacks for kids to eat while they do homework.

Buy ingredients for trail mix that kids can assemble themselves. Toast pecans and offer dried fruits (raisins, cranberries, tart cherries, mango), fruit chips (banana chips, apple chips), seeds (pumpkin seeds, sunflower seeds), coconut flakes, pretzels, square cereal and a few sweets to add in, such as dark chocolate chips or yogurt-coated raisins. Nuts like pecans provide protein, fiber and good fats so after-school snacks will help keep kids full until dinnertime.



SOCIAL MEDIA POSTS



Enjoy the last days of summer and cool down with Chocolate and Pecan Dipped Frozen Banana Pops! These are great after-school snacks too. #SummerDays #BackToSchool #Pecans



Celebrate #NationalTrailMixDay on August 31, with this delicious Chocolate Cherry Pecan Snack Mix. #AfterschoolSnack #BackToSchool

NEWSLETTER & BLOG INSPIRATION



Back-to-school time can be overwhelming for parents. Luckily, after-school snacks don't have to be complicated! Pecans are a nutritious and easy snack that kids will love, both on their own and combined with other ingredients (like in a tasty trail mix).

There are many reasons why after-school snacks are important:

- Opportunity to get closer to daily intakes for key nutrients that are often lacking in the American diet – calcium, vitamin D, potassium and fiber
- Provide a boost of energy after long day of school
- Fuel before practice for after-school sports
- Decrease hunger and help prevent overeating at dinnertime
- Provide brain fuel for homework



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

WHOLE GRAINS MONTH

September means kids go back to school and back to routine. It's a perfect time to focus on family meals and better breakfasts. Pecans can play a key role by adding flavor and nutrients to meals and setting kids up for a successful school year. September is also Whole Grains Month. Pecans pair especially well with whole grains, so add them to overnight oats, grain bowls, wild rice pilaf, quinoa salads and whole-grain quick breads or muffins for added protein, crunch and flavor.

ACTIVATION IDEAS

- **Promote the use of pecans as a topper for breakfast foods**, such as yogurt parfaits, oatmeal and smoothie bowls. Feature packages of fresh pecans in the yogurt and cereal aisle with easy recipe ideas to help shoppers build a better breakfast.
- **Pitch your local TV station on the benefits of family meals**. Conduct an on-air cooking demonstration focused on 30-minute, family-friendly sheet-pan suppers, such as our Sheet Pan Pecan-Crusted Salmon with Brussels Sprouts.
- **Promote National Family Meals Month throughout your store**. More family meals at home = more sales at your store! Work with your prepared foods department to assemble the easy sheet-pan supper recipes that you demonstrated in store.

STORE AND MEDIA MESSAGES

Pecans make any breakfast dish a better breakfast dish! Top oatmeal, yogurt or a favorite cereal with pecans, or sprinkle pecans on top of breakfast treats – like cinnamon rolls, French toast and pancakes.

Pecans are a great addition to any breakfast because they add fiber and protein to help keep you full all morning long.

Top vegetables with toasted pecans for extra protein, flavor and crunch. The addition of pecans may help transform your child from a vegetable hater to lover!



SOCIAL MEDIA POSTS



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. #FamilyMealsMonth



A simple addition of #pecans to your morning oatmeal or yogurt increases the protein and fiber content, which will help you feel full longer and have energy to #CrushYourDay! #BetterBreakfastMonth

NEWSLETTER & BLOG INSPIRATION



Regular family meals can have a positive impact on the emotional, mental and physical well-being of children and adolescents. Even better, more meals eaten at home as a family can result in healthier choices and money saved! Keep it simple by trying a sheet-pan supper – it's super easy prep and cleanup. The entire family will enjoy this Pecan-Crusted Salmon with Brussels Sprouts roasted on a sheet pan.



Spiced pecans are combined with hearty quinoa and roasted grape tomatoes and then topped with a fried egg for a flavorful and vegetarian-friendly breakfast bowl. #BetterBreakfastMonth #WholeGrainsMonth

OCTOBER

INDIGENOUS PEOPLES DAY

NATIONAL NUT DAY

HALLOWEEN

Indigenous Peoples Day is a holiday that honors the indigenous peoples of America and commemorates their shared history and culture. It's celebrated on the second Monday in October (coinciding with Columbus Day) and is an official city and state holiday in various localities. Some states celebrate it as Native American Day. Pecans, the only major tree nut indigenous to North America, were a staple in the diets of Native Americans. They first cultivated the wild pecan tree, relied on its nourishing kernels as a major food source and created what could be considered the original nut milk, called *powcohicora*, by fermenting pecans into a drink. As a salute to the pecan's indigenous heritage, many pecan varieties are named after Native American tribes, such as Cheyenne, Sioux, Apache, Osage, Pawnee, Mohawk, Kiowa and Choctaw.

ACTIVATION IDEAS

- **Demonstrate a recipe using indigenous foods**, such as an easy snack mix combining popcorn, pecans, dried cranberries and pumpkin or sunflower seeds. Serve to customers in small paper cups for sampling.
- **Label indigenous foods throughout the store** and conduct an Indigenous Peoples Day store tour and a Native American cooking class, highlighting recipes such as shredded bison tacos on corn tortillas, maple-roasted squash with pecans, heirloom bean soup, succotash, corn pudding or wild rice grain bowls with pecans.
- **Show shoppers how easy it is to make your own nut milk with pecans**, America's native nut. Use a blender for the demonstration and let shoppers customize their sip with different flavorings: cinnamon, nutmeg, cocoa powder, turmeric and maple syrup.

STORE AND MEDIA MESSAGES

Nut milks have become so popular, but did you know it's easy to make your own at home? Rich and buttery pecans make the most delicious nut milk, and because they're a softer nut, you don't need to soak them overnight like other nuts.

All you need are the pecans and water, along with a blender and strainer. You can add various flavorings like maple syrup, which is like enjoying liquid pecan pie in a glass.

You can use pecan milk as a base for smoothies. Try adding a couple of dates, sliced banana and oats for a filling breakfast smoothie.

Nuts are a nutrient-dense food that provide protein, good

fats, fiber and essential nutrients. U.S. Dietary Guidelines recommend 5 ounces of nuts per week.

Pecans are the only major tree nut

indigenous to North America – a good choice for Indigenous Peoples Day.



For more information on Native American food culture: Park S, et al. Native American foods: History, culture and influence on modern diets. *Journal of Ethnic Foods*. 2016;3:171-177.

SOCIAL MEDIA POSTS



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. #plantbased @americanpecan



Celebrate #NationalNutDay by making your own #pecan milk. It's so easy to do in a blender and the results are delicious.



Searching for the perfect #Halloween treat? These #Pecan Shortbread Ghost Cookies are so tasty, it's scary.

NEWSLETTER & BLOG INSPIRATION



FOODS INDIGENOUS TO NORTH AMERICA

Beans	Pumpkin
Bison	Salmon
Blueberries	Squash
Corn	Strawberries
Cranberries	Sunflower seeds
Fiddlehead fern	Sweet potatoes
Honey	Turkey
Jerusalem artichoke	Venison
Maple syrup	Wild ramps
Pawpaws	Wild rice
Pecans	

NOVEMBER

CELEBRATING THANKSGIVING

Hundreds of years ago, in one of the very first Thanksgiving feasts, early American settlers from the colony of Plymouth and a group of Native Americans from the Wampanoag tribe came together to give thanks and share in the bounty of a successful autumn harvest. Today, this tradition of giving thanks lives on. Every year, we gather around the table with family and friends to celebrate the best things in life over delicious food, made with love.

What better way to pay tribute to this quintessential American holiday than with foods native to the land, like American Pecans. Pecans are the only major tree nut indigenous to North America, and wild varieties were common in the diets of Native Americans. With a harvest that peaks in early November, it's quite possible pecans made an appearance on the very first Thanksgiving tables. Of course, we all know pecans make a delectable pie, but their powers don't stop there. Shoppers can super-fy their entire Thanksgiving table with America's Original Supernut.

ACTIVATION IDEAS

- **Sample a bite-size twist on pumpkin pie** with No-Bake Pumpkin-Pecan Pie Bites. With pumpkin puree naturally sweetened with maple syrup and served in a crispy pecan crust, these are sure to be a home run this holiday season.
- **Host a "Beyond Pie" cooking class or in-store demo**, encouraging shoppers to take American Pecans beyond the dessert table. You can find great appetizer, side and main dish recipes to share and sample in this toolkit and on AmericanPecan.com.
- **Conduct a Facebook Live segment** featuring a festive holiday snack platter, combining all your favorite store products. Snack platters, including cheese and charcuterie boards, are a big trend and surprisingly simple to assemble. Show your shoppers how easy it is to create their own beautiful plate with ingredients like American Pecans, fresh vegetables, whole-grain crackers, sliced fruit, delicious cheeses and easy homemade dips.

STORE AND MEDIA MESSAGES

Few holidays are more ingrained in American culture than Thanksgiving, and what better way to celebrate its native roots than with Native American foods?

As the only major tree nut indigenous to North America, pecans were a staple in Native American diets and quite possibly made an appearance on the very first Thanksgiving tables.

This year, you can bring a bit of Native American flavor to your holiday table with American Pecans.

Not only are they nutrient-rich for recipes you can feel good about serving, American Pecans' naturally sweet taste makes any dish, from soups to sides, salads and desserts, even more delicious.



SOCIAL MEDIA POSTS



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



Is it really Thanksgiving without pumpkin pie? Super-fy your dessert table with these No-Bake Pumpkin-Pecan Pie Bites, made with America's original supernut. Stop in [insert date] for a taste. #pecan #Thanksgiving #superfy

NEWSLETTER & BLOG INSPIRATION



This year, we're going back to our collective roots and celebrating Thanksgiving with foods native to America. We have lots of delicious foods to highlight, starting with American Pecans.

Pecans are the only major tree nut indigenous to North America, and their savory sweet taste makes them a perfect addition to any holiday dish. Go beyond the traditional pecan pie this year. Pecans add a special touch to a wide range of foods, from appetizers and salads to entrees and side dishes. As the original supernut, their star power can super-fy any Thanksgiving table. Here are our favorite recipes for each course: [insert recipes]



Don't forget to super-fy your side of green beans, a classic Thanksgiving staple, with rich, buttery pecans. We've got everything you need in store! #pecans #Thanksgiving

DECEMBER

HOLIDAY ENTERTAINING GIFTS FROM YOUR KITCHEN

'Tis the season for holiday parties, baking and gift-giving. Help shoppers plan for all of the upcoming seasonal celebrations by sharing tips for simple, nutritious party foods and wholesome edible gifts. Pecans are often an integral part of show-stopping desserts, but this versatile nut can also enhance savory dishes and transform into something truly spectacular when toasted, spiced or glazed.

ACTIVATION IDEAS

- **Conduct a cooking class or Facebook Live segment** on ideas for edible gifts from your kitchen and tips for decorative packaging, such as canning jars with ribbons and small ornaments. Show different versions of spiced or glazed pecans, including our Gingerbread Pecans.
- **Pitch your local media and write a blog post** on easy, nutritious recipes for holiday entertaining, such as our three-ingredient Pecan-Stuffed Dates for a simple yet stunning appetizer.
- **Help your shoppers prep for the busy holiday season** by setting up an aisle endcap, complete with packages of fresh pecans and pecan-inspired holiday recipes.

STORE AND MEDIA MESSAGES

Pecans are typically harvested between early September through December, making the holiday season the perfect time to stock up on fresh-crop pecans.

From appetizers and salads to side dishes and stuffing, pecans are one of the easiest ways to add flavor, crunch and nutrition to classic holiday dishes.

Try making spiced or glazed pecans, or a chocolate bark with pecans and dried fruit, to give as edible gifts this year to family, friends and co-workers. Package in decorative jars or bags with ribbon.



SOCIAL MEDIA POSTS



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



Keep it simple this holiday season with our quick, three-ingredient appetizer. Pecan halves, dates and blue cheese – boom! #Pecans #HolidayEntertaining

NEWSLETTER & BLOG INSPIRATION



It's always special to give homemade gifts, especially the edible kind that are lovingly prepared and decorated. One of the easiest – and tastiest – edible gifts is chocolate bark. Simply melt chocolate and spread out on a lined sheet pan and top with chopped nuts and dried fruit; then break apart when hardened. This Maple Pecan Superfood Bark is made with dark chocolate and topped with crispy, crunchy, maple-glazed pecans and dried cranberries.

Or make a batch of Gingerbread Pecans for hostess gifts. Although you'll want to keep some for yourself. If your store sells pecans in the shell, inspire shoppers to use pecans in their holiday décor.



Share the gift of #Pecans this holiday season. Package up gingerbread-flavored pecans in festive canning jars for a scrumptious treat everyone will love. #GiftsFromTheKitchen



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