



American  
**PECANS**  
THE ORIGINAL SUPERNUT

# MAY 2019 MARKETING HIGHLIGHTS

## WHAT'S FOR DINNER?

Tracking most-clicked recipes helps us dish up what consumers like most – this month, “pecan chicken” recipes were clicked **more than 100 times a day**.



THIS MONTH,  
**ONLINE SEARCHES**  
FOR “PECAN”  
**INCREASED BY 50%**  
SINCE MAY 2016!



**AMERICAN PECAN**  
COUNCIL



## GOOGLE ADVERTISING IS PAYING OFF!

When consumers search “quick meals,” “easy meals,” and “minute meals,” many will see American Pecans ads with instant meal inspiration. The **average click-through-rate** for these ads **exceeded 9%** - more than triple Google’s average ad!

# INFLUENCER CONTENT IS HITTING THE MARK



Our pecan bloggers show consumers how to use pecans in new ways, and we help maximize this impact with paid promotion of their recipes on social media. For plant-based pecan recipes, our **cost per engagement** on Instagram was **89% lower than average**.

More and more consumers are finding pecan inspiration on our website. In May, we had 3X as many website visitors as we did in May 2018. **Interactions with our recipes – a key indicator of purchase intent – doubled year over year!**

# PECANS ARE A-OK!

American Pecans' Baked Pecan-Crusted Chicken Tenders were featured as a gluten-free favorite in OK! Magazine. Not only are we reaching our audience on their devices and through social media, this pecan-friendly recipe reached **more than 475,000 readers** in a May print issue, including our target audience of Gen X/Y moms.

**BAKED PECAN-CRUSTED CHICKEN TENDERS**

**W**ith plant protein, fiber and good fats, **American Pecans, The Original Supernut™**, are a nutritious, delicious and versatile ingredient, making them the perfect addition to weekly grocery lists and meal plans. Just one bag of pecans goes a long way in making dishes more wholesome and flavorful.

Pecans also provide a more nutritive crunch to salads than croutons, and ground pecan meal is a gluten-free option for flour.

This recipe for Baked Pecan-Crusted Chicken Tenders brings a gluten-free twist on a family favorite. Simple to make, it will become a go-to dish for everything from backyard summer gatherings to brown-bagged work lunches.

For more recipes and inspiration featuring The Original Supernut™, visit [americanpecans.com](http://americanpecans.com).

**METHOD**

1. Preheat oven to 425 degrees.
2. In a food processor, pulse pecans until as fine as bread crumbs. Mix pecans along with bread crumbs, garlic powder, pepper and salt in a shallow bowl.
3. In another shallow bowl, whisk eggs until smooth.

And finally... in a third shallow bowl, add flour.

1. Lightly season chicken tenders with salt and pepper. Working with one chicken tender at a time, dip in eggs, flour, egg and then pecan mixture (be sure to press the pecan mixture onto the chicken so it's completely coated). Set chicken on a baking sheet lined with a

moistening cloth or parchment paper. Repeat with remaining chicken.

1. Place chicken on center rack and bake for 20 minutes, until golden brown and cooked through.
2. Serve pecan-crusted chicken tenders warm, if desired, per with a buttermilk ranch dip.

**THINGS WE'RE OBSESSED WITH**

**GET WELL SOON**

**SLIPPING DOWN WITH HYDROXYCUT**

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