

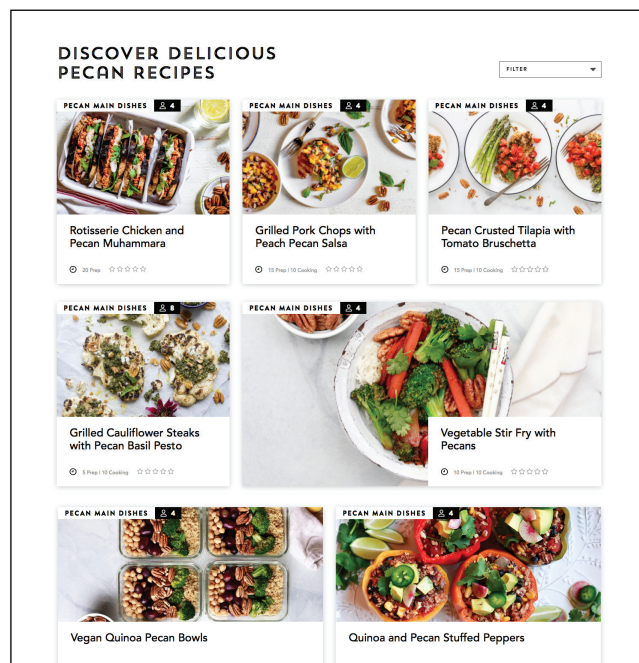
American
PECANS
THE ORIGINAL SUPERNUT

JUNE 2019 MARKETING HIGHLIGHTS

CONSUMERS FIND INSPIRATION AT AMERICANPECAN.COM

HUNGRY FOR AMERICAN PECANS

We're driving these consumers toward purchase with enticing pecan recipes. **23.4% of June website visitors viewed recipes.**



**7X AS MANY
NEW USERS
VISITED THE APC
WEBSITE IN JUNE
2019 AS COMPARED
TO JUNE 2018.**



KROGER MAGAZINE HITS THE SHELVES

A national Kroger survey indicates 93% of consumers were inspired to try a new product after reading Kroger's in-store magazine, so we put pecans front and center in it. New advertising featuring the heart-smart power of pecans was featured in the summer issue. **251,000 copies were circulated in 515 stores across the country.**



Simple Planning for Easy, Heart-Smart Summer Meals

Serve your family wholesome meals this summer without fuss with simple meal planning. Instantly boost the heart-smart nutrients in your meals by adding a bag of pecans to your weekly grocery list. Certified by the American Heart Association's Heart-Check*, American Pecans are a versatile ingredient for easy dinners like this Pecan-Crusted Honey Mustard Salmon – a flavorful combination that comes together in a flash.

Discover more heart-friendly recipes and meal plans at AmericanPecan.com.

Pecan Crusted Honey Mustard Salmon in Foil serves 6-8

For the honey mustard:

- 1/4 cup dijon mustard
- 2 tbsp honey
- 2 tbsp avocado oil or olive oil
- 2 cloves garlic, crushed
- Juice of 1/2 lemon, about 2 tbsp
- 1/2 tsp smoked paprika
- 1/4 tsp sea salt

For the salmon:

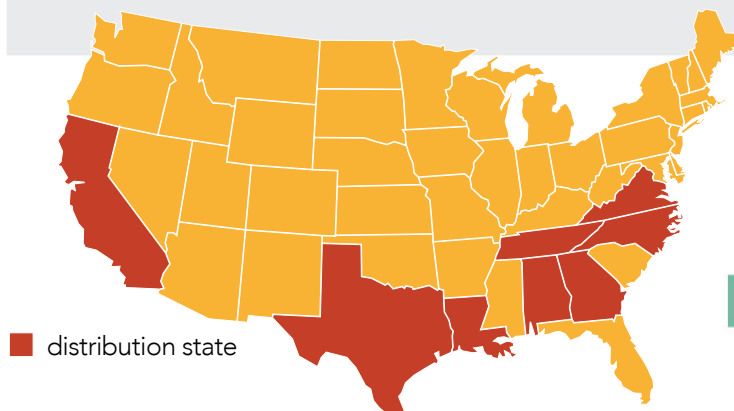
- 2 lb. salmon filet, skin on or off
- 1 cup pecan pieces
- 2 tbsp fresh parsley

- 1 Heat a grill to medium heat. While heating, whisk honey mustard ingredients.
- 2 Line a large baking sheet with foil, coat with cooking spray and place salmon in the middle of the foil. Spoon honey mustard over the salmon, then top with pecans. Fold the foil over the top of the salmon so that is completely covered.
- 3 Transfer the foil pack to the hot grill. Cook for 13-14 minutes or until salmon is almost cooked through. Carefully open the top of the foil, and continue to cook for another 2-3 minutes or until salmon is cooked through.



*Heart-Check certification does not apply to recipes.

According to the Food and Drug Administration, research suggests (but does not prove) that eating 1 1/2 ounces of most nuts, such as pecans, each day as part of a diet low in saturated fat and cholesterol may help reduce your risk of heart disease. One serving of pecans (28 grams) contains 18 grams unsaturated fat and only 2 grams saturated fat.



■ distribution state



Live Naturally
YOUR HEALTHY LIFE STARTS HERE

SUMMER WITH PECANS

To drive year-round pecan demand, we encouraged consumers to think outside the pie with fresh, al fresco options in our "Effortless Summer Entertaining" feature. The article ran in local newspapers and their websites more than 1,000 times.

Effortless Summertime Entertaining

Family Features July 11, 2019

View Source | Subscribe for \$4.99 per week



Spiced Pecan Grilled Peach Salad with Goat Cheese

f w + 0 0

Summer means it's time to stock up on fresh produce and light the grill for a season of outdoor gatherings with friends and family. Make entertaining easier with flavorful options that can make menu planning a breeze all summer long.

A nutritious and versatile ingredient, American Pecans can be your secret weapon for a variety of entertaining occasions. Add one bag of pecans to your shopping list and transform standby recipes into wholesome and delicious meals and snacks for the whole crowd.

Enjoy the long summer nights on the back porch with a Spiced Pecan Grilled Peach Salad, packed

into wholesome and delicious

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