

Pecans are #1!

Earlier this month, Google released its annual Year in Search report, where it shares the top searched terms from the previous year. Topping the list of [most searched recipes](#) in 2018 was the holiday standby Classic Pecan Pie.



Oklahoma growers Mike and Lotsee Spradling promote The Super American Pecan-A-Thon.

THE PECAN-A-THON IS LIVE!

We hope you have all had the opportunity to tune in to The Super American Pecan-A-Thon. The online variety show – which debuted November 20 and runs through the end of the year – celebrates the many ways American Pecans can make the holidays a little more super.

Featuring celebrity comedian Wendi McLendon-Covey, food and lifestyle bloggers, and growers from across the country, the show highlights pecan-inspired takes on traditional recipes and creative décor ideas.



The full Pecan-A-Thon cast, including growers, food and lifestyle influencers, and celebrity host Wendi McLendon-Covey, pause for a group photo during filming.

Our grower cast members have continued to spread the word with [local media](#), and we have enjoyed seeing how many of you are bringing the Pecan-A-Thon and #PledgePecans to life this holiday season.

It's not too late to get involved. You can spread the word through social media or by using this [printable flyer](#) (password: pecans18). And be sure to share your own culinary creations on social media or by emailing us at industry@americanpecan.com.

If you haven't yet, watch the show by visiting AmericanPecan.com/PledgePecans, keep sharing photos of how you and your families have chosen to #PledgePecans this season, and be on the lookout for a report on the results of the Pecan-A-Thon in the New Year.



Pecan-A-Thon cast member Kortney Chase (Austin, TX) brought each recipe and craft featured on the show to her family over Thanksgiving.

PUT APC MARKETING TO WORK FOR YOU

If you have recently visited the [Digital Toolkit for Industry](#) on AmericanPecan.com (password: pecans18), you may have noticed a different look! The toolkit has been redesigned for easier navigation and expanded with additional marketing resources for you.

Under the [Marketing Campaigns](#) section, we've created mini toolkits for both the consumer brand launch in April and The Super American Pecan-A-Thon campaign, which house helpful information and resources related to each effort. The [Tools & Tips](#) section includes guides and how-to resources,

and you can find a host of American Pecans brand assets under the [Logos & Downloadable Materials](#) page.

CHECK OUT MARKETING HIGHLIGHTS

Many of you have asked for printable, monthly updates on APC marketing. We appreciate the input and last month, we debuted a monthly update of marketing highlights to show how your dollars are being used to support our goal of driving awareness and preference for American Pecans.

These reports can be found on the [Your Dollars at Work](#) page in the updated Digital Toolkit for Industry (password: pecans18). There you can also find the Year One Impact Report.

If you have questions about the new reports or resources, or any updates or photos you'd like to share, please contact us at industry@americanpecan.com.



Stahmanns Pecan Inc. (La Mesa, NM) shared a photo of their team watching The Super American Pecan-A-Thon.

ELEVATING NUTRITION IN THE NEW YEAR

With The Super American Pecan-A-Thon, we showed America all the ways pecans can be used in holiday dishes in addition to the traditional pie. In 2019, we'll remain focused on the versatility of The Original Supernut, but with an even greater emphasis on our taste and nutrition messages.

We're kicking off the New Year with a new Super-fy campaign, where we'll show how any dish can be taken from standard to standout, simply by adding American Pecans. We're also engaging supermarket registered dietitians (RDs) – nutrition experts who specialize in helping consumers make wholesome choices in the grocery aisles. With these RDs advocating on behalf of pecans, we can drive our nutrition message to shoppers right at the point-of-sale.

We'll have more details, along with new Super-fy resources you can use, as we get closer to the campaign kick-off in January. Be on the lookout for an update in coming newsletters, and stay up-to-date by following American Pecans on social media. Links to our channels can be found by clicking on the icons at the end of this newsletter.

From all of us at the American Pecan Council, warmest wishes to you and yours this holiday season!



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