



# IN A NUTSHELL

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## Pecans in OK! Magazine

Have you seen us on the newsstand?

American Pecans were featured in the May 27<sup>th</sup> issue of OK! Magazine with our Baked Pecan-Crusted Chicken Tenders in the “Things We’re Obsessed With” section.

**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.

Finely chopped pecans are an excellent gluten-free swap for bread crumbs, whether you're topping pastas and casseroles or adding a crispy crust to chicken, fish or pork.

Pecans also provide a more nutritious crunch to salads than croissants, 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 [americanpecan.com](http://americanpecan.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, cayenne and salt in a shallow bowl.
3. In another shallow bowl, whisk eggs until smooth.

And finally, in a third shallow bowl, add flour. Lightly season chicken tender with salt and pepper. Working with one chicken tender at a time, dip in eggs, flour eggs 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 cooling rack or parchment paper. Repeat with remaining chicken.

5. Place chicken on center rack and bake for 20 minutes, until golden brown and cooked through.
6. Serve pecan-crusted chicken tenders warm. If desired, pair with a buttermilk ranch dip.

**INGREDIENTS**

- 1/2 to 3/4 cup chicken breast tenders or chicken strips
- 2 cups raw pecan halves or pieces
- 1 cup gluten-free bread crumbs
- 1/2 cup garlic powder
- 1/4 tsp cayenne
- 1 tsp salt
- 2 large eggs
- 1/2 cup gluten-free flour blend

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Each of these meal plans, while distinct, has the same unifying goal in mind: to highlight pecans as part of the standard grocery and meal-planning routine because it is a hard-working ingredient that makes achieving health goals, or addressing lifestyle needs, even easier.

Do these meal plans sound like something your friends, family or customers might enjoy? Head to the “Superweeks” page on [AmericanPecan.com](http://AmericanPecan.com), where you can check out the full plan on and the tasty recipes in each plan. Within the Industry Toolkit, you’ll find printable recipe cards, a heart-smart grocery shopping list, and more printable resources to add to your storefront, email to your customers, or share on social media.

For more ideas and inspiration, please reach out to us at [industry@americanpecan.com](mailto:industry@americanpecan.com). We’re always happy to help you brainstorm how to best make the American Pecans brand and marketing materials work for you!

## WHAT MAKES A SUPERWEEK?

Last month, we introduced Superweeks, our latest marketing initiative, where we encourage consumers to add pecans to meals throughout each week. Now that the campaign is in full swing, let’s look at some of the Superweek themes, and how the weekly meal plans align with the lifestyles and health goals of our consumers. To date, we have released six Superweek options, with themed meal plans that cater to our audience’s interests, dietary needs, and seasonal interests.

“Tasty Bites for Busy Nights” and “Zero to Super in 30 Minutes” each provide a week’s worth of pecan-inspired recipes that are perfect for working parents, busy families or anyone looking for quick but delicious meal inspiration.

Other Superweek plans cater to specific dietary restrictions or health interests. The “Eat Your Heart Out” week is chock-full of recipes that combine pecans with other heart-smart ingredients like salmon, quinoa, kale, and cherries. “Gluten-Free for the Family” and “Plant-Based Picks” plans demonstrate how pecans can be a staple source of nutrition for those that follow alternative diets.



Each Superweek is designed to appeal to busy families, providing delicious recipe inspiration that both parents and kids will love.



*The Retail Dietitians Business Alliance is a resource for specific registered dietitians who work inside grocery stores nationwide, sharing new products and nutrition information with shoppers while they are in the store.*

## EXPANDING OUR RETAIL DIETITIAN PARTNERSHIP

You may recall our work with a group of “Supermarket RDs” earlier this year during our Super-fy campaign. We developed a turnkey toolkit of recipe cards, nutrition and proper storage information, as well as a calendar of suggested themes and activations for RDs to use during their in-store demonstrations. These RDs are particularly strong partners for our goal of increasing demand, because they educate shoppers in the store, influencing purchasing decisions.

The program’s first round was very successful, with 23 RDs activating in grocery stores nationwide. Now, we have expanded this Supermarket RD program by collaborating with the Retail Dietitians Business Alliance, a key resource for these dietitians. The RDBA’s newsletter is distributed to more than 2,200 members nationwide, and American Pecans was featured in a May issue and will be featured in another this month. Within these e-newsletters, we provided an opt-in link for RDs to receive our toolkit, including nutrition info, recipes, and usage inspiration as well as information they need to make successful in-store displays and demos. We are also sending the RDs a nutrition handout along with themed Superweeks 5-recipe meal plans, so they can encourage their shoppers to purchase a bag of pecans and create a week’s worth of meals.

Interested in taking advantage of these resources for your own business? Head to the Industry Toolkit on AmericanPecan.com (password: pecan18) where you can find these materials and more.

## CALENDAR OF EVENTS

### Oklahoma Pecan Growers Association Annual Convention

June 12-14, 2019  
Ardmore, OK

### TriState ArkLaMiss Pecanference

June 20-21, 2019  
New Roads, LA

### Texas Pecan Growers Association Annual Conference

July 14-17, 2019  
Frisco, TX

### Arizona Pecan Growers 24th Annual Conference 2019

September 5-6, 2019  
Tuscon, AZ

### National Pecan Shellers Association Annual Meeting

September 11-13, 2019  
Nashville, TN

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