



# IN A NUTSHELL

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*Tune into The Super American Pecan-A-Thon on November 20<sup>th</sup> at Epicurious.com*

## THE SUPER AMERICAN PECAN-A-THON IS ALMOST HERE!

Get ready to see The Original Supernut like you've never seen it before. The Super American Pecan-A-Thon is set to air on November 20 at 11 AM EST / 10 AM CST, and we can't wait to share it with you!

Just what is the Super American Pecan-A-Thon? It is an interactive, online variety show that celebrates the versatility of America's native nut, while entertaining consumers and introducing them to the growers behind pecans. We'll also be combining two themes that resonate with our consumer audience – health and humor.

Our celebrity host is Wendi McLendon-Covey, comedian and star of hits such as television shows "The Goldbergs" and "Reno 911!" and the movie "Bridesmaids." She's joined by a cast of food and lifestyle bloggers who've created custom recipes, crafts, and home décor ideas – all featuring American Pecans.

Of course, no pecan event would be complete without the you – the industry! We have several industry members joining the cast of the show – The Iveys, a Texas pecan-growing family band, Mike and Lotsee Spradling of Oklahoma, Kortney Chase of Texas, Heather Salopek of New Mexico, Ben and Laura King of California, and Marianne Brown of Georgia – who will be sharing pieces of their family stories illustrating the powerful legacy of the American pecan industry.

From Thanksgiving sides to cocktails and how to arrange the perfect tablescape, our hosts will show the audience how to create new holiday traditions the whole family will enjoy. Throughout the online broadcast, viewers can click the site for more information on the featured recipes and holiday decorations.



*Mike and Lotsee Spradling shooting Super American Pecan-A-Thon promotional materials in their orchard earlier this week.*

## #PLEDGEPECANS

Beginning a week before Thanksgiving, we will ask America to #PledgePecans, and make one more dish with America's native nut this holiday season. Whether consumers are inspired by a recipe from one of our food bloggers or get creative in the kitchen on their own, #PledgePecans will encourage Americans to add one more pecan dish to the table, beyond pie. Starting Nov. 15, you can go to [bit.ly/epi-pledgepecans](http://bit.ly/epi-pledgepecans) to let us know you will #PledgePecans.

Once you make your pecan creations, share photos on social media using the hashtag #PledgePecans. We hope you'll encourage friends and family to do the same. #PledgePecans will continue through Dec. 31 – we look forward to seeing all of the pecan creations!



*Sweet Potato Casserole with Bourbon Pecan Crumble, the perfect addition to this year's Thanksgiving table.*

## A NEW MARKETING TOOLKIT FOR YOU

Keep an eye out for additional information and resources to put the Super American Pecan-A-Thon and #PledgePecans campaign to work for you. The day prior to the Pecan-A-Thon, we'll share an updated, online Industry Toolkit with materials to share with your friends and family, and to benefit your own business. Stay tuned for more details!

## SHARE YOUR LEGACY

Thank you to all industry members who donated their pecans and pecan products to The Super American Pecan-A-Thon – we greatly appreciate your support, and look forward to sharing your fresh, beautiful product during the show.

If you're still interested in contributing to the Pecan-A-Thon or future campaigns, we welcome family stories, pictures, and videos for inclusion in our ongoing marketing activities. Please consider submitting your favorites via [this link](#), or by emailing [industry@americanpecan.com](mailto:industry@americanpecan.com).



*Registered Dietitian Holley Grainger appears on WBRC Birmingham, sharing nutritious pecan treats for Halloween celebrations.*

## TAKE THE APC SURVEY

You should have received an email from the APC this week regarding an industrywide survey. The APC values your feedback and your input is vital to the success of our efforts on behalf of industry. We ask that you please respond no later than Monday, November 19.



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