



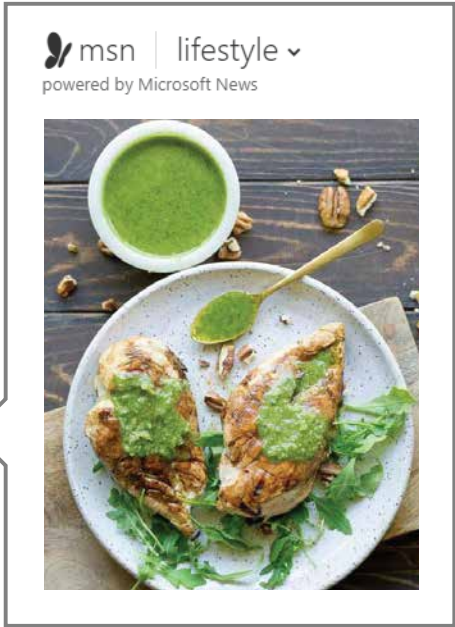
American
PECANS
THE ORIGINAL SUPERNUT

SEPTEMBER 2019 MARKETING HIGHLIGHTS

“WHY PECANS MIGHT BE AMERICA'S NEXT **HOT!** FOOD”

Media outreach educates reporters – as well as their readers and viewers – on the powerful potential of The Original Supernut. This fall, American Pecans landed a feature on **MSN.com**, with a potential reach of **3.1 MM consumers**.

“BEYOND A COUPLE OF DISHES, WHAT ARE PECANS GOOD FOR? PLENTY, AS IT TURNS OUT.”



AMERICAN PECAN
COUNCIL



BACK-TO-SCHOOL BROADCAST

As kids hit the books, American Pecans hit the airwaves. Registered dietitians in Atlanta and Boston shared quick and nutritious options for backpacks and weeknight meals, reaching **almost 200,000 viewers**.



Sharing pecans alongside salmon, a well-known heart-smart food, helps consumers connect pecans with other nutritious options. **90% of clicks to our Pecan-Crusted Salmon recipe came from people searching for salmon recipes online!**



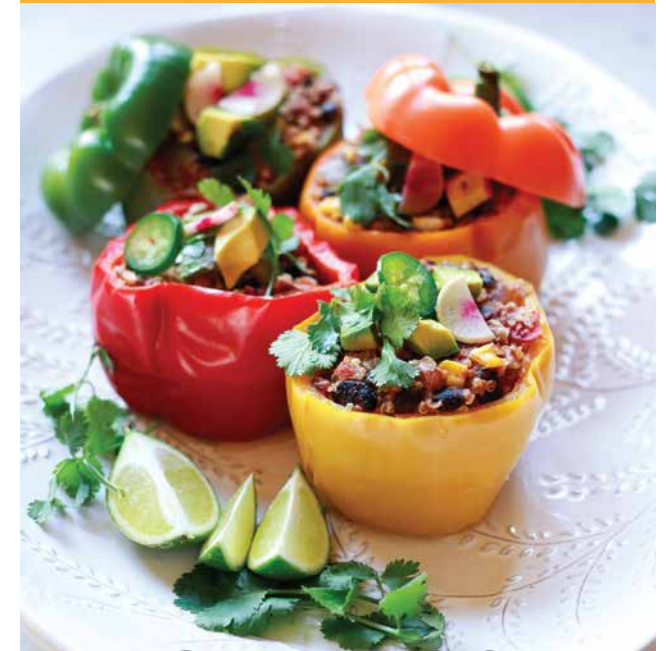
LUNCHBOX
INSPIRATION
HITS HOME

RECIPES LITTLE ONES LOVE

Our “Meal Plans Kids Love” meal plan accounted for **more than half of all pageviews of our Superweek website section** as moms search for nutritious inspiration for a busy back-to-school season.

“I AM GOING TO MAKE IT ON FRIDAY OR SUNDAY!”

“I COULD EAT THAT. WOW!!”



PLANT-BASED POWER

Showcasing pecans’ plant-based protein broadens our engagement with a growing group of plant-based eaters. Thanks to targeted social media content, our cost per consumer engagement was only a very efficient **5 cents!**