

American  
**PECANS**  
THE ORIGINAL SUPERNUT

# OCTOBER 2019 MARKETING HIGHLIGHTS

## SOCIAL MEDIA DRIVES WEB TRAFFIC

Social media continues to be a valuable tool to bring pecans top of mind for consumers. So far this year, more than **40%** of all AmericanPecan.com visitors were directed via social media to our site, where they can learn more about the great taste, versatility and heritage of pecans.



## MEAL PREP WITH PECANS



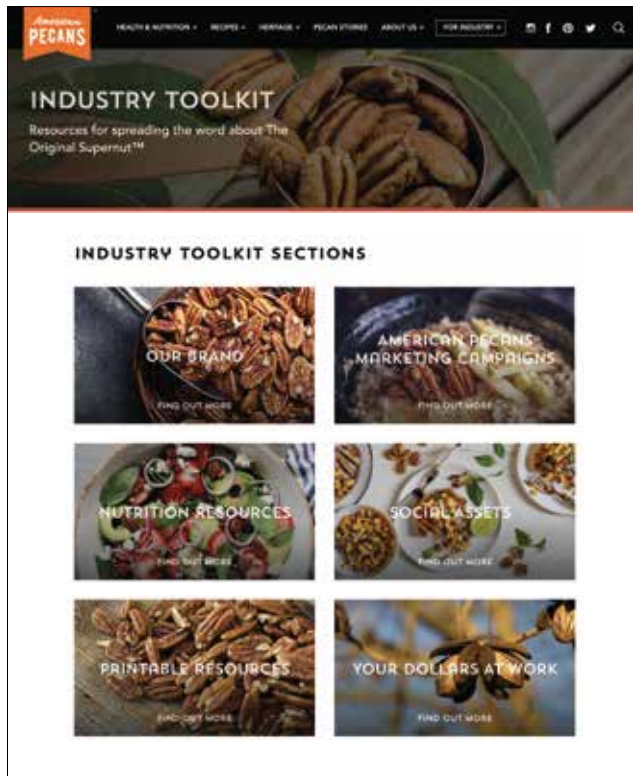
The APC is reaching Gen X/Y moms who are meal planning by showcasing pecans in a range of family-friendly recipes. Our Pecan Crusted Tilapia recipe gained inclusion in a 7-Day Menu planner in several papers across the country, reaching **more than half a million consumers**.



# TAKE ADVANTAGE OF INDUSTRY RESOURCES

The "For Industry" section of our website saw a **20% increase in page views** this month. A valuable resource for industry, there you can find market data, event details, marketing resources and more.

Make sure you check it out at **AmericanPecan.com** (toolkit password: pecans18).



## AMERICA'S NEXT HOT FOOD STAYS

# HOT

The article, "Why pecans might be America's next hot food" continued to run in new markets across the US. In October, the piece gained **750,000 additional views**.

# PECAN GHOST COOKIES ARE A HALLOWEEN HIT



American Pecans engages consumers by tapping into seasonal trends. Our signature Halloween creation, Pecan Ghost Cookies, continue to be a seasonal hit. The recipe was our most visited recipe this month, garnering **more than 1,800 page views!**