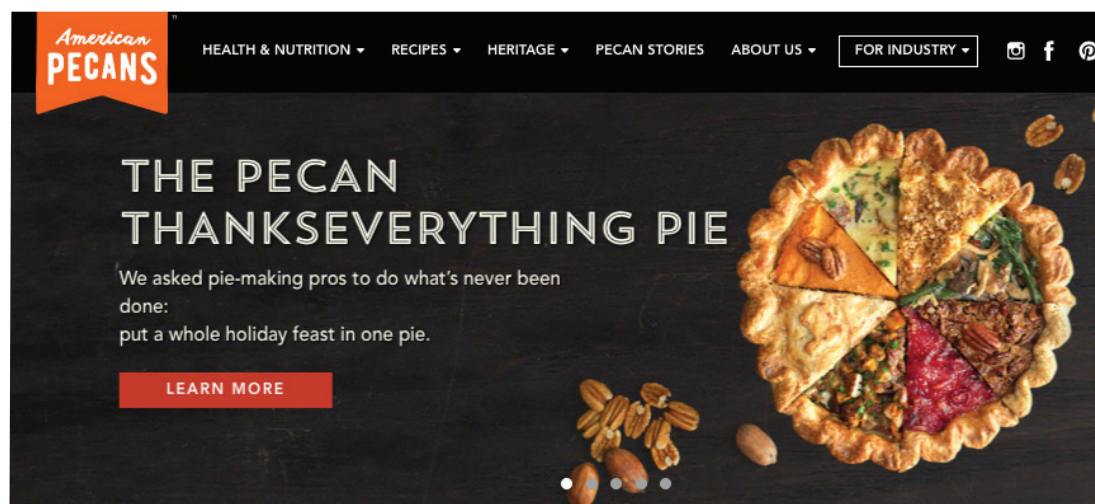




# American PECANS

THE ORIGINAL SUPERNUT

## NOVEMBER 2019 MARKETING HIGHLIGHTS



## CONSUMERS ARE STAYING TO BROWSE!



As we work to engage consumers on the benefits and many uses of pecans, we look at time spent on the site as an indicator of interest in this content. Time on the site in November **increased 40% from this time last year!**



## RECORD-SETTING SITE VISITS

Thanks to media coverage and paid social media advertisements, there were **nearly 150,000 site visitors in November** – the most monthly visitors since we launched!

## PECAN LOVE

"Made this tonight and the goat cheese log and honey pecan spread were amazing. I felt so fancy! Thanks for the inspiration!"

"Omg! So perfect!!!! 🥰🥰 Saving this for sure"

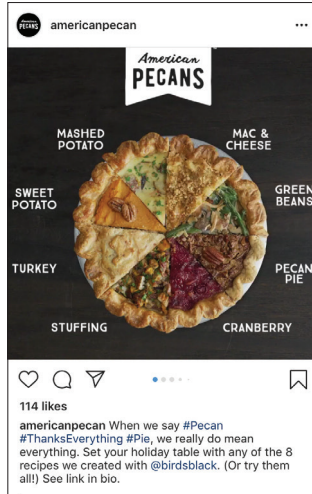
"These look incredible!! ❤️ Love pecans so so much"

"Just started following @Americanpecan thanks!"

## INSTAGRAM DRIVES CLICKS!

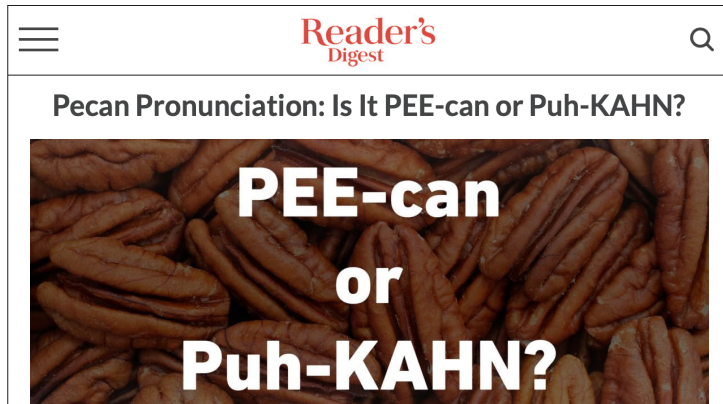
### OUR MOST CLICKED INSTAGRAM AD! →

Instagram ads are our largest traffic-drivers to AmericanPecan.com, where consumers can learn about nutrition and get recipe inspiration. The Pecan ThanksEverything Pie ad drove the most link clicks to the site – **more than 71%!**



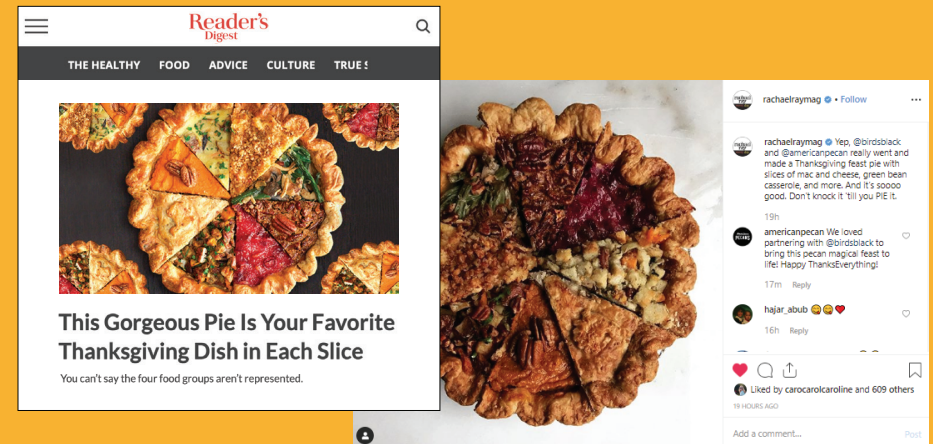
## PEE-CAN OR PUH-KAHN?

"Any and all pronunciations are welcome as long as the pecans are being eaten!" said APC Executive Director Alexander Ott to Reader's Digest readers, in a feature about The Original Supernut's proper pronunciation. The fun article **reached 418,000 readers!**



## MEDIA ♥ THE PECAN THANKSEVERYTHING PIE

The Pecan ThanksEverything Pie drew national media attention, putting pecans front and center as a must-have holiday ingredient.



## "MORE THAN 24.4 MILLION REACHED!"

**delish**

This Pie Is An Entire Thanksgiving Meal In One, So There's No Need To Cook This Year

**THRILLIST**

The Best Thanksgiving Pies You Can Buy

**Medium**

Your Holiday Meal Dreams Just Came True — Can you handle the Pecan ThanksEverything Pie?

**Taste of Home**

This Gorgeous Pie is Your Favorite Thanksgiving Dish in Each Slice