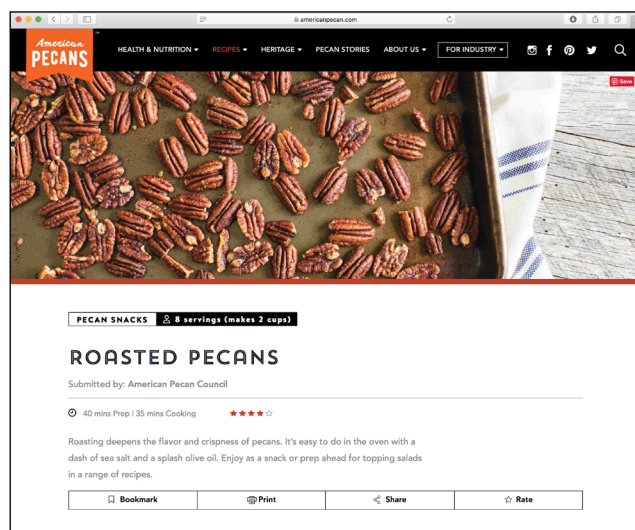


American
PECANS
THE ORIGINAL SUPERNUT

JANUARY 2020 MARKETING HIGHLIGHTS



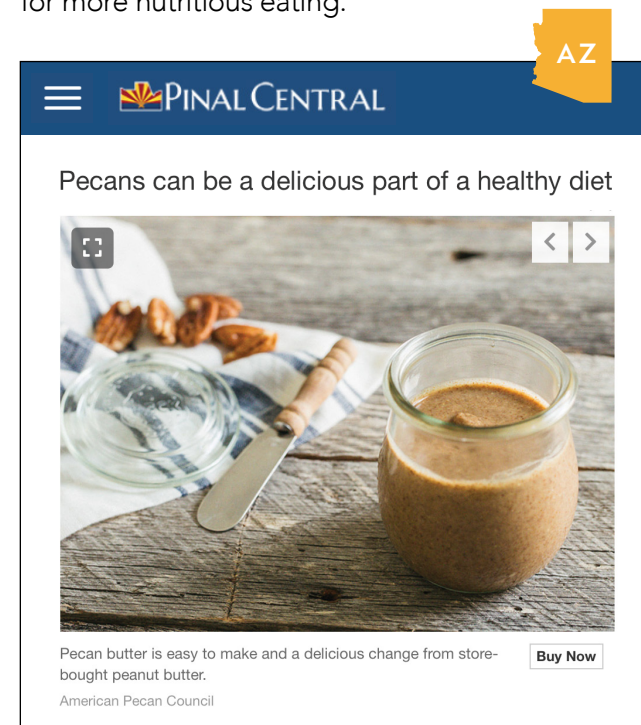
AMERICA IS FINDING RECIPE INSPIRATION ON AMERICANPECAN.COM.

Pecan recipes – from savory to sweet to snacks – have been viewed on our website **more than 1.39 million times!** The most-viewed recipe in January was Roasted Pecans – a great snack to kickstart a nutritious year.

NEW YEAR NUTRITION

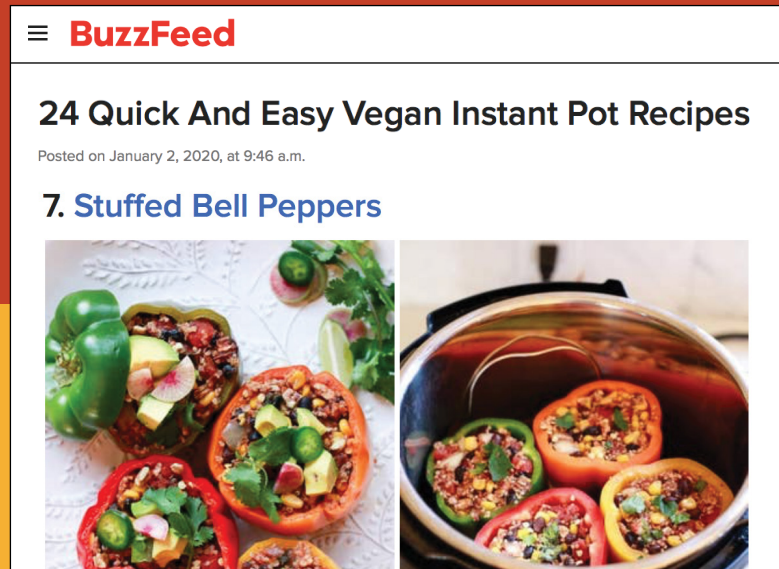
“MAKING BETTER
FOOD CHOICES
DOESN'T TAKE
INSANE EFFORT,
AND CERTAINLY
DOESN'T HAVE
TO TASTE
BORING, THANKS
TO PECANS.”

We are getting the word out to local communities that pecans can help with New Year's resolutions for more nutritious eating.



PECANS FEATURED IN BUZZFEED'S ROUNDUP OF VEGAN FAVORITES

Our influencer partnerships continue to generate interest in pecans beyond the initial blog post. This month, a BuzzFeed article featured a recipe from one of our Superweeks pecan partners in an article about vegan Instant Pot recipes. Working with influencers to create recipes that fit within specific lifestyle and cooking trends resulted in pecans being showcased to **more than 2 million readers**.



OUR PECAN PARTNERS – SELECTED BECAUSE THEIR LOYAL FOLLOWERS FIT OUR TARGET AUDIENCE – REACH MORE THAN 1 MILLION PEOPLE EACH YEAR!

PECAN LOVE

Pecans enjoyed the social spotlight in January! From celebrity cookbook author and television personality Chrissy Teigen – a favorite of Gen X and Y moms – to engagement on our own social channels, we love seeing how people enjoy The Original Supernut™.

Most delicious and most nutritious nut out there!!
Been 3 months in to a keto diet and raw pecans have been my mainstream snack!! Thank goodness for @americanpecan and all the incredible #pecan farmers 🥰💪👊

Also great to grind them and use for a faux bread crumb crust on fish, chicken and pork!



Shared with more than 28MM IG followers!

