

American
PECANS
THE ORIGINAL SUPERNUT

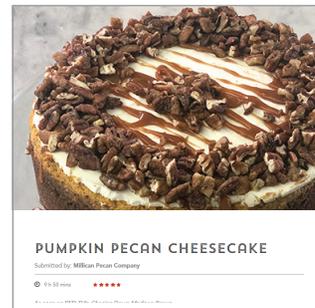
FEBRUARY 2020 MARKETING HIGHLIGHTS



FROM TV SCREEN TO KITCHEN

American Pecans has been featured in several episodes of RFD-TV's Chasing Down Madison Brown. In one of the episodes, the Millican family whipped up their special Pumpkin Pecan Cheesecake, reaching **more than 300,000 consumers**.

When a fall episode aired again this month, **AmericanPecan.com** saw a surge in searches for the recipe – showing that viewers were inspired to cook with pecans. On our site, you can find more than 170 pecan-inspired recipes!



HUNDREDS OF INDUSTRY RESOURCES

As each new marketing campaign is developed, resources and information are also tailor made for industry use. Dozens of resources are created each year, as well as **hundreds of social content** images, graphics and recipes available for your use.

The most recent additions to the Industry Toolkit are marketing materials for the new campaign, The Superpowers of Pecans. Be sure to check out these made-for-industry resources, including stickers, a coloring sheet for kids, a promotional poster and comic-strip-inspired social resources.

RESOURCES FOR INDUSTRY

Capitalize on The Superpowers of Pecans campaign for your own business. Below is a downloadable suite of materials to help you get the most out of the APC's latest marketing efforts. Have questions about these materials? Email us at industry@americanpecan.com.



YES, WE PECAN!

We partnered with recipe blogging couple A Couple Cooks for a spotlight in *OK! Magazine*, a celebrity and lifestyle publication popular with our target audience. The story ran in print editions nationwide, as well as online and shared on social media. Combined, these placements reached **more than 2.5 million consumers.**



HOLLYWOOD, YES WE PECAN!

This month, we're all about celebrating the hearts we love — and taking care of our own too! In celebration of American Heart Month, stock your pantry with **American Pecans**, the heart-smart* nut that packs a nutritional punch! In each 1-ounce serving, you'll get 12 grams of "good" monounsaturated fat* with zero cholesterol or sodium, plus plant-based protein, fiber and essential minerals. So whether you're looking for energy to power you through a busy day at the office or juggling multiple afterschool schedules, The Original Supernut™ is your ultimate sidekick.

Cooking, make glazed pecans by heating them in a hot pan with a dash of maple syrup! They add the perfect crunch to salads and are a nutrient-packed treat for kids.

Whether toasted and finely chopped into a breadcrumb substitute for chicken, pork or fish, sprinkled atop oatmeal, mixed with granola or blended into smoothies, just 19 halves, or one handful, is also an excellent source of copper and manganese — a mineral that's essential for metabolism and bone health.

To start your day with a punch of protein, Sonja and Alex recommend making a pecan breakfast frittata — a vegetarian make-ahead breakfast that can be popped into a muffin tin and refrigerated for busy mornings. Or make a larger version in a skillet for a quick weeknight supper. For this delicious recipe and many more, visit **AmericanPecan.com.**



There are many simple and delicious ways pecans can amp the nutrition of your favorite meals and snacks. Influencer duo **Sonja and Alex Overhiser**, known for their award-winning plant-based food blog **A Couple Cooks** and authors of *Pretty Simple*

*According to the U.S. Food and Drug Administration: Scientific evidence suggests but does not prove that eating 15 ounces per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of pecans (28g) has 16g unsaturated fat and only 2g saturated fat.

American Pecans recipes promoted as a great option for alternative eating styles!



PECANS IN THE PRESS

“ The pecans and seasoning elevate the presentation and flavor, but this recipe is so simple to make, that it might make it into your weeknight rotation.”

One way we raise awareness of pecans beyond the pie is to educate reporters on how well pecans work for different lifestyles and eating habits, such as paleo, keto and plant-based. An outlet that shares recipes for alternative eating styles shared our keto-friendly recipe Pecan-Crusted Air Fryer Pork Chops with **more than 20,000 readers.**