

## MARCH 2020 MARKETING HIGHLIGHTS

# SUPER-FYING SUPPER

The Washington Post ran a delicious weeknight supper recipe with a super-fied, savory side – spicy pecan rice! The article was syndicated to several newspapers across the country, garnering a total of **5.8 million impressions**.



HOUSTON★CHRONICLE

PROVIDENCE  
Journal

The Seattle Times



## RECIPE SEEKERS FIND INSPIRATION ON AMERICANPECAN.COM

Our two most popular recipes in March captured the attention of both nutritious-minded consumers and sweet treat seekers. Classic Pecan Pie and Toasted Oat Pecan Smoothie drove **more than 32,000 recipe views** in March.



# TOASTED OAT SMOOTHIE TOPS THE CHARTS!

Our nutrition-focused Instagram post, targeted at Gen X/Y moms, garnered **nearly 10 million impressions** in the month of March alone.



**TOASTED OAT  
& PECAN  
SMOOTHIE**

**MOST-VIEWED APC POST EVER**

# SUPERPOWERS IN THE PAPERS

Our American Pecans infographic, "Supplement Meals with a Nutritious Addition" **ran in newspapers across the country nearly 1,000 times.**

## THE OKLAHOMAN

### Supplement Meals with a Nutritious Addition

MISSION, Kan., March 2, 2020 /PRNewswire/ -- (Family Features) Adding nutrition to meals is all about the ingredients you include. The next time you're looking to add nutrients to your recipes, consider adding an ingredient like pecans, The Original Superfruit, which are versatile and easy to add to meals and snacks. Visit [americanpecan.com](http://americanpecan.com) for more nutritional information and recipe ideas.



**T tucson.com**

**FORT WORTH BUSINESS PRESS**

**PORTLAND SUN**

**RED TV**

**PECAN LOVE** 

Recipe please 🥰

Love them

I love pecans, I add them to all sorts of recipes.