



TOP-PERFORMING PECAN PARTNERS ARE BACK

American Pecans continues to work with bloggers and social media influencers to share nutritious pecan recipes with their readers. This summer, we are reengaging with some of our most successful Pecan Partners, including Julie Fagan of PB Fingers and Andie Mitchell.

Andie Mitchell's Farro with Pesto, Tomatoes and Pecans is the perfect summertime side dish, and her Chocolate Cream Pie with Pecan Crust is a twist on her husband's favorite dessert and hitting the blog just in time for Father's Day. Julie Fagan's Chopped Broccoli and Brussels Sprouts Salad with Honey Mustard Vinaigrette is a vibrant and nutrient-dense side dish. This salad will stay fresh for multiple days in the refrigerator – perfect for meal prep, or a quick and nutritious snack option.

Let us know if you try one of these or other American Pecans recipes - email us at industry@americanpecan.com.

AMERICAN PECANS SPONSORS QUARANTINE COOK-OFF

This summer, American Pecans is partnering with Live Naturally, Kroger's in-store magazine, by sponsoring the publication's national "Quarantine Keto Cook-Off" online contest. The Cook-Off challenges readers to submit their most delicious and unique keto diet-friendly recipe using ten ingredients or fewer. Winners can receive cool cooking gadgets such as an Instant Pot, Air Fryer, or Paderno Spiralizer.

The engagement delivers on APC's goal of promoting pecans as a nutritious choice that fits a variety of lifestyles, such as the keto diet, which focuses on low carb and high protein. Compared to other major tree nuts, pecans are among the lowest in carbs (4 grams) and the highest in fiber (3 grams) per serving.

The contest will be promoted in the grocery store magazine, which is available in store and included with delivery and pick-up orders. The American Pecans logo will also be promoted to consumers via paid search and paid social during the contest, increasing brand visibility to new consumers.

To learn more about the contest, email us at industry@americanpecan.com.



Sponsors:



AMERICAN PECANS FEATURED IN REGISTERED DIETITIAN SEGMENTS

This May, American Pecans was featured on TV segments in local markets including ABC 15 Arizona, CBS 46 Atlanta, and WKYC Studios in Cleveland.

Registered Dietitians Gilleen Barkyoub, Annessa Chumbley and Carolyn O'Neil highlight pecans as a nutritious snack and recipe ingredient for any meal of the day. Featured recipes include sweet and savory snack mixes and energy balls, Whole Wheat Pecan Banana Muffins and Mac and Cheese with Pecan Breadcrumbs.

More about our RD partners:

- **Annessa Chumbley** is a mother of two and focuses on recipe creation and conversation that is family friendly.
- **Gilleen Barkyoub** focuses on millennial nutrition by connecting with a Gen Y audience through Instagram-worthy food photos, nutrition tips and educational videos.
- **Carolyn O'Neil** is a multi-award-winning journalist, speaker, author and contributor to broadcast, print and digital media platforms.

The segments reached a combined audience of nearly 2 million viewers across broadcast and online, sharing American Pecans' nutrition message and recipes around the country.



NEW SOCIAL ASSETS AVAILABLE IN INDUSTRY TOOLKIT

Check out the new social media materials added to the Industry Toolkit at AmericanPecan.com (password: pecans18). The latest assets, available for download and year-round use, include recipe photos you can post to your personal and business social media channels.

Get your followers excited to try nutritious and delicious pecan recipes, including breakfast options like Pecan, Ginger and Dried Apple Granola, savory dishes like Pecan-Crusted Air Fryer Pork Chops and Mac and Cheese with Pecan Breadcrumbs, and dessert recipes including our popular Chocolate and Pecan Dipped Frozen Bananas.

Have questions about using the social media assets? Email us at industry@americanpecan.com.