



American
PECANS
THE ORIGINAL SUPERNUT

MAY 2020 MARKETING HIGHLIGHTS



SAVORY RECIPES TOP SEARCH INTEREST

AMERICAN PECANS SERVED
UP PECAN CRUSTED
CHICKEN TENDERS AND
CHICKEN SALAD RECIPES TO
THOSE SEEKING
CHICKEN RECIPES ONLINE

We continue to inspire consumers to use pecans beyond desserts. Through search engine advertising, we are reaching those already seeking recipes and primed to buy ingredients. In May, “chicken recipes” was the **most effective search term** for drawing in online recipe hunters.

REACHING CONSUMERS WITH INSTAGRAM STORIES

The popularity of Instagram Stories continues to rise. Our IG Stories captured more than **21 MM impressions** in May!



SPRINGTIME NUTRITION



Registered Dietitian partners are turning up on local television, sharing nutrition facts and how to use pecans in everyday meals. Through recent TV segments in Phoenix, Arizona and Columbus, Ohio, and accompanying online stories, our RD partners **reached more than 1.6 MM people** with delicious pecan inspiration.

PECAN LOVE

These look so good!! Love pecans ❤️

Putting this on the menu this week!

I'm definitely trying these!

Always trying to eat more plant-based!

Oooh I bet the pecans add such a great flavor! 🍴

Facebook:
743.7K followers
Instagram:
2.1M followers
TikTok:
44.6M followers
Twitter:
117.4K followers
YouTube:
235K followers

◀ SOCIAL MEDIA
STARS LIKE VEGAN
FOODIE TABITHA
BROWN ARE
PROMOTING PECANS
AS A MEAT SUB!

The month's top five most-viewed AmericanPecan.com recipes were all outside the pie. **Pecans as plant protein** were featured in May's most popular recipes, Linguine with Cauliflower Pecan Alfredo and Pecan Taco Meat.



PLANT-BASED DIETERS LOVE PECANS