

#### APRIL 2020 MARKETING HIGHLIGHTS



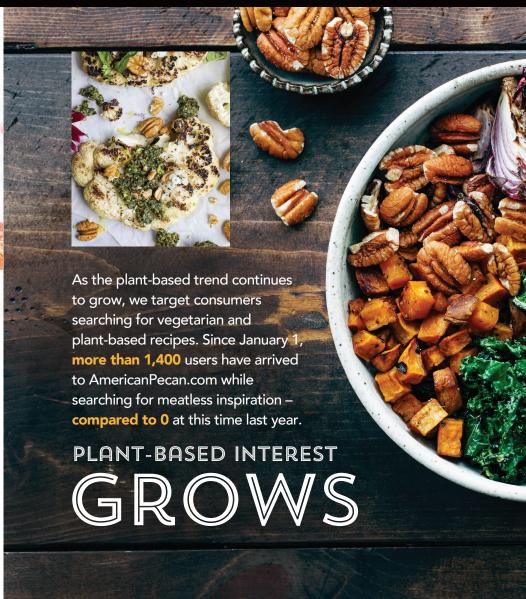
### FEEDING INSPIRATION TO AT-HOME BAKERS

Google

banana bread

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Recent stay-at-home orders inspired many Americans to bake. Our paid search campaign served up super-fied versions of baking favorites.



# CELEBRATING NATIONAL PECAN MONTH



The heritage and history of American Pecans were featured on local TV stations, including a segment airing in Bryan and College Station, TX, which highlighted local growers. The Original Supernut feature reached more than 36,000 viewers!

### PECAN LOVEO

This looks sooo yummy. It's what's for dinner this week.



These look super good



Yuuuuuuuummmmy looking!



I dreamed last night about putting pecans with brussel sprouts. Looks yummy!

Yummmmmm!! I'm going to make these tonight!



Whoa! Gorgeous! Drooling over here!

Now you're talking





## PECAN+PRODUCE PAIRINGS

Pecans starred on air with registered dietitian Carolyn O'Neil as a nutritious option that is versatile for baking and for pairing with spring produce. The show aired to a broadcast and online audience of more than 59,000 in the Atlanta area.