



American
PECANS
THE ORIGINAL SUPERNUT

The top of the page features a collage of food images. On the left, several pecans are scattered on a dark wooden surface. In the center, a black bowl contains a vibrant salad with green leafy vegetables, sliced tomatoes, and pecans. To the right, another black bowl shows a similar salad. The American Pecans logo is centered over the middle of these images.

JUNE 2020 MARKETING HIGHLIGHTS



A white plate holds a stack of three golden-brown French toast slices. The toast is topped with fresh strawberries, blueberries, and a dusting of brown sugar. Several pecans are scattered around the base of the plate on a light-colored surface.

GOOGLERS

HEAD TO [AMERICANPECAN.COM](https://americanpecan.com)

Our website is an ever-growing resource for online recipe seekers. Organic traffic to [AmericanPecan.com](https://americanpecan.com) was **up 27% this quarter**, and visitors are primarily clicking through to savory mealtime and snacking content. Consumers continue to find pecan inspiration beyond desserts. Ground Pecan Taco Meat, Classic Chicken Salad, and Roasted Pecans with Sea Salt all ranked as top performers.

BREAKFAST BREAKS THROUGH

Search interest in breakfast options has increased in recent months, so American Pecans focused on ads for matching keywords. In less than two weeks, **more than 800 visits to our website** were driven by searches for "French toast"!



“HERE'S WHY
YOU SHOULD
START EATING
MORE PECANS”

“

[TRY] ADDING NUTS LIKE
PECANS TO SALADS,
CEREAL, SIDE DISHES, AND
STIR FRIES. THINK OF
ANYTHING THAT WOULD
BENEFIT FROM A LITTLE
ADDED CRUNCH.

”



Online foodie outlet *Mashed* encouraged readers to think outside the pie with a piece about the pecan's important nutrition and versatility story. The article, which reached more than 350,000 readers, cited the American Pecan Council – and referenced articles placed by the APC in *Taste of Home* and *Good Housekeeping* magazines.

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BEYOND
THANKSGIVING PIE,
PECANS HAVE A
PLETHORA OF
CULINARY
USES...WHILE SOME
NUTS GET A BAD
RAP, PECANS ARE
ONE YOU SHOULD
DEFINITELY PUT ON
YOUR TO-EAT LIST.

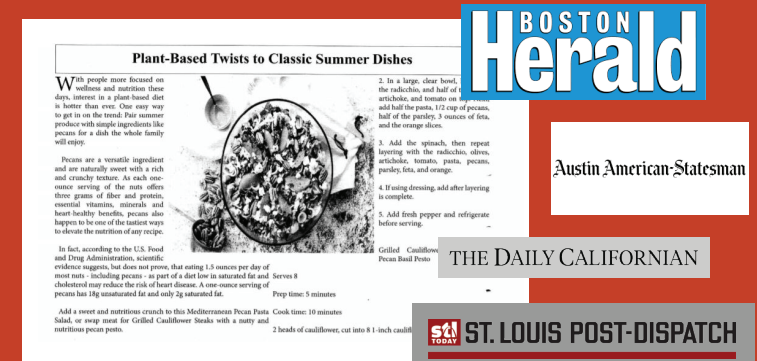
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PECAN LOVE 

I made this tonight. So Good.

Oooh these look DELISH!

Love this! Pecans are so buttery and amaze 🤤



THE ORIGINAL *summertime* SUPERNUT

Inspiring year-round pecan usage starts with showcasing easy options for summer. Our article, “Plant-Based Twists to Classic Summer Dishes,” shared pecans as a plant-based protein addition to pasta salad and pesto. The article ran in print and online **more than 2,500 times**.