

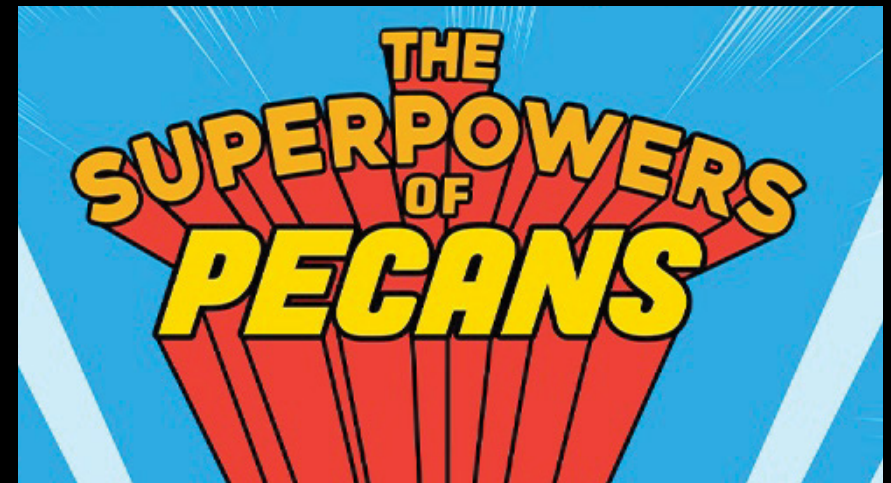


As plant-based eating continues to grow in popularity, it offers a strong opportunity for us to share pecans as a plant-based protein option.

We showed readers around the country how they can easily add pecans to their classic summer dishes through our article, Plant-Based Twists to Classic Summer Dishes. The article ran online and in print papers nationwide more than 2,400 times. Let us know if you try one of these or other American Pecans recipes – email us at industry@americanpecan.com.

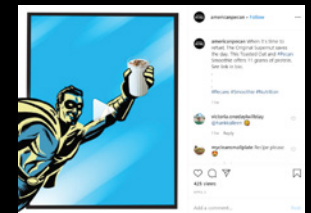


Mediterranean Pecan Pasta Salad (above), Grilled Cauliflower Steaks with Pecan Pesto (top)



CAMPAIGN SUCCESS

Our recent Superpowers of Pecans marketing campaign was a great success, including some of our best-yet ROI on paid social media and search advertising. As Americans spent more time online and at home, our digital-first approach paid off.



Since some brands paused paid social efforts at the onset of COVID-19, there was less competition for social media advertising space. Thanks to less competitions and lower costs, as well as increased consumer social media consumption, we had a highly cost-efficient and successful campaign. In fact, a Superpowers smoothie post was viewed by more than 22 million people, the most ever for a single social media post for American Pecans.



Consumer research shows that Americans are snacking a lot these days! American Pecans is leaning into this trend and will soon launch our Super-Fy Snacking marketing campaign. The social content series will show how pecans are perfect for a wide range of snackers, from on-the-go mixes to fresh, seasonal smoothies and energy bites.

WHAT IS YOUR SNACKING STYLE?

We'll draw in consumers with a fun personality quiz to identify their snacking style and direct them to the best pecan snacks on AmericanPecan.com. We are excited to show audiences that no matter their snacking preference, pecans deliver big on both flavor and nutrition. The snacking quiz will be promoted through paid social media and influencer partnerships, and on our own organic channels.

PECAN PARTNERS, RESOURCES AND MORE

Additionally, this campaign will feature more pecan snacking content from our influencers. American Pecans is partnering with health and wellness bloggers, Andie Mitchell and Liz Moody, to show how pecans can be part of a nutritious lifestyle. American Pecans snack recipes will also be featured in retail publications and activations with Registered Dietitians.

Keep an eye out for additional details when the campaign launches, including social media resources available in the Industry Toolkit on AmericanPecan.com (password: pecans18).

