

American
PECANS
THE ORIGINAL SUPERNUT

JULY 2020 MARKETING HIGHLIGHTS

GRILLING WITH PECANS

As we work to expand how people use pecans, we've been capturing the attention of online recipe seekers with summer grilling and BBQ paid search terms. Our Grilled Cauliflower Steaks with Pecan Pesto recipe had the **highest click-thru-rate (CTR) of the month**, driving **more than 800 users** to AmericanPecan.com.

SNACKING IS OUR SUPERSTAR



WHAT ARE YOU CRAVING?



Something to
satisfy my
sweet tooth!



Something
savory
(and flavor-y)!

IT'S A PERFECT SUMMER DAY. WHERE ARE YOU?



Getting lost in
a good book on
the patio.



Flexing my
green thumb
in the garden.

Our "What's Your Summer Snacking Style?" quiz brought **more than 44,000 visitors** to AmericanPecan.com this month – and 40% of them came directly from our paid social media targeting.

BIG BONUS EDITION: PECAN LOVE 📷

Pecans are legit my fav nuts

Making this NOW!! ❤️❤️❤️

Pecans are magical - especially when toasted 🥰👉

This is the greatest idea! What an ideal breakfast!

Love pecans 🏆🏆

Can't wait to try it

Need to make this 🙌

Yup making this tomorrow!

YES!! I have been craving overnight oats!!
This looks INCREDIBLE!

Omg! Making this ASAP 🥰

Wowza this looks and sounds incredible!! ✨🙌🍵

SUMMER- TIME SALAD SUCCESS

Generating more than **28,000 recipe views**, consumers found a wide range of pecan inspiration this month. The savory and summery flavors of the Spiced Pecan Grilled Peach Salad took center stage as **more than 4,300 users** flocked to the recipe from our **paid Instagram Story**.