




American
PECANS
THE ORIGINAL SUPERNUT

SEPTEMBER 2020 MARKETING HIGHLIGHTS

BREAKFAST BLOCKBUSTERS



You may recall that earlier this year, consumer interest in pecans for breakfast started increasing, so we shifted our search and social advertising to capitalize on the trend. We continued that success by partnering with RD Mia Syn to showcase Maple Pecan Overnight Oats during a National Breakfast Month segment on NEWS4 (Jacksonville, FL) which reached **more than 127,000 viewers.**



3
OUT OF
EVERY
4
WEBSITE
VISITORS
SEEK
RECIPES

An effective tactic for promoting pecans is connecting with consumers who are already hunting for recipes and primed to buy ingredients. This month, 76% of all visits to AmericanPecan.com were to a recipe page – a 16% increase over our previous high in August. These recipe seekers are leaning into savory options, with granola bar and smoothie recipes at the top of **more than 78,000 recipe views** this month.

DID YOU KNOW?

All of these recipes and many more are available to use in your own marketing materials. Visit AmericanPecan.com to check out your options.

TO DOWNLOAD recipes and hi-res photography, visit the [About Us/Media Library page](#).

TO SHARE directly from our site to your social media followers, click "share" on the recipe page and choose your preferred social media channel.

FOR DOWNLOADABLE RECIPE IMAGES AND VIDEOS and a wide range of additional resources, visit the Industry Toolkit found under the For Industry menu tab (pw: pecans18).

PECAN LOVE

Loooove pecans! They have such great flavor 🥰

Yum—it all looks so tasty! ❤️ Pecans

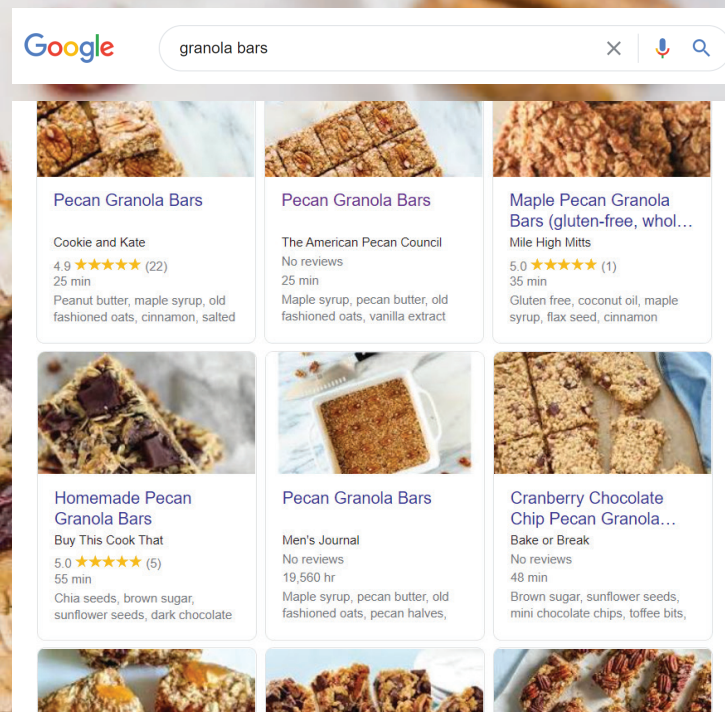
ooh adding this to my list to try!

Yes!! I need this for 2 growing boys virtual learning!!

Love anything pecan 🙌🙌

To view more monthly marketing highlights, visit the **Industry Toolkit** on **AmericanPecan.com** and select **Your Dollars at Work**.

GRANOLA BARS FOR THE WIN



This month, our Pecan Granola Bar recipe generated **more than 38,000 impressions** within search engine advertising and drove more than 25,000 social media users to AmericanPecan.com. Additionally, Pecan Partner Andie Mitchell debuted her new Chewy Coconut Pecan Granola Bars on Instagram, garnering more than 28,000 impressions and **adding another on-trend option** to our recipe arsenal.