

American
PECANS
THE ORIGINAL SUPERNUT

OCTOBER 2020 MARKETING HIGHLIGHTS



TODAY SHOW GOES NUTS FOR PECANS!

American Pecans has been in touch with Registered Dietitian Joy Bauer to share our nutrition and versatility since the brand launched in 2018. This month, Joy shared a savory Pecan Pesto recipe that was featured nationally, on TV and online, garnering more than **5.4 MM impressions**.

COOKIES BOOSTED BY SOCIAL



Longtime consumer favorite Pecan Ghost Cookies were one of the **top 3 recipes viewed on AmericanPecan.com** this month. Fans of this seasonal treat were especially active on Pinterest, where consumers organically searched, saved, and re-shared our recipe with their own followers!



Consumers increasingly seek delicious, vegan-friendly recipes for themselves, friends and family members. This month, "vegan recipes" was one of our top-performing paid search keywords with **more than 14,000 impressions** as we served up tasty alternatives with pecans featured as plant-based protein!



ENGAGING VEGANS THIS SEASON

I would devour this salad, it has all of my favorite ingredients!

Rosemary is the best addition 🍋 and love me some pecans!

I need this immediately 🍴

YUM! Going to make this right now

Looks like a great breakfast for the week!

PECAN
LOVE 