

American  
**PECANS**  
THE ORIGINAL SUPERNUT

# IN A NUTSHELL



GET OUT THE  
(SUPER SAFE PECAN DEBATE)

# VOTE!

The Super Safe Pecan Debate is under way! Help us get the PEA-can vs. puh-CON vote out! We've created a new suite of campaign resources tailor made to help you prove your pronunciation case! Head to the Industry Toolkit and enter password "pecans18" to unlock a suite of resources, and see below for ideas on how you can reach your fellow Americans!

## Social Posts – simple ways to promote on social media

- Be sure to include **#PecanDebate** when you post your own pronunciation vote and ask your friends and followers to do the same.
- Change your social media profile pictures to your preferred pronunciation: download the icon for puh-CON or PEA-can and swap out your regular photo to draw attention to the cause.
- Add **PecanDebate.com** in your social media bio or in a standalone post.



## Video for Social Sharing – tips for easy videos from your cell phone

- Consider shooting in the orchard or somewhere that reflects your pecan business or heritage.
- Make sure the sun is behind the phone/camera, not the subject you're shooting.
- Keep it short and light. Speak from the heart or use the script on the right for inspiration:

"I'm [your name], a pecan [grower/sheller] from [state] and we've pronounced it [PEA-can/puh-CON] for generations."

"Here in [city or state], we eat [PEA-cans/puh-CONs]. What about you?"

"Oh, puh-lease, it's puh-CON. Everyone here in [city or state] knows that."

"I'm a PEA-can pronunciation fan."

## Printables

- Print and share campaign posters at local businesses or include with packaged mail orders.
- Print sheets of "campaign button" stickers for your preferred pronunciation to attach to packaging, hand out in-store and wear with pride!



Have questions about accessing resources, or how to use them? We are here to help! Reach out to us at [industry@americanpecan.com](mailto:industry@americanpecan.com), or at (817) 916-0020.

# PECANS IN THE NEWS

We are maximizing pecan's seasonable stardom, connecting reporters across the country with pecan inspiration, from seasonal favorites to inventive snacking options. Check out some of our recent media wins below:

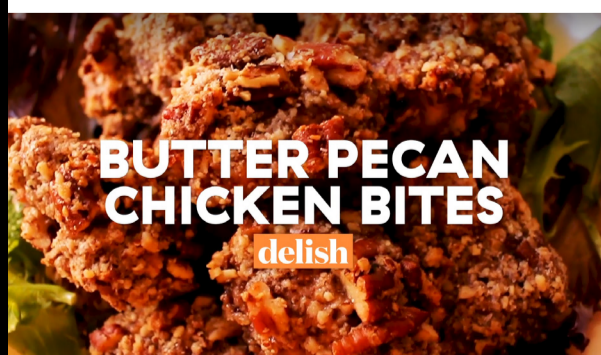
*Delish*, a go-to site for all things food, whipped up these pecan-coated chicken bites, and outlet *MSN* declared them "infinitely snackable." The article also highlights pecans' nutrition and versatility, garnering **more than 26.6 MM impressions**.

American Pecan's' own Roasted Pumpkin and Sweet Potato Soup with Pecan Pomegranate Salsa is starring as "the perfect fall starter" in an article from *The Daily Meal* that was shared online in multiple newspapers across the US, logging **more than 43.1 MM impressions**.

Top-tier lifestyle magazine *Real Simple* shared Maple Sweet Potatoes with Spicy Pecan Praline as part of their kickoff to fall recipes. This twist on a classic fall side dish reached more than **451,000 online readers**.

**delish**

Butter Pecan Chicken Bites



**The Daily Meal**  
All Things Food & Drink

Roasted Pumpkin and Sweet Potato Soup with Pecan Pomegranate Salsa



**REAL SIMPLE**

Maple Sweet Potatoes With Spicy Pecan Praline



FOR THE TIMELIEST UPDATES, HEAD TO [AMERICANPECAN.COM](http://AMERICANPECAN.COM) AND ENTER YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.

FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.