

American
PECANS
THE ORIGINAL SUPERNUT

NOVEMBER 2020 MARKETING HIGHLIGHTS

SUPER-FIED CLASSICS REIGN SUPREME

Pecan twists on classic dishes, like Pecan-Crusted Green Bean Casserole and No-Bake Pumpkin Pecan Pie Bites, were top paid search performers and drove **more than 10,000 clicks** to the recipes on AmericanPecan.com.

FESTIVE SNACKING WINS FANS ON FACEBOOK

This is such a fun snack idea!

Healthy and yummy snack.

Adding to list of treats to make in December!!!

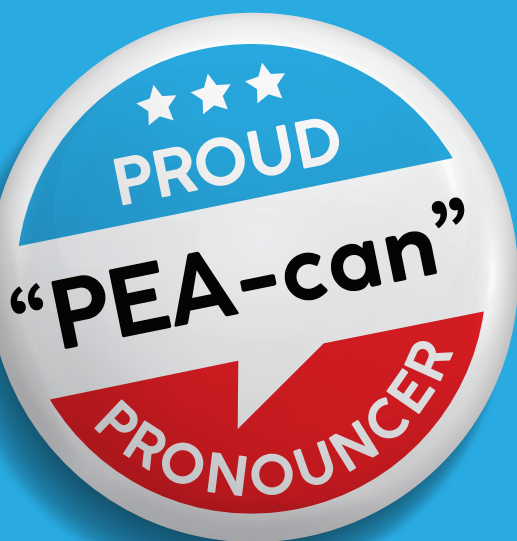
So creative! I love that snack idea!

This looks dee-lish!!! We're going to try this as well!!

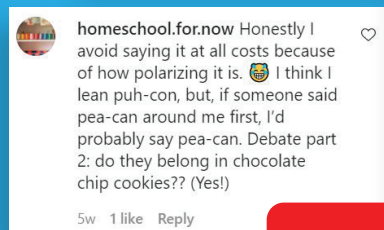
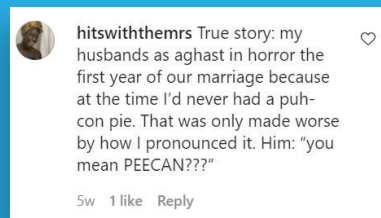
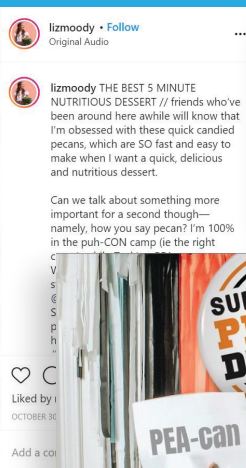


Pecans prove holiday snacking can be nutritious and delicious. Our Facebook ad for seasonal Gingerbread Pecans accounted for **more than 52,000 clicks**. The highly effective ad provided strong ROI at 24 cents per click – roughly **one third of standard costs**.

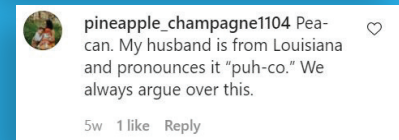
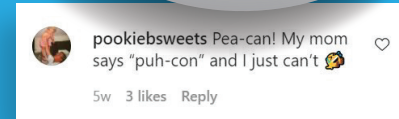
INFLUENCER COMMUNITIES ARE HUNGRY FOR DEBATE



Our Pecan partners helped fan the flames of The Super Safe Debate excitement, sharing their pecan pronunciation passion with their followers.



Shakira doubled her average engagement rate!



PECANS #1 IN MEDIA COVERAGE

The Super Safe Pecan Debate exploded across media outlets, from The Today Show and Fox News to E! and Southern Living. **275+ unique stories** skyrocketed pecans to lead share of voice among competitors six-weeks around the Thanksgiving season.



Here's How Most Americans Are Actually Pronouncing Pecan



Have You Been Pronouncing 'Pecan' Wrong? Here's What Pecan Farmers Have to Say



The great pecan debate is being solved once and for all



This Is How Most Americans Pronounce 'Pecan,' According to Survey



Thanksgiving pie debate on 'pecan' pronunciation resolved



Is Pecan Pronounced PEA-can or puh-CON? 347,301 Americans and Counting Have Voted So Far

SHARE OF VOICE

