



# IN A NUTSHELL

## AMERICAN PECANS OWN THE HOLIDAY SEASON



The Super Safe Pecan Debate swept the nation, resulting in our most successful marketing campaign to date. From hundreds of media stories in outlets like **Fox News**, **The Tonight Show with Jimmy Fallon**, and **The Today Show**, to **more than 360,000** Americans casting votes, the debate's phenomenal coverage skyrocketed pecans to **the number one most-talked-about nut** during the six-week holiday campaign.

As the debate buzz continued among media and consumers, we launched an inspiring Holiday Hub on AmericanPecan.com. Whether folks are celebrating in person or virtually, we're serving up easy, delicious pecan recipes perfect for the season.

Pecan recipe all-stars include seasonal Gingerbread Pecans, perfect for gifting or grazing. Our Facebook ad for the festive snack already drove **more than 52,000 clicks** to the recipe page!

Recipes images are available to use for your own businesses as well – visit the social assets section of the Industry Toolkit (password: pecans18) to download content for your social channels.



GINGERBREAD PECANS ARE A SIMPLE, DELICIOUS HOLIDAY SNACK.

## FESTIVE AND FLAVORFUL HOLIDAY SNACKS

In recent months, we have honed our target audience to focus more on healthy snackers, reminding Americans that pecans are a delicious *and* nutritious snack option.

Our holiday article spotlighted celebratory snack options to spice up the season, perfect for an on-the-go bite or a quick taste of a classic holiday dessert.

Festive and Flavorful Holiday Snacks featured sweet and savory Gingerbread Pecans, No-Bake Pumpkin Pecan Pie Bites and fan-favorite Reindeer Pecan Brownies. So far, the article has run online and in print newspapers **more than 1,000 times**.



## INFLUENCERS SHARE SNACKING INSPIRATION ON SOCIAL

Our influencers are critical partners in helping consumers see pecans as a delicious, snackable option beyond their dessert tables.

Pecan Partners Liz Moody and Shakira Patterson shared creative snack ideas, impressing social media followers with their simple but unique recipes. Liz's step-by-step video guided viewers to make pecan pie-flavored nut butter, while

Shakira inspired parents with her kid-friendly apple pecan nachos, easily customized for kids and adults alike.

In addition to pecan love, the social comments section was full of pecan pronunciation opinions from The Super Safe Pecan Debate! Even after the "polls" closed, consumers can't stop sharing their PEA-can and puh-CON passion.



FROM ALL OF US AT AMERICAN PECANS, WE WISH YOU AND YOUR FAMILY A HAPPY AND HEALTHY HOLIDAY SEASON AND A HAPPY NEW YEAR!