

SNACKING THROUGH THE SEASON WITH AMERICAN PECANS

AS WE CONTINUE TO SPEND MORE TIME AT HOME, AMERICAN PECANS IS MOTIVATING CONSUMERS WITH DELICIOUS SNACK AND MEALTIME INSPIRATION. THROUGHOUT THE HOLIDAYS AND HEADED INTO THE NEW YEAR, OUR TARGETED ADVERTISING, INFLUENTIAL PARTNERSHIPS, AND NATIONWIDE MEDIA COVERAGE IS REACHING MILLIONS OF CONSUMERS WITH THE POWER OF PECANS!



TIMELY RECIPES DRIVE SWEET SUCCESS

While we started 2021 with healthy snacking inspiration, American Pecans rounded out last year, by drawing in consumers with timely advertising search such as "dessert recipes" and "Christmas dessert." These terms drove **nearly 7,000 users to our site**, inspiring consumers to use pecans in their holiday baking and beyond.

MEDIA COVERAGE DRIVES RECIPE INTEREST

AmericanPecan.com had **more than 195,000 monthly pageviews**, introducing more consumers to the benefits of pecans as well as delicious recipes. Our syndicated article, titled "Festive and Flavorful Holiday Snacks," was one of the top three sources of traffic, demonstrating how press coverage translates into measurable consumer interest and purchase intent.

For more information on our latest marketing work as well as marketing resources, visit the industry toolkit on AmericanPecan.com.

PECAN PARTNER CONTENT GARNERS HEADLINES

Our second round of holiday snacking partnerships hit new heights, with influencer Liz Moody's delicious Pecan Pie Butter gaining so much attention on social media, it caught the eye of national media outlet POPSUGAR. The article and social media coverage totaled **more than 1 MM impressions**.



“
Creamy, Cozy, and Sweet:
This 4-Ingredient Pecan
Pie Nut Butter Is
the Ultimate Snack Spread
”
HEADLINE FROM
POPSUGAR.

SOCIAL MEDIA S PECANS

From working puzzles to baking sourdough bread, at-home hobbies and trends vary, but one thing remains – the ever-popular trend of scrolling through social media. Reaching consumers through social media is one of the most powerful marketing tools, allowing us to reach consumers where they're already looking for inspiration. Check out some of our latest consumer comments who were inspired to try pecans:

I love pecans, I eat a few every single day. I don't even close the package anymore.

I think this is a good twist to my holiday treat! I'm going to give it a try with my next batch!

I made these last night. Instant hit.

Love this. Especially because I bought 3 times the amount of pecans I needed for my pie on Thanksgiving and I haven't figured out what to do with them...until now!

Love pecans in any way, shape or form!

ACTIVE LIFESTYLE CONSUMERS

MOST ENGAGED WITH PECANS

With significant opportunity to drive sales among healthy snackers, we are focused on reaching those with active and healthy lifestyles. Our 2021 audience targeting is proving a success! Consumers that enjoy being active make up **64% of our impressions on social media** ads this month and **61% of our clicks** – proving this audience is primed to choose pecans.

