



American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

PECAN PARTNER REACHES MILLIONS



Through new and delicious ways to enjoy pecans, our influencer partners are driving interest among healthy snackers.

Liz Moody used Instagram's new Reels video feature to post a quick how-to video on making her pecan pie nut butter. We extended the reach of the engaging video with paid promotion, which led to **more than 2 million impressions**. The popular video even caught the eye of top culture and lifestyle outlet **POPSUGAR**, which ran an entire article dedicated to the pecan-packed creation.



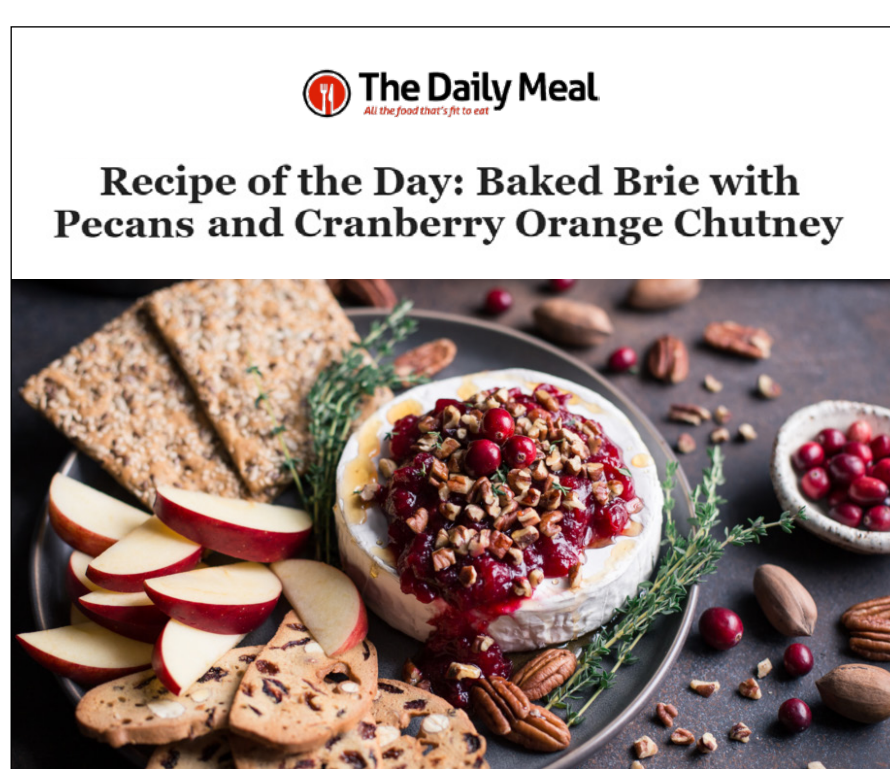
POPSUGAR.

Dubbed “the ultimate snack spread,” this “creamy, cozy, and sweet” pecan butter was praised for its simplicity and versatility. The article, which was also shared on POPSUGAR’s social media channels, **reached more than 2.8 million people**.

By partnering with an influencer who not only fits our audience but is also recognized by media, our partnership dollars work harder and reach even more of our healthy snacker audience.



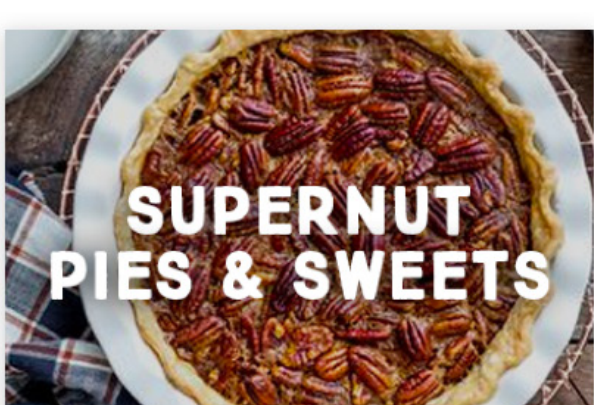
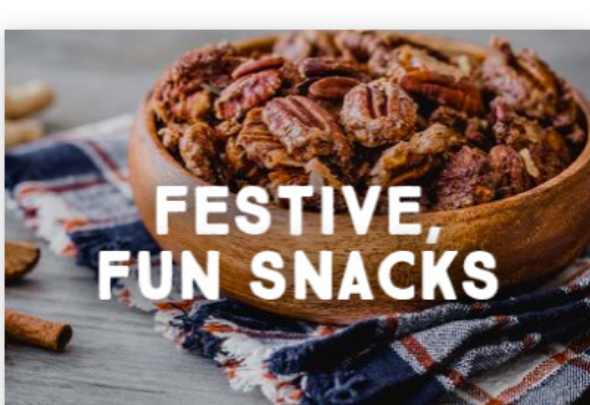
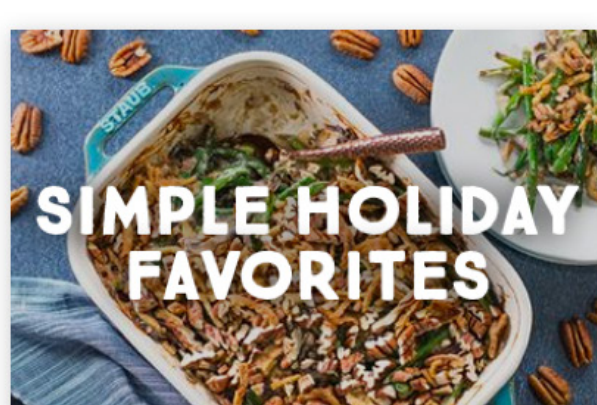
YEAR-END CAMPAIGN DRIVES HOLIDAY SUCCESS



The success of our Super Safe Pecan Debate campaign continued through the end of 2020, as we directed consumers to our online Holiday Hub. There we showcased festive, fun snacks, and simple holiday favorites, as well as Supernut pies and sweets.

Our recipes also appeared in media, such as our Baked Brie with Pecans and Cranberry Orange Chutney featured in The Daily Meal, a go-to source for all of the latest food news.

The success of our year-end marketing campaign led to **235 million impressions** through media stories alone and **43,000 views of the landing page** on AmericanPecan.com during the holiday season.



HEALTHY SNACKERS ENGAGE WITH AMERICAN PECANS

In recent months, we expanded and refined our target audience to healthy snackers. This allows us to reach more adults who are primed to invest in nutritious foods as part of their regular snacking routine.

Using paid social media to target different groups within our healthy snacker audience, we are able to identify which sub-groups present the best opportunity to drive purchase.

Our “Active Agents” subcategory – adults who are committed to an active lifestyle and enjoy working out – made up **64% of clicks** from social media to our site during December. Their interest in our Gingerbread Pecans as a holiday-flavored on-the-go snack indicates that easier snack options for active lifestyles will continue to drive interest.

The first three months of targeting “Active Agents” have been a tremendous success and yielded key insights to continue optimizing our marketing program.



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