



# CLEAN UP YOUR SNACKS CAMPAIGN CAPTURES CONSUMER ATTENTION

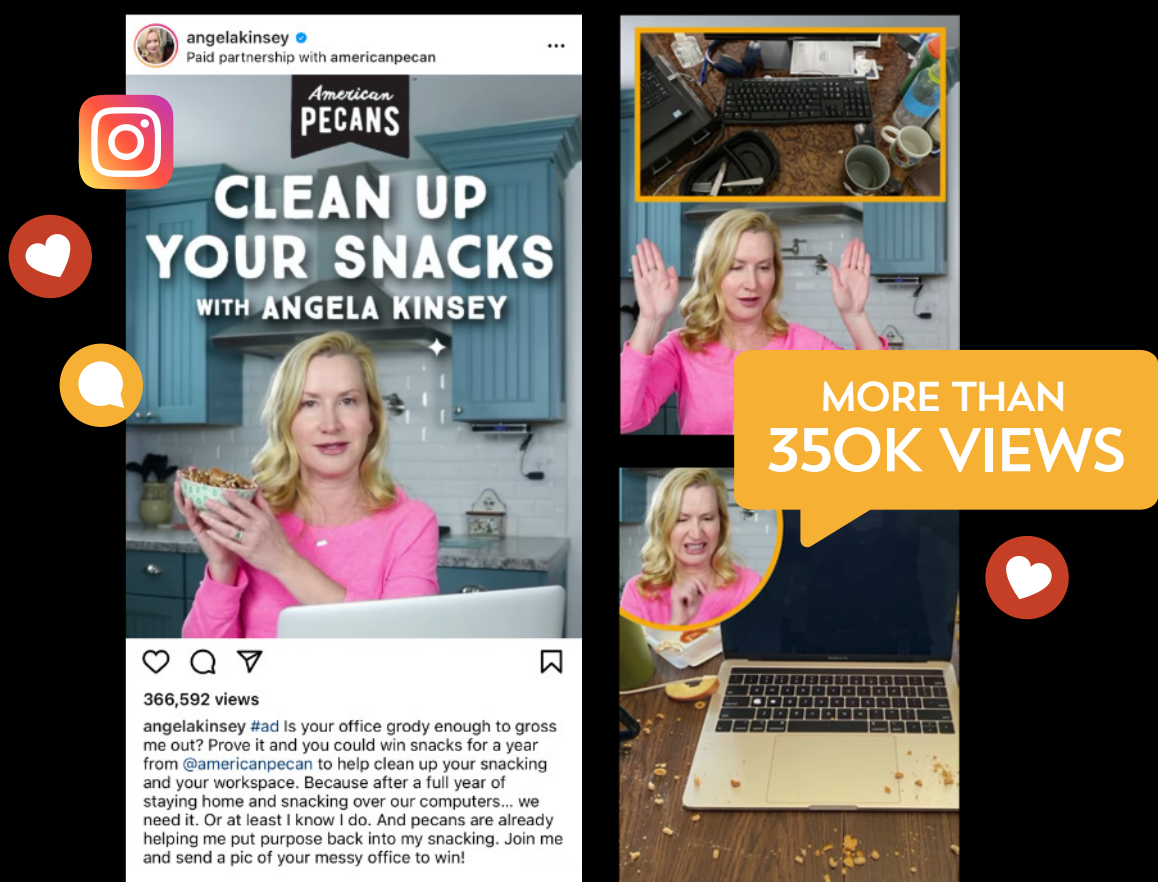
This month, we launched the Clean Up Your Snacks campaign and sweepstakes, encouraging consumers to clean up their snacking habits with American Pecans. We’ve all spent more time at home – and in front of our screens – over the past year. For many, snacking has become a mess.

Perhaps you saw media coverage, including Alex Ott’s on-air conversation with RFD-TV’s morning show. We asked America to submit photos of their snack-riddled workspaces for the chance to win a year’s supply of fresh pecans and other nutritious snacks, plus a desk clean-up kit. We received **3,166 photo submissions**.



Actress, “Office Ladies” podcaster and YouTube baking-show host Angela Kinsey helped us spread the word to **tens of millions** about the sweepstakes on social media, online and in print magazines.

Her feature article in popular celebrity magazines Life & Style and InTouch achieved **34.8 million impressions** in print alone. The article was also shared online and outperformed industry benchmarks – Life & Style online readers spent **2X average time** on our story, while InTouch online readers spent almost **3X average time**.



Angela’s humorous and entertaining video content also captured the attention of audiences on social media, with nearly **160K views**, more than **11.4K likes** and **100 comments**. Angela shared her personal story of growing up cracking and snacking on pecans from her grandparents’ trees, as well as her favorite ways to enjoy pecans. Additionally, we teamed up with Pecan Partner Liz Moody, who used her social channels to encourage followers to clean up their snacking situation and enter the sweepstakes.

**FUN FACT**

More than **TWO-THIRDS** of Angela Kinsey’s Instagram followers responded that they prefer snacking on **raw pecans** vs. in a recipe.

# REGISTERED DIETICIANS SHARE SIMPLE SWAPS

In addition to nationwide coverage, American Pecans engaged with local markets for National Snack Food Month. Pecan Partners and registered dietitians Michelle Dudash and Mia Syn showed local TV viewers how to be mindful munchers. On local news networks, Mia and Michelle shared simple swaps and healthy alternatives to incorporate into our snacking rotations.

On WISH-TV’s Indy Style, Michelle showed her Indianapolis audience how to enhance their snack break by making Chewy Coconut Pecan Granola Bars with Cranberries, highlighting the essential nutrients and natural sweetness of

pecans. She also featured our tasty Pecan Pie Nut Butter recipe, the perfect snack to enjoy on its own or paired with fruits, veggies and crackers.

Over in Las Vegas, Mia highlighted Savory Spiced Pecan Energy Bites to showcase a more savory snack and the variety in flavor profiles pecans offer.

By partnering with popular nutrition experts, we’re able to share our healthy snacking tips with loyal television audiences, achieving **235K combined impressions** from these two segments.



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