



WE HOPE YOU ENJOYED CELEBRATING NATIONAL PECAN MONTH,
OUR FAVORITE MONTH OF THE YEAR!

REACHING MILLIONS DURING NATIONAL PECAN MONTH

We continue to spread the word about The Original Supernut through a range of news outlets: media promoted National Pecan Day, and pecan heritage spanned from local outlets to the Morning Brew, a digital newsletter for today’s modern business leaders with **2.5 million subscribers**.

FUN
FACT

 MORNING BREW

VS

THE WALL STREET JOURNAL.

Morning Brew has more digital subscribers
than The Wall Street Journal



American Pecans’ brand-launch partner and registered dietitian, Dawn Jackson Blatner, promoted National Pecan Month on **30 TV and radio programs** nationwide. More than **18.2 million people across 15 states** tuned in for Dawn’s nutritious snack ideas and pecan tips.

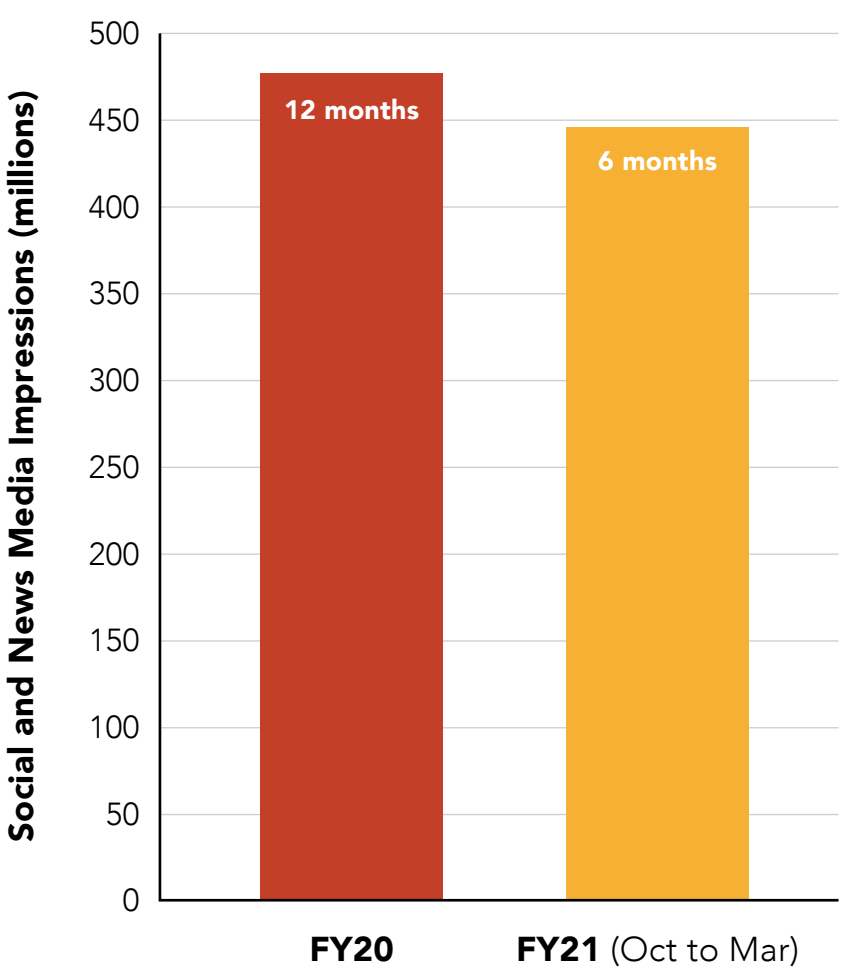
18M+ consumers reached



Dawn shared her five favorite ways to enjoy pecans on social media as well!

PECANS GIVE THE RIGHT IMPRESSION

Measuring “impressions” tells us how many consumers we are reaching with our marketing content. We are on track to **exceed annual impressions** for social and news media from any previous year. In fact, after only six months, American Pecans has already achieved **93% of impressions** as compared to the full fiscal year prior.



SHARE YOUR SNACKS


We loved seeing your #NationalPecanMonth and pecan pairings social media posts this month. If you’re looking for more social content to share, head to the Industry Toolkit on AmericanPecan.com (pw: pecans18). We have a wide range of resources available for you.


AmericanPecan.com: How to find content for use on social media


FOR INDUSTRY

INDUSTRY TOOLKIT

SOCIAL ASSETS

PECANS
+
CHEESE
=


PECANS
+
DRIED FRUIT
=


PECANS
+
CHOCOLATE
=


FOR THE TIMELIEST UPDATES, HEAD TO AMERICANPECAN.COM AND ENTER
YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.
FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.