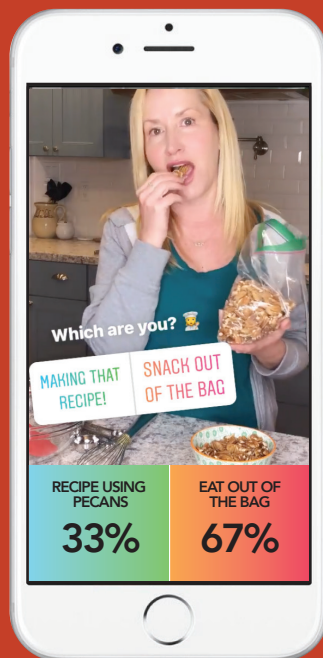


AMERICANS WANT MORE NUTRITIOUS SNACKS

THIS YEAR, SNACKING HAS GONE INTO OVERDRIVE – AND MOST MUNCHING AMERICANS FEEL THEIR HEALTHY INTENTIONS AND CRAVINGS RARELY ALIGN. AMERICAN PECANS' RECENT CONSUMER SURVEY REVEALED THAT 70% OF RESPONDENTS WANT TO EAT HEALTHIER SNACKS. HOW IS AMERICAN PECANS ADDRESSING THAT STRUGGLE?

THIS SEASON'S CLEAN UP YOUR SNACKS CAMPAIGN PUSHED PECANS AS A NO-COMPROMISE OPTION – NUTRITIOUS AND DELICIOUS. CELEBRITY SPOKESPERSON ANGELA KINSEY HELPED DRIVE THE CAMPAIGN, FROM SOCIAL POSTS TO MAGAZINES NATIONWIDE, ENCOURAGING THE NATION TO CHOOSE AMERICAN PECANS FOR THEIR SNACKING NEEDS.



AMERICA VOTES FOR PECAN SNACKS

Angela polled her 1.9 million Instagram followers through an Instagram Story – to find some pecan-loving results.



MORE THAN
70%
OF RESPONDENTS
ALREADY SNACK
ON PECANS

TWO-THIRDS OF
VOTERS PREFER
TO SNACK
STRAIGHT
FROM THE BAG!

AMERICAN PECANS IN CHINA

VOGUE

界面
JIEMIAN.COM

ELLE



中视网

china.com
中华网 资讯

搜 狐
SOHU.COM

As part of consumer marketing efforts overseas, we are working to educate Chinese consumers on the difference between American Pecans and the local hickory nut (often mistaken for a pecan). Our local team worked with media to tell the story of pecans' health and versatility, focusing on busy consumers living in the city of Shanghai. This outreach has garnered more than **20.2 million impressions with Chinese consumers.**

SPONSORED

The Snack Reset

Angela Kinsey, Star of *Baking with Josh & Ange*, Thinks It's Time to Clean Up Your Snack Game

Angela Kinsey is no stranger to the kitchen. She and husband Josh Snyder launched *Baking with Josh & Ange* (YouTube) to help us all munch a little more mindfully. After a year of virtual living and freestyle snacking, they have never been so right.

A DECENT SNACK IS EASY TO FIND: American Pecans, The Original Supermut™
Angela's hack for cultivating nutritious snacking is to incorporate The Original Supermut™ into all her favorite recipes. Each 1-ounce serving of pecans has 5 grams of protein and fiber, 12 grams of "good" monounsaturated fats and only 2 grams of sugar.

34.8 MILLION IMPRESSIONS

PECANS IN PRINT

Angela's celebrity features in Life & Style and InTouch magazines promoting pecan snacking tips and usage inspiration secured 34.8 million impressions in print alone.

On the magazines' websites, readers spent 2X as long and 3X as long reading the American Pecans article than the average stories on those two sites.

Life & Style

2X
AS LONG



InTouch

3X
AS LONG



CLEANING UP AMERICA'S SNACKS

Living in times of remote working, our snacking habits aren't the only thing that could use some straightening up. We asked Americans to submit photos of their messy, crumb-riddled workspaces for a chance to win a year's supply of pecans and other nutritious snacks, plus an American Pecans-branded desk clean-up kit.

Angela's stardom helped drive awareness and entries in the Clean Up Your Snacks sweepstakes – 1 out of every 4 visitors to the sweepstakes landing page submitted an entry.

1 IN 4

**VISITORS TO THE WEBSITE
SWEEPSTAKES PAGE
SUBMITTED AN ENTRY**