



HAPPY (EARLY) INDEPENDENCE DAY

TO OUR INDUSTRY MEMBERS WHO MAKE AMERICAN PECANS WORTH CELEBRATING NOT JUST ON THE FOURTH OF JULY, BUT EVERY DAY.



Approximately **250,000** consumers will see our patriotic posts via paid social media.

SUMMER RECIPES REACH MILLIONS

Summer has arrived – it's a season of road trips, outdoor adventures and relaxing by the pool. To reach consumers who seek nutritious snacks but don't want to sacrifice flavor, American Pecans released an article with delicious and easy recipes. The article encouraged the addition of pecans to sweet or savory snacks for sustained energy and happy taste buds.

To date, this article has been featured in more than **1,000 outlets**, generating more than **55 million consumer views & touchpoints**.



Summer Snacks That Satisfy Cravings

MEDIA RELATIONSHIPS REAP REWARDS

Local media is an increasingly important source of information for Americans, as confirmed by a recent Pew Research Study. We continue to build relationships with local newspaper and TV reporters, in addition to working with national media.

The Paris Post-Intelligencer, a local Tennessee newspaper, is a great example. Food Writer Gay Francisco recently shared our Mac and Cheese with Pecan Breadcrumbs recipe both online and in print, **creating more than 13,000 consumer views & touchpoints**. This paper has featured content and recipes from American Pecans **20 times** since the brand launched.

More than **13,000** consumer views & touchpoints

CHINA TEAM HOSTS PECAN PAIRING PARTY

In China, American Pecans recently co-hosted a lunch party with Uncle Life, a creative director with a large social media following on WeChat (**960,000 followers**) and Weibo (**1.4 million followers**). To demonstrate how to incorporate pecans into popular dishes, attendees tried a variety of flavor pairings, from steak tartare with pecan crunch to chocolate mousse with caramelized pecans.

Since the event, American Pecans recipes have been shared with attendees, leading to positive feedback and continued engagement as they make them at home.

Additionally, the event's success is being promoted across news outlets and social media platforms, including a post to Uncle Life's WeChat page and his Weibo account.

1.4M FOLLOWERS WeChat

96K FOLLOWERS Weibo

THROUGH APRIL, FYTD, PECAN EXPORTS TO CHINA HAVE INCREASED 128% YOY.

CONSUMERS COOL OFF WITH PECAN TREATS

With the temperatures high, it's no surprise the two most frequently searched recipes on the American Pecans website lately are Toasted Oat and Pecan Smoothie and Chocolate and Pecan Dipped Frozen Banana Pops. Promoted social media posts of our smoothie that direct consumers to our site are showing terrific ROI. The click-through-rate (CTR) of **5.26%** is **2.5X the industry average** for online ads.

DOUBLE THE AVERAGE CLICK-THROUGH-RATE FOR ONLINE ADS

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.