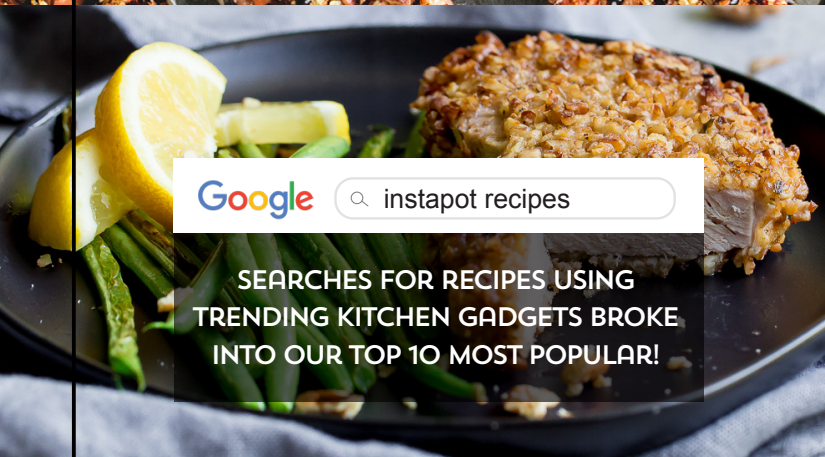
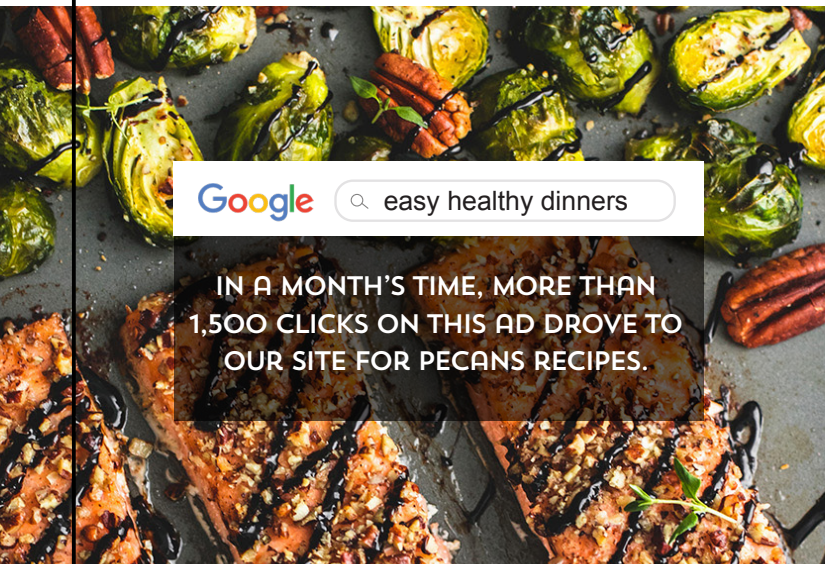


# CONSUMERS ENGAGE WITH PREPPABLE PECANS

MANY AMERICANS EMBRACED THE FRESH START OF 2021 WITH A RENEWED FOCUS ON WELLNESS. TO LEVERAGE THIS SEASON, AMERICAN PECANS EXECUTED VARIOUS MARKETING ACTIVITIES TO PROVIDE HEALTHY, APPROACHABLE RECIPE AND SNACK OPTIONS TO CONSUMERS. MEANWHILE, WE ARE RAISING THE PROFILE OF AMERICAN PECANS IN CHINA - CONSUMER EXCITEMENT IS BUILDING AS THEY LEARN ABOUT THE SNACKING AND CULINARY POTENTIAL OF PECANS.



## QUICK DINNER IDEAS

### DRIVE CONSUMERS TO AMERICAN PECAN RECIPES

Understanding the shifting priorities of our audience allows us to serve up pecan content that's relevant to their needs. Recently, we successfully incorporated easy and healthy dinner recipes, including ones that use trending kitchen gadgets like air fryers and Instant Pots. Google Search ads continue to be a highly effective tool to drive consumers to our pecan recipes and to capture the attention of those who are **already seeking recipes and primed to buy ingredients.**

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit [AmericanPecan.com](https://AmericanPecan.com) and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Industry Toolkit (password: pecans18).



# PECAN LOVE



CHINA EDITION

We are pleased to share that we have begun **marketing directly to consumers in China** and will be sharing program details and results going forward. Check out the sampling of social media responses to American Pecan recipes and snacking inspiration!

I really want to try these recipes

I bet it would taste amazing if you make banana cake with American pecans

Wow! Looks nice, I will try this when I do fitness!

It's amazing how many delicacies can be made with American pecan.

Just took out my wallet, where can I buy them

## PREP WITH PECANS = MEAL-PLANNING HEADLINES



7 Day Menu Planner  
by Susan Nicholson

**CHICAGO SUN-TIMES**

NORTHWEST ARKANSAS  
**Democrat & Gazette**

NEW HAMPSHIRE  
**UNION LEADER**

**News Tribune**

To drive regular purchase, American Pecans encourages consumers to view pecans as a nutritious ingredient that can be easily incorporated into their weekly menus. Our Farro with Pesto, Tomatoes and Pecans headlined an edition of "Seven-Day Menu Planner," that ran in four daily newspapers – from Chicago to Little Rock – and garnered **more than 393,000 impressions**.

