

American
PECANS
THE ORIGINAL SUPERNUT

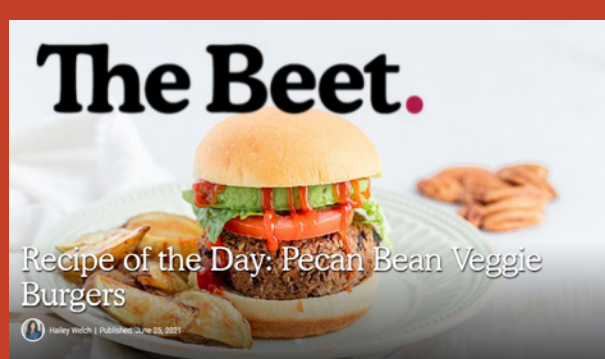
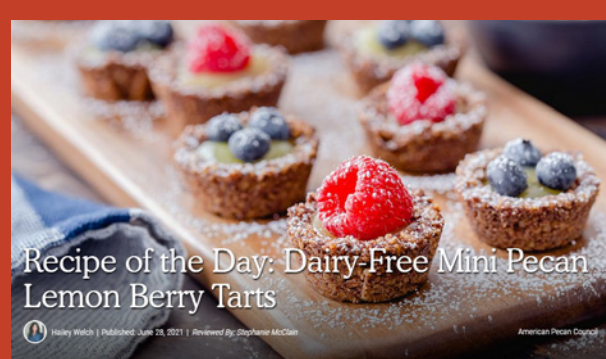
IN A NUTSHELL

PECANS AROUND THE WORLD



American Pecans held a consumer contest in China leading up to the Dragon Boat Festival, a traditional Chinese holiday that includes the making of delicious rice dumplings (zongzi). **More than 500 people** submitted their favorite ways to make the traditional dumplings with pecans, and the campaign received **more than 20 million consumer views & touchpoints**, thanks to amplification on social media.

BUILDING RELATIONSHIPS WITH PLANT-BASED MEDIA



And The Beet goes on! Writer Hailey Welch will feature eight more APC recipes in the coming weeks.

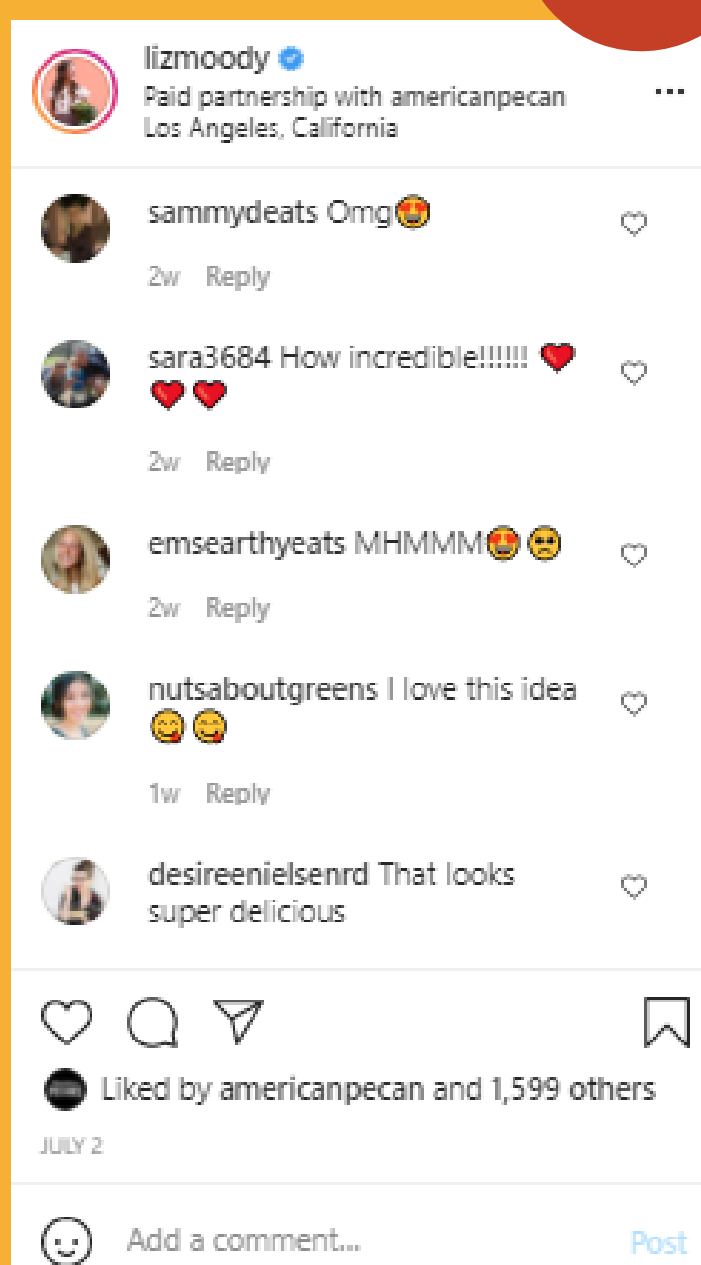
The Beet — a go-to resource for all things plant-based — recently shared three of our recipes online, in a daily email newsletter and on social media, resulting in **more than 150,000 consumer views & touchpoints**.

By forming a relationship with this plant-based outlet and providing high-quality recipes that readers will enjoy, American Pecans is successfully increasing pecans' exposure to a key consumer audience.

FRUIT LOVERS GO NUTS FOR LIZ MOODY'S NEW RECIPE

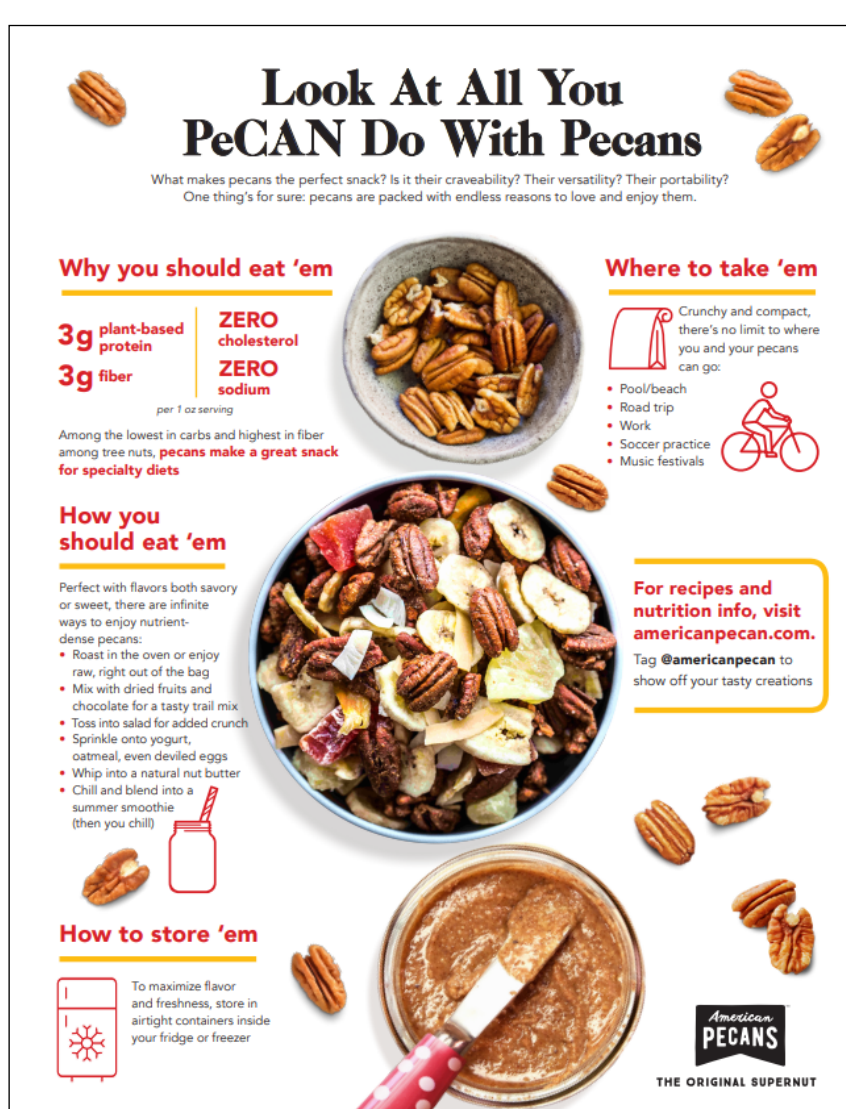
For Independence Day, Liz Moody continued to whip up delicious recipes for our healthy snackers. Her latest creation — a bright, crunchy, red, white and blue fruit salad — showed followers how to make a quick, easy and satisfying snack with pecans.

Consumers ate it up! Liz's post received a **3.3% engagement rate** — exceeding her average of 2.2% — and her followers shared their love in the comments.



PECANS PROMOTED IN GROCERY STORES NATIONWIDE

This month and next, American Pecans will be featured in the summer/fall issue of Live Naturally, a quarterly food-focused magazine distributed at grocery stores nationwide. **More than 450,000 copies** will reach primed-to-purchase consumers in **14 states across seven regions** and showcase the craveability, versatility and portability of pecans.



The magazine will also be included in pickup orders, allowing American Pecans to reach even more consumers.

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.