



IN A NUTSHELL

PECANS MAKE HEADLINES

Pecans are increasingly top of mind for health and wellness writers. Recently, pecans caught the eye of Real Simple contributor Jamie Harrison, who wrote an article praising pecans by highlighting their heritage, nutrition benefits and versatility. After being shared on Real Simple's social media and picked up by major outlets like Yahoo!, AOL and MSN, this article **generated more than 25 million consumer views & touchpoints.**

This is the latest pecan love from Real Simple, whose Super Safe Pecan Debate article – which included quotes from our growers and shellers – was our first of many big stories for the award-winning viral holiday campaign.

REAL SIMPLE

4 Reasons to Make Pecans Your New, Nutrient-Dense Nut of Choice

They're a heart-healthy option no matter how you pronounce "pecan."

Aol. **msn** **yahoo!**

25+ million consumer views & touchpoints

BAKING EVENT GARNERS MAJOR TURNOUT IN CHINA

In China, American Pecans collaborated with Xiaobaojun – an extremely popular social media influencer with more than **2 million followers on Weibo and 300,000 on WeChat** – to host a DIY baking workshop, which follows a growing trend in the region.

During this first-of-its-kind event for American Pecans, locals were exposed to fun facts about American pecans while learning first-hand from Xiaobaojun on how to create their own pecan toffee cheesecake. Attendees participated in a pecan Q&A and winners walked away with American Pecans-branded prizes.

Thanks to a combination of culture tapping and leveraging an influential chef, the event was a great success, with the event reaching full capacity.

Attendees comprised of a young, urban and trendy set from Shanghai. The activation also reached beyond attendees, inspiring more than **2.5 million people on social media.**

The post on Xiaobaojun's Weibo generated nearly 1,300 comments, such as:

"That pecan cheesecake looks very delicious. I also like pecans very much, now I'm craving!"

"That cake looks so delicious and super nice, and the pecans too. I really love pecans."



CONSUMER TRENDS MAXIMIZE INDUSTRY ROI

Continual measurement and optimization of our marketing efforts allows us to maximize industry ROI. For American Pecans' paid search advertisements, our team taps into current health trends, such as salmon-based recipes or the use of an air fryer. This year, we also incorporated "smart bidding" techniques to include audience behavior, such as location and device type.

Following these optimizations, American Pecans has seen an **82% increase in clicks to the website** compared to the same month a year prior, with the **cost-per-click (CPC) decreasing by 52%.** Over the last year, interest in pecan recipes has also grown – shown in a **48% increase in recipe views**, with overall **traffic to American Pecans website growing by 25%.**

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GET TO KNOW OUR LATEST PECAN PARTNERS

danishealtheats
665 posts 83.2k followers 650 following

healthfulblondie
581 posts 30.8k followers 383 following

Our Active Agents audience – men and women interested in exercise and outdoor recreation – has been a top-performing group this fiscal year in terms of volume and cost efficiencies for both website traffic and consumer views & touchpoints. To build on the successful engagement with this audience, American Pecans is partnering with like-minded influencers to show how pecans can fuel different types of healthy lifestyles.

American Pecans recently teamed up with Dani Breiner of @danishealtheats and Tati Chermayeff of @healthfulblondie – two influencers who share tips for living a nutritious, active and balanced lifestyle. This month, Dani shared a mouthwatering peach pecan crumble muffin recipe with her **83,000 followers** on Instagram. Tati posted about her favorite mid-hike snack – raw pecans right out of a to-go container – expressing her love for this no-compromise snack.

danishealtheats • Follow
Paid partnership with americanpecan

danishealtheats Peach pecan crumble muffins! 🍪

#AmericanPecansPartner I am super picky with muffins, but these? My new favorite summer snack. The fluff factor? Insane. The moistness? Out of control. And they're made even more nutrient-dense thanks to my favorite little nut - @americanpecan pecans!

Pecans are a staple food for me - a 1 oz serving gives you 3g of plant-based protein and 3g of fiber. Not to mention, they're versatile as heck, so I literally add them to everything (trail mix, on yogurt, in baked goods) but they're equally as tasty straight up, making them the perfect no-compromise snack for on-the-go!

2,232 likes
AUGUST 9

healthfulblondie • Follow
Paid partnership with americanpecan Austin, Texas

healthfulblondie It's summer which means I am outdoors a ton ☀️ And you want to know my go-to hiking snack? PECANS! 🌰 Not only does a 1 oz serving of pecans have 3g of plant-based protein and 3g of fiber, but they are also among the lowest in carbs compared to other tree nuts and are perfect for all my active lifestyle people. Nutritious + amazing taste! Pecans are seriously the no-compromise way to snack! @AmericanPecan #AmericanPecansPartner

852 likes
AUGUST 8

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FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.