## 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.

## **REALSIMPLE**

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

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





25+ million consumer views & touchpoints

## BAKING EVENT GARNERS MAJOR TURNOUT IN

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:

I also like pecans very much, now I'm craving!"

"That pecan cheesecake looks very delicious."

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



## **CONSUMER TRENDS** MAXIMIZE INDUSTRY ROI

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.

Continual measurement and optimization of

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%.

Following these optimizations, American



in website clicks



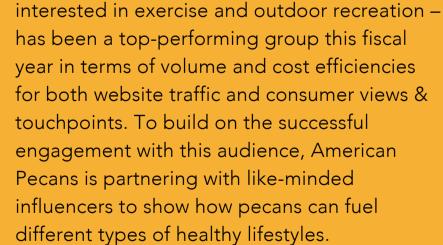
**GET TO KNOW** 

OUR LATEST

**DECREASE** in cost-per-click

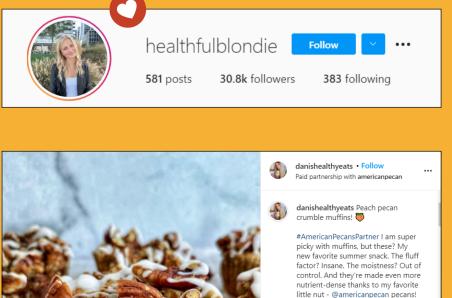






Our Active Agents audience – men and women

American Pecans recently teamed up with Dani Breiner of @danishealthyeats 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.



danishealthyeats

665 posts

83.2k followers

650 following

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 nomise snack for on-the-go

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Add a comment..

2,232 likes



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FOR THE TIMELIEST UPDATES, HEAD TO AMERICANPECAN.COM AND ENTER

FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.

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