



KIDS IN CHINA BAKE WITH PECANS

As China prepares to celebrate Chinese New Year on February 1, families are getting ready to host reunion dinners on New Year's Eve, which is often perceived as more important than the first day of the year. In order to incorporate American Pecans into this food-focused celebration, we included kids in the fun by teaching them – and their parents – to bake simple cookies with pecans.

We teamed up with Abrakadoodle, an organization centered around child art education with 20,000+ members in China, and local pastry chef RobinsKitchen to teach two baking workshops. To promote this event and share pecan-filled content during Chinese New Year, we teamed up with four KOLs (key opinion leaders - local name for influencers) who have a combined **follower count of 8.5 million**.



PECANS MAINTAIN TOP SPOT FOR THE HOLIDAYS

American Pecans strives to start each fiscal year with a bang, and 2022 was no exception. Once again, American Pecans secured the **#1 Share of Voice (SOV)** among nuts for the holiday season and the entire first quarter of the FY22 fiscal year.

With back-to-back consumer campaigns, we elevated pecans leading up to Thanksgiving, as we tapped into timely travel woes with Pecancelled Flights Set Right, and dominated the conversation for the two weeks surrounding the campaign – our leading SOV percentage was more than double the #2 nut in news and social media mentions. We immediately followed up with our eye-popping nutcracker social media campaign for Christmas that continued the moment, bringing in another **11 million+ Consumer Views & Touchpoints (CVTs)**.

We also won big on value – based on Click-thru rate, our **paid social media ROI was 2X the industry average**. American Pecans is thrilled to end the calendar year – and start off the fiscal – with such a high-impact, cost-effective campaign.

#1

SHARE OF VOICE
AMONG NUTS FOR
THE HOLIDAY SEASON

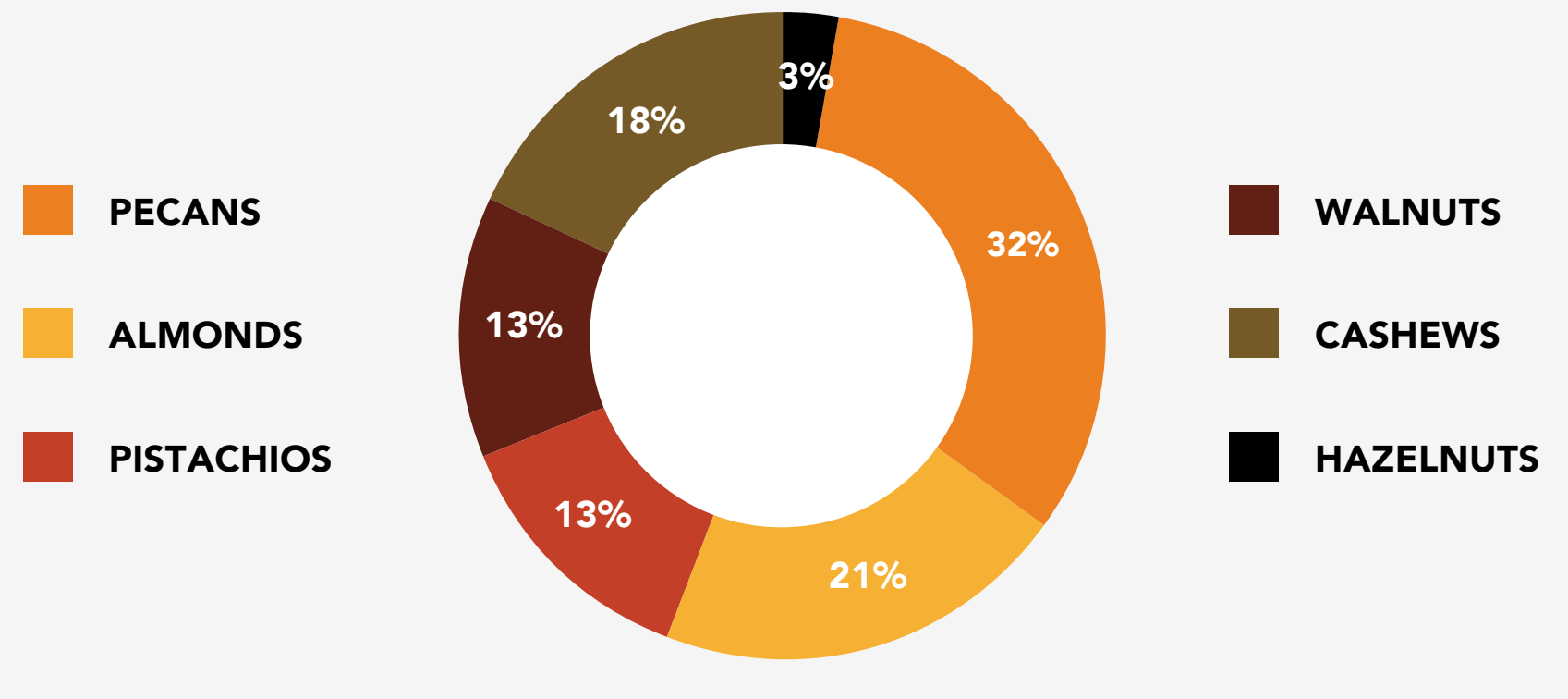
11M+

CONSUMER VIEWS
& TOUCHPOINTS
BROUGHT IN

2X

THE INDUSTRY
AVERAGE FOR PAID
SOCIAL MEDIA ROI

ALL COVERAGE SHARE OF VOICE FOR Q1 FY22



“GERMANS WENT NUTS” FOR PECANS



Our first consumer marketing campaign in Germany was a great success, with the “Shockingly Versatile” nutcracker campaign. With well over **12.4 million Consumer Views & Touchpoints (CVTs)** achieved through the integrated marketing campaign, the holiday campaign made its mark on the region.

The Nutcracker campaign – which included social media, billboards, local influencers, and media partnerships – was such a hit that the theme is continuing in the new year with our Nutcracker friends getting an active lifestyle makeover for the new year. Stay tuned for updates on this fun marketing twist for the new year.

START THE YEAR OFF RIGHT WITH NUTRITIONAL RESOURCES

At the start of each New Year, the most popular resolutions are about living healthier. It's the perfect time to access the nutrition resources available at AmericanPecans.com that can help your customers incorporate pecans into a nutrient-dense diet. Through this helpful tool, you're able to download our nutrition handout and shopping list, or find health-related stats and pecan-filled recipes.

If you're interested in receiving printed pieces, be sure to reach out to us at info@americanpecan.com and we can help facilitate – these are great to include with mail orders or make available in store!

DELICIOUS KERNELS OF GOODNESS

Pecans are a complex whole food packed with multiple health-promoting nutrients and bioactive compounds.

PHYTONUTRIENTS 10 mg of flavonoids 36 mg of plant sterols		DIETARY FIBER Good source of dietary fiber, 11% DV
PLANT PROTEIN 3 grams of plant-based protein		ANTIOXIDANT VITAMINS 8 mcg of beta carotene, or provitamin A 7 mg gamma-tocopherols, a form of vitamin E
UNSATURATED FAT 18 grams of monounsaturated fat, including oleic acid (only 2 grams of saturated fat)		MINERALS A trio of essential minerals: 60% DV manganese, 40% DV copper and 10% DV zinc

Source: USDA National Nutrient Database for Standard Reference

Serving size = 1 ounce or about 19 halves
DV = % Daily Value

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FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.