

American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

CELEBRATING THE SEASON



ON SOCIAL MEDIA



Throughout the month of December, American Pecans is sharing jaw-dropping content and seasonal recipes to demonstrate the surprising versatility of pecans. To share the playful video below on your own social media channels, head to the Industry Toolkit.



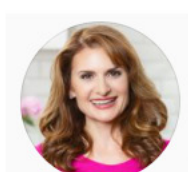
PECANS SECURE #1 SOV AT THANKSGIVING



American Pecans recently wrapped up our latest holiday campaign – Pecanceled Flights Set Right – which kept pecans top of mind during the Thanksgiving season. We grabbed attention nationwide – and **#1 Share of Voice in social + media mentions** – thanks to marketing activations focused on getting Americans home for the holiday.

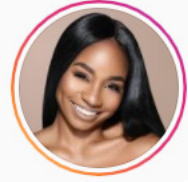
Unlucky travelers impacted by flight delays or cancellations filled up on delicious pecan pie snack bites at select airports coast to coast and entered to win our Pie in the Sky Sweepstakes at AmericanPecan.com.

Top-tier news outlets like **Reuters** and **Travel + Leisure** shared articles, while local hits popped up around the country.



Win First-class Tickets to Your Thanksgiving Destinations for the Next 5 Years — Here's How

michelledudash



jalisaevaughn

REUTERS

ELITE DAILY



phillyfoodgirl

THE NIBBLE
Great Food Finds™

TRAVEL+ LEISURE

U.S. Thanksgiving air travel set to be busiest since pandemic began

yahoo! news



itscaitlynfitz

Pecan Partners The Traveling Child and Mommy Shorts brought awareness to the campaign with their family-oriented lifestyle content, which captured the importance of togetherness this holiday season, generating a total of **1.1M CVTs and 3.3K engagements**.



FOR THE TIMELIEST UPDATES, HEAD TO [AMERICANPECAN.COM](https://americanpecan.com) AND ENTER YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.

FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.