



American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

GERMAN ICONS ARE CRACKING INTO 2022



Click here to watch a recap of our jaw-dropping campaign in Germany!

[WATCH VIDEO](#)

CULTURE, CUISINE, AND CARE IN CHINA

After a year and a half in market, American Pecans is making its mark in China with activations that leverage cultural relevance to drive awareness of our beloved nut. Recent, exciting milestones and results include:

12 KOL (influencer) partnerships to date, resulting in **56.4M Consumer Views & Touchpoints (CVTs)**

Baking Workshop in Shanghai and KOL partnership garnering **2.45M CVTs**

Winter Solstice Cooking Workshop, American Pecans' first ever activation in the capital city of **Beijing**, generating **8.4M CVTs** and **4 Weibo features**

'Kids Can With Pecans' Baking Workshop, APC's first campaign that engaged a younger audience, driving **1.38M CVTs**

As we celebrate strong results in 2021, momentum in China continues into 2022 – from plans to launch American Pecans own social media presence, to hosting more consumer events, and leveraging additional KOL partnerships!



American Pecans Zongzi (Dumplings)



Beijing Cooking Workshop

PLENTIFUL PECAN OPPORTUNITIES WITH DIABETES PROFESSIONALS

A recent survey found that over **one-third of diabetes professionals regularly incorporate pecans into nutrition recommendations for their clients**. This group, which includes Registered Dietitians and Certified Diabetes Care and Education Specialists, cites diabetes-specific nutrition benefits as the primary reasons for pecan recommendations.

Lower in carbohydrates and higher in fiber compared to other tree nuts, pecans represent an ideal option for consumers with diabetes and those at risk of developing diabetes who may be seeking lower carbohydrate options. Over the next year and beyond, we look forward to engaging with this audience of health professionals to continue driving pecan recommendations.

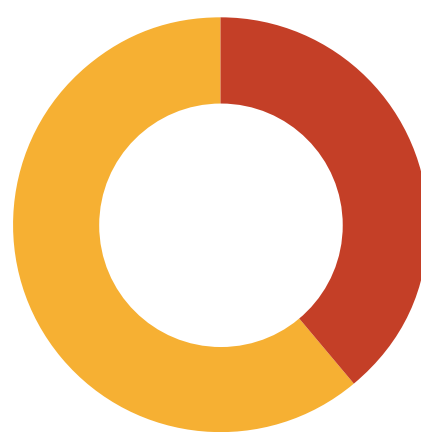
45% OF DIABETES PROFESSIONALS

consume pecans 1x per week or more



33% OF DIABETES PROFESSIONALS

regularly recommend pecans to their patients



Blood Glucose Management

Diabetes professionals value pecans due to their low-carbohydrate & high-fiber attributes, relative to other nuts.



THANK YOU FOR JOINING US!

We want to extend a big thank you to all those who attended our council meeting on March 23 in Grapevine, Texas. It was wonderful to gather in person, and we appreciate all who made the trip to meet with us. We're already looking forward to next time!

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.