

# STARTING THE YEAR OFF RIGHT WITH PECANS

## CHINESE NEW YEAR PAIRS WELL WITH PECANS

We reached millions of Chinese consumers with baking inspiration ahead of Chinese New Year. Four regional influencers – with a **combined follower count of 8.5 million** – helped spread the word, while leveraging an American Pecans-sponsored cooking workshops for kids and their parents.



## A PLAYFUL TWIST ON A GERMAN ICON

Our first consumer marketing campaign in Germany was a hit! After achieving **12.4 million Consumer Views and Touchpoints (CVTs)** with our holiday Nutcracker campaign, we kept these beloved nut lovers moving into the new year.

Germany's latest social campaign features an active lifestyle makeover for our nutcracker friends along with pecan nutrition messaging.



WE LOVE SEEING CONSUMERS ENGAGE ON SOCIAL MEDIA WITH OUR PECAN-FILLED CONTENT!



I love pecans right out of the can.

LOVE pecans! Literally add them to everything!

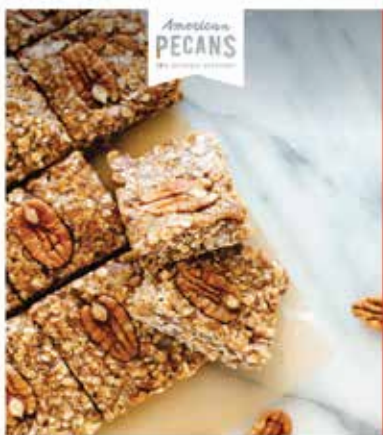
I've been smearing pecan butter on my bison patties – crazy good combo. You've got to try it!



Love them in my morning oatmeal with some cinnamon, maple syrup and flax meal

Now I'm in the mood for some pecans as my snack today!

I like to toast them with some maple syrup!



### PECAN GRANOLA BARS

Recipe courtesy of The American Pecan Council.

Prep Time: 5 minutes, plus 1 hour for chilling

Cook Time: 0 minutes

Total Time: 1 hour, 5 minutes

Serves: 16

#### INGREDIENTS

- 1 1/2 cups pecan halves (5 ounces)
- 2 cups quick-cooking oats (or old-fashioned oats, pulsed briefly in a food processor or blender to break them up)
- 1 teaspoon ground cinnamon
- 1/2 teaspoon fine sea salt
- 1 cup homemade pecan butter\*
- 1/2 cup maple syrup or honey
- 1 1/2 teaspoon vanilla extract

\*Find the recipe on AmericanPecan.com

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## DON'T FORGET YOUR TOOLS!

Did you know there are **hundreds of marketing materials** created with your marketing needs in mind? Visit the **Industry Toolkit** on our website for downloadable resources, including social media posts, recipe cards, nutritional information, photography and more.

If you'd like to receive printed recipe cards or nutritional handouts, please contact us at **industry@americanpecan.com** or at 817-916-0020.

## GATHERING INSIGHTS FROM DIABETES PROFESSIONALS

In January, we conducted a survey to gather internal insights from diabetes professionals to inform future activations with this new subset of our target audience of health professionals. We're currently taking these insights to develop expert-informed messaging to leverage in future diabetes-tailored content and activations, including in-person events and Pecan Powerhouses Network newsletters, throughout 2022 and beyond.



### AMERICAN PECANS EXCEEDS 2 BILLION CONSUMER VIEWS & TOUCHPOINTS!

CVTs, also known as impressions, is a metric that tracks how many times American Pecans content is displayed, delivered to an individual in their feed, or consumed via a printed publication or TV/radio media. That is a lot of eyeballs and engagement with our beloved nut!