

American
PECANS
THE ORIGINAL SUPERNUT

AMERICAN PECANS GAINING MOMENTUM IN CHINA

EXPANDING SOCIAL MEDIA PRESENCE IN CHINA

Social media has massive popularity in China, and American Pecans has expanded its platform presence through strategic partnerships with local KOLs (aka influencers). Recent activations were promoted on TikTok, Toutiao, TMall, RED, Kuaishou and Bilibili.

Meanwhile, we have been securing regional approvals to pave the way for American Pecans social channels in market by mid-year.

Our marketing program in
China has earned more than
**64.5 million Consumer
Views & Touchpoints!**



To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.

DID YOU KNOW?



For two consecutive years, Pecans has been **#1 among nuts in U.S.** social media conversation.



Pecans continues to dominate U.S. holiday media coverage. Our #1 media position reflects **50% more mentions** than #2 almonds.



AmericanPecan.com recipes have been **viewed more than 2.8 million times.**

FIRSTS FOR PECANS IN CHINA

Over the past six months, our team in China has secured some exciting firsts for American Pecans:

FIRST ACTIVATION IN
CAPITAL CITY OF BEIJING

UP NEXT - THE CITY OF SHENZHEN!

WINTER SOLSTICE COOKING WORKSHOP



BAKING CLASS



FIRST ACTIVATION FOR KIDS

FIRST LIVESTREAM EVENT

ALMOST 2.6 MILLION VIEWS

COOKING CLASS

