



IN A NUTSHELL

INFLUENCERS REACH MILLIONS OF CONSUMERS DURING NATIONAL PECAN MONTH

Through our strong influencer partnerships, we reached millions of U.S. consumers with delicious recipes celebrating National Pecan Month.

An Instagram post from the account 'thatveganbabe' (Quince Jones And His Orchestra - Soul Bossa Nova). The post features two images: one of a single No-Bake Salted Caramel Pecan Tart and another of Stephanie Manzinali holding a plate of them. The caption reads: 'April is Pecan Month! So let's make some No-Bake Salted Caramel Pecan Tarts! @americanpecan #ad'. It also includes a short video description: 'This no bake dessert takes 15 minutes to make and will keep you full and satisfied for hours! The star of the show are rich buttery pecans which add a delicious nutty sweetness to the tarts! Pecans are super nutritious, versatile and are farmed locally as they are the only major tree native to North America! Compared to other nuts they'. The post has 28,708 likes and is dated April 1.

Stephanie Manzinali’s [No-Bake Salted Caramel Pecan Tarts](#) video garnered **more than 1.8 million consumer views & touchpoints (CVTs)**

An Instagram post from 'theflexibledietinglifestyle' (Paid partnership Original Audio). It shows a man holding a cookie and a jar of 65 Cal Protein Pecan Butter. The caption says: 'To celebrate April being National Pecan Month, I've teamed up with the @AmericanPecan to make some homemade Pecan Butter so we can turn it into some 65 Cal Protein Pecan Butter! #ad'. It also mentions a contest: 'And @AmericanPecan is giving away a \$100 Gift Card to Whole Foods to someone who follows @AmericanPecan and tags a friend. Winner will be chosen in 72 hours!'. The post has 22,879 likes and is dated March 29.

Zach Rocheleau’s [65 Calorie Protein Pecan Butter](#) post generated **more than 438,000 CVTs**

An Instagram post from 'cj.eats' (Paid partnership Original Audio). It features a man and a close-up of Chinese Five-Spice Pecans. The caption reads: 'Did you know that April is National Pecan Month? To get ready, these Chinese Five-Spice Pecans are a simple, delicious snack that you can make in minutes! They're so easy to make and definitely won't last long, so be sure to make them in large batches. I've teamed up with @americanpecan and the American Pecan Council to highlight these beautiful pecans and spread awareness about their health benefits and history! Did you know: -Pecans are a good source of filling dietary fiber, and compared to other tree nuts, pecans are among the lowest'. The post has 4,332 likes and is dated March 29.

CJ’s Easy Recipes’ [Chinese Five-Spice Pecans](#) video secured **more than 165,000 CVTs**

GERMANY PAVES THE WAY WITH HIKING TRAIL NUTCRACKER

This spring, we are tapping into Germans’ love for hiking with our “Trail Nutcracker.” After establishing their beloved nutcracker as the pecan icon during the Christmas season, our new campaign positions the pecan as the most versatile nut yet to be explored by Germans.

We are excited to promote American Pecans as the perfect outdoor snack against the backdrop of beautiful German trails. Local influencers will even appear on the trails with our branded nutcracker as their new hiking buddy.



NEW PHOTOGRAPHY AVAILABLE FOR INDUSTRY

Check out the latest batch of beauty shots in our toolkit at [AmericanPecan.com](#)! From field to table, these new photos are available for download and industry use. If you have any questions on how to download, contact us at [industry@americanpecan.com](#).



Click on the images above to view the latest photos and social media images.

FOR THE TIMELIEST UPDATES, HEAD TO [AMERICANPECAN.COM](#) AND ENTER YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.

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